

2024 Media Schedule

Our 2024 plan is similar to 2023 in that we want to create three spikes across the year.

- 1) January, to help inspire travel
- 2) April, to begin our summer campaign
- 3) September, to boost shoulder month activity

Print wise we will be going into high-circulation publications and papers.

Media 2024	January					February				March				April				May				June				July				August				September				October				November				December							
	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	
TV - Sky Adsmart																																																					
Out of Home - London & regional																																																					
Print & Partnerships																																																					
Display - UK																																																					
YouTube																																																					
Facebook & Instagram - UK																																																					
Paid search - UK																																																					
Pinterest																																																					
Display - France																																																					
Youtube - France																																																					
Paid search - France																																																					
Display - Jersey																																																					
Facebook & Instagram - Jersey																																																					
Other																																																					
Partner / Co-Funding																																																					
Seasonal Tactical																																																					