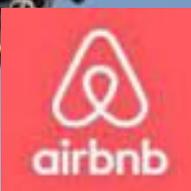
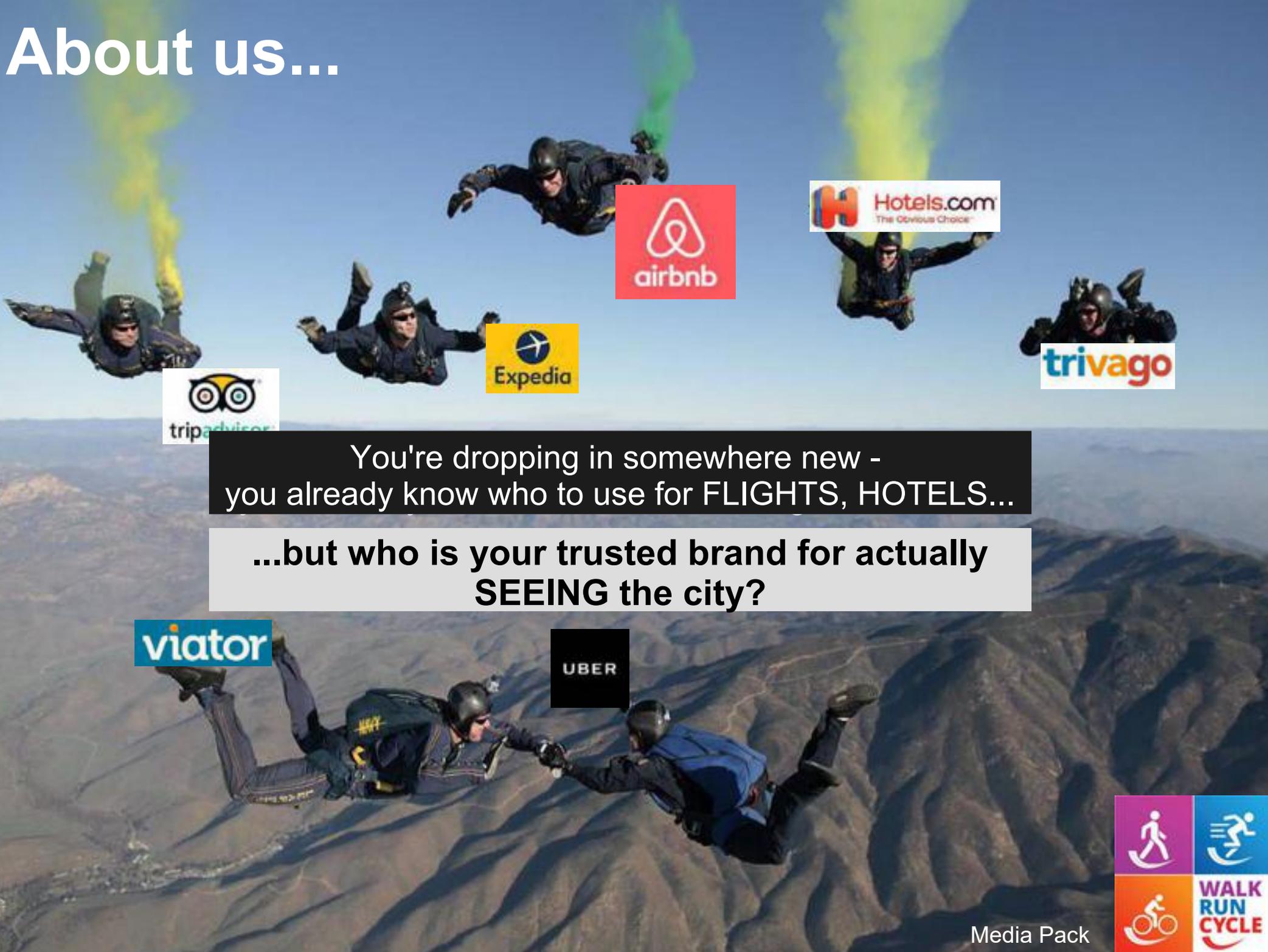




Get out. Be curious. See the city.

The only walking, running and cycling routes you need to see the best of a city.

About us...



You're dropping in somewhere new -
you already know who to use for FLIGHTS, HOTELS...

...but who is your trusted brand for actually
SEEING the city?



...introducing **WALK RUN CYCLE** city apps...

See the main tourist sights in a limited time...



...on routes accessible to the whole group...



...knowing your training run is lit at night...



...and you're not missing the hidden gems.



Media Pack

Walk Run Cycle city apps:

Launched June 2018 and already...

Media coverage & collaboration:

Birmingham Mail: top 10 apps for 2019



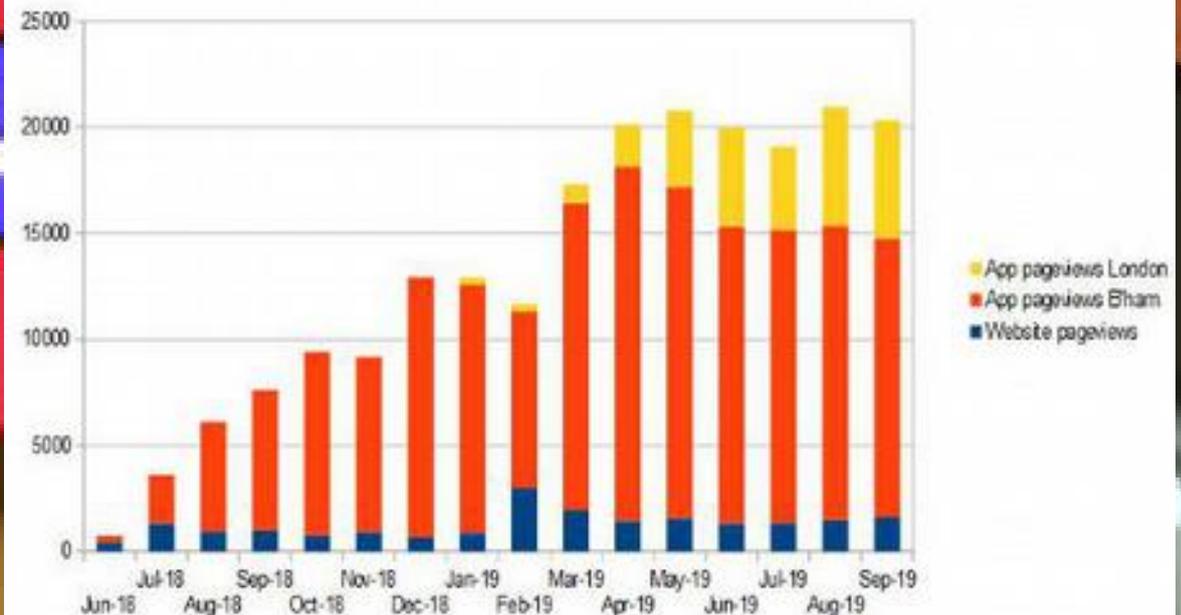
BIRMINGHAMMAIL.CO.UK
Ten apps you won't want to live without in 2019
From transport to news, we've got you covered



Top walking tours in UK



Annualised pageviews now running at ~250k per annum across Birmingham & London. Target is between 150k-200k app views per city per annum.



Advertising options:

Our apps principally target active and affluent, national and international tourists and business visitors to a city (locals are using the app to discover their city too). Visitors and locals new to an area don't already have their favourite places and are more easily guided to suggested and recommended companies. This market is getting harder to reach, especially as more phones utilise ad-blocking technology.

We **LIMIT** the main advertising space available on each app to maximise the user experience. Each city app has space for a maximum of just **TEN** "principal advertisers", with your graphic adverts appearing on **EVERY** route in the app. Position of adverts is randomised between routes.

In addition we have a small number of spaces on each route for in-content editorial style adverts for small local businesses, typically no more than 5 in each route.

We also have our extremely competitively priced Discounts & Offers section available for all businesses.

Finally, we can look at creating Bespoke routes for you, for example "A Day Out at XXX".

Principal advertisers:
(with graphic advert on
EVERY* route)

£375/month

(*exc Bespoke routes)

In-route editorial ads:
(local bars/ cafes/
shops/ restaurants)

£75/month/route

Discounts & offers
section:
(all businesses)

£17.50/month

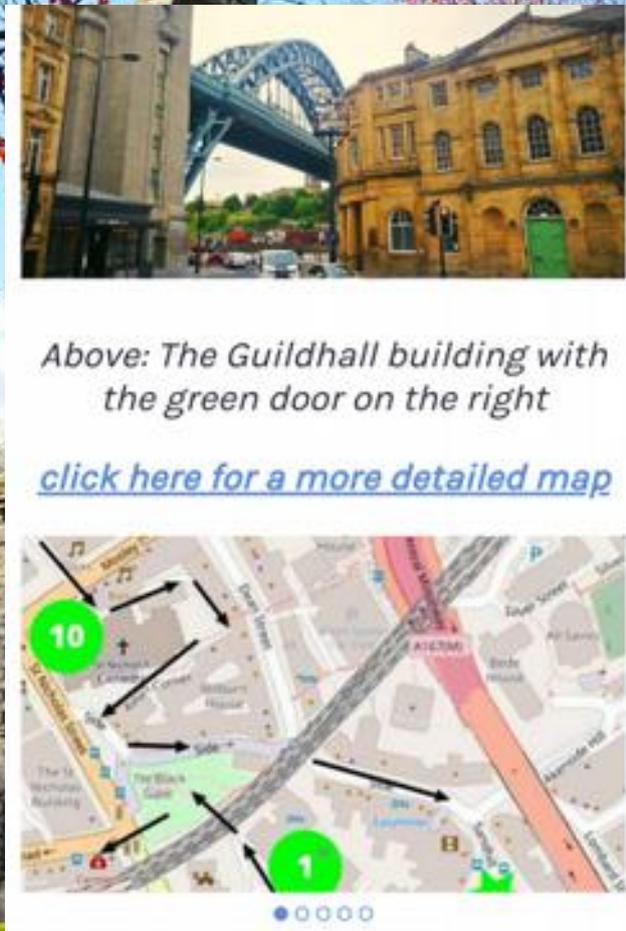
All options:
- rolling 3 month contracts

- pay for 12 months in
advance and get 10%
discount



Principal advertisers:

A maximum of just TEN companies per city app, with your graphic advert on every route*. Your company details will also be included in the Discounts & Offers section, and on the integrated mapping if required.



£375 / month

Your advert on every route*

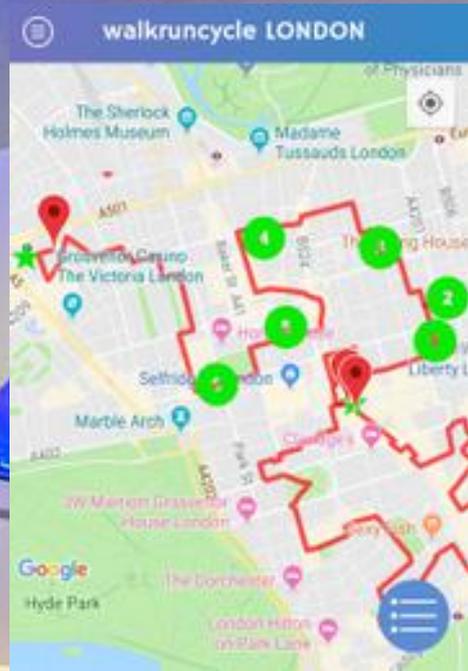
Integrated in-app mapping

*excluding Bespoke routes

Media Pack



In-route editorial ads:



£75.00 / month

In-route editorial style paragraph-insert adverts. Only a very limited number of these adverts will be placed within each route for small local businesses.

- with small photograph and approx 50-100 words of text
- reduced rate to advertise in the Discounts & Offers section as well
- advertise in more than one route and receive 15% discount on second and subsequent routes

"Hi, fabulous day following the Harborne walk. The Harborne walkway was a revelation - lived in North Brum for 36 years and didn't know about it! Thank you for making us get out and see our beautiful city from a different perspective. We loved it. Back home we've already booked a meal at Simpson's and are considering another walk." Nikki, app user from Sutton Coldfield

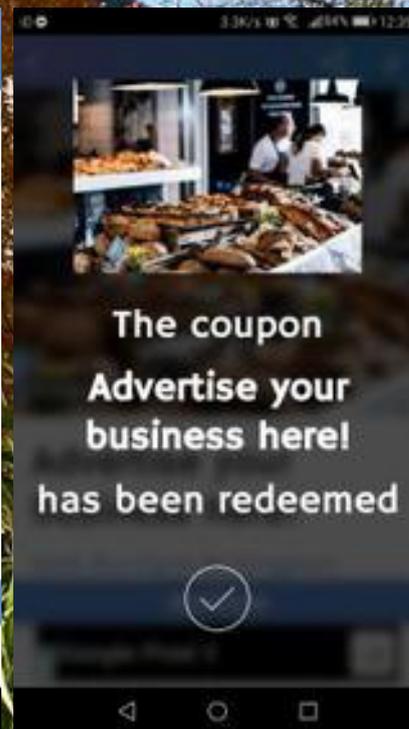
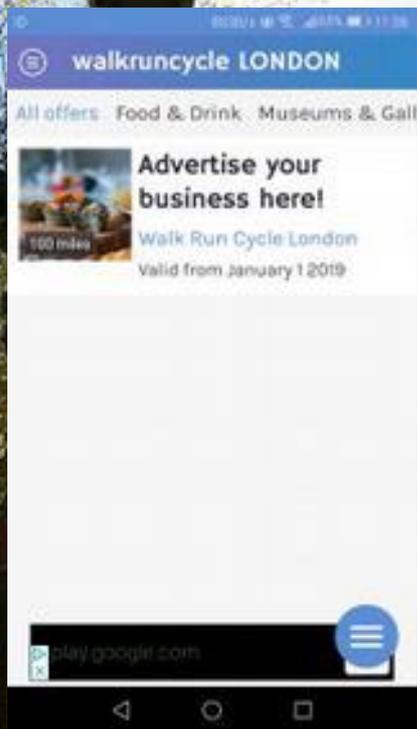


Discounts & Offers section:

List your business and offer/discount to our app users in the Discounts & Offers section. Time of use exclusions/limitations can be applied as well as limiting the number of times an offer can be used. Maps guide users straight to your business.

-with photograph, approx 25-50 words of text, offer (timed and/or limited if required) and mapping
-advertise more than one offer and receive 15% discount on second and subsequent offers.

only
**£17.50 /
month**



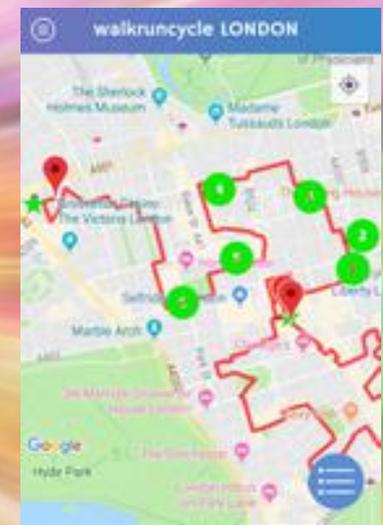
The top 10 UK cities by visitor numbers have over 600 million visitors annually.
Can you afford NOT to be on the latest Walk Run Cycle city app?

**Walk Run Cycle London, Birmingham and Newcastle available NOW
Free on Android, iTunes and Web. More cities coming soon.**

Walks cover the main tourist sites as well as interesting outlying areas.

Runs cover safe 1.5km, 3km, 5km, 10km and half marathon routes.

Cycles cover the nicest routes on the quietest paths or roads.



Walk Run Cycle routes are the ONLY routes you need to see a city.

Get out. Be curious. See the city.



Media Pack

