



**EXMOOR**  
NATIONAL PARK

# *Exmoor Dark Skies Festival 2024*

## */// Advertising Opportunities*

Your opportunity to shine with exposure and association with Exmoor's Dark Skies Festival - now in its 8th year!

*"The Exmoor Dark Skies Festival is quickly becoming one of the UK's top astronomy events, which is not surprising considering Exmoor National Park was Europe's first International Dark Sky Reserve."*  
**BBC Sky at Night**



Plans are well underway for this significant festival profiling Exmoor as Europe's very first International Dark Sky Reserve and attracting high media interest and visitors from near and far to participate in a range of day and night-time activities.

Programme advertising could be an ideal opportunity for you to reach large audiences - the events themselves will present memorable experiences for several thousand participants and the extensive publicity associated with this fascinating subject will reach many thousands more: locally, nationally, and internationally. Past years have seen extensive coverage on regional and national television, newspapers and magazines.

Events will take place all over Exmoor and throughout the festival period, run by the National Park Authority and local businesses and organisations:

- ★ Planetarium sessions
- ★ Family Astro Events
- ★ Guided Night Walks & Cycle Trails
- ★ Astronomy Presentations
- ★ Dark Skies themed competition
- ★ Astro-Photography Workshops
- ★ Nocturnal Wildlife Events
- ★ On-line Sessions
- ★ Astro-related Crafts
- ★ Dusk Safaris
- ★ Night sky singing and yoga classes
- ★ & so much more

## /// Advertise in the Festival Programme

7000 copies (A5, 32 pages minimum), distributed around Somerset and Devon from August to October.

Advertising starts at just £65, and discounts are available for event organisers. Advertisers will also be listed (by name and website link) on our festival webpage with a Thank You message for supporting the festival. Our stargazing and festival webpages had 22,000 page views in 2023 so not only will your business name have great online exposure, but the listing will also boost your Search Engine Optimisation rating.

¼ page (64mm x 95mm portrait)	£65
½ page (128.5mm x 95mm landscape)	£95
Full page (128.5mm x 190mm portrait)	£165
Full page (154.5mm x 216mm portrait) – Inside front cover and Inside back cover available	£225



- Artwork must be supplied by you in a useable digital format (preferably hi-res PDF or JPEG). If you require assistance with artwork a minimum charge of £40 will be made for formulating artwork.
- All prices are quoted excluding VAT.
- **Event Organisers** – 10% off published prices. Along with sponsorship, advertising revenue helps fund the Festival so whilst there is no charge for listing your event/s in the programme and on our festival webpage and social media it does cost us time and money. Advertising is an easy way to support this popular annual festival.

**To book your space please complete the [Booking Form](#)**

If you have any questions, please email  
[ruralenterprise@exmoor-nationalpark.gov.uk](mailto:ruralenterprise@exmoor-nationalpark.gov.uk)

**Or call 01398 323665**

Closing date for space booking: 28<sup>th</sup> June 2024

Artwork deadline: 12<sup>th</sup> July 2024