

IN THE LOOP // MEDIA PACK 2026

NEW
Annual Guide
FOR RYEDALE



EAT // SHOP // STAY // EXPLORE // SERVICES

BE SEEN, BE FOUND,

Be in the Loop

In the Loop is a fresh, pocket-sized annual guide we've created at Moonriver Publishing to help everyone make the most of Ryedale.

Passionate about helping people discover and connect with the wonderful area we call home, we've designed this comprehensive guide to showcase everything from trusted local services and independent shops to hidden gems and community highlights.

Based in the heart of Malton, we've been publishing the Handy Mag Ryedale and Handy Mag York for over 20 years, proudly supporting local businesses and building community connections. With *In the Loop*, we bring that same spirit into a high-quality annual guide designed for everyone, whether you're new to the area, visiting on holiday, or just looking to explore more of what's on your doorstep.

In the Loop combines practical listings with rich editorial and local insights - freely available, built to last, and dedicated to keeping everyone in the local loop while helping people discover, connect with, and invest in the area we call home.

Available to pick up from May 2026 at retail outlets, accommodation providers and popular tourist locations across Ryedale.

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What's Inside

EAT

Cosy coffee spots and cafés, to stylish restaurants and countryside pubs.

SHOP

Independent retailers, boutiques, home ware stores, fashion, and unique gifts.

STAY

Luxury spa breaks, charming cottages, or glamping getaways under the stars.

COMMUNITY

Local charities, volunteer organisations, and community groups.

SERVICES

Trusted local tradespeople and essential everyday services.

TRAVEL

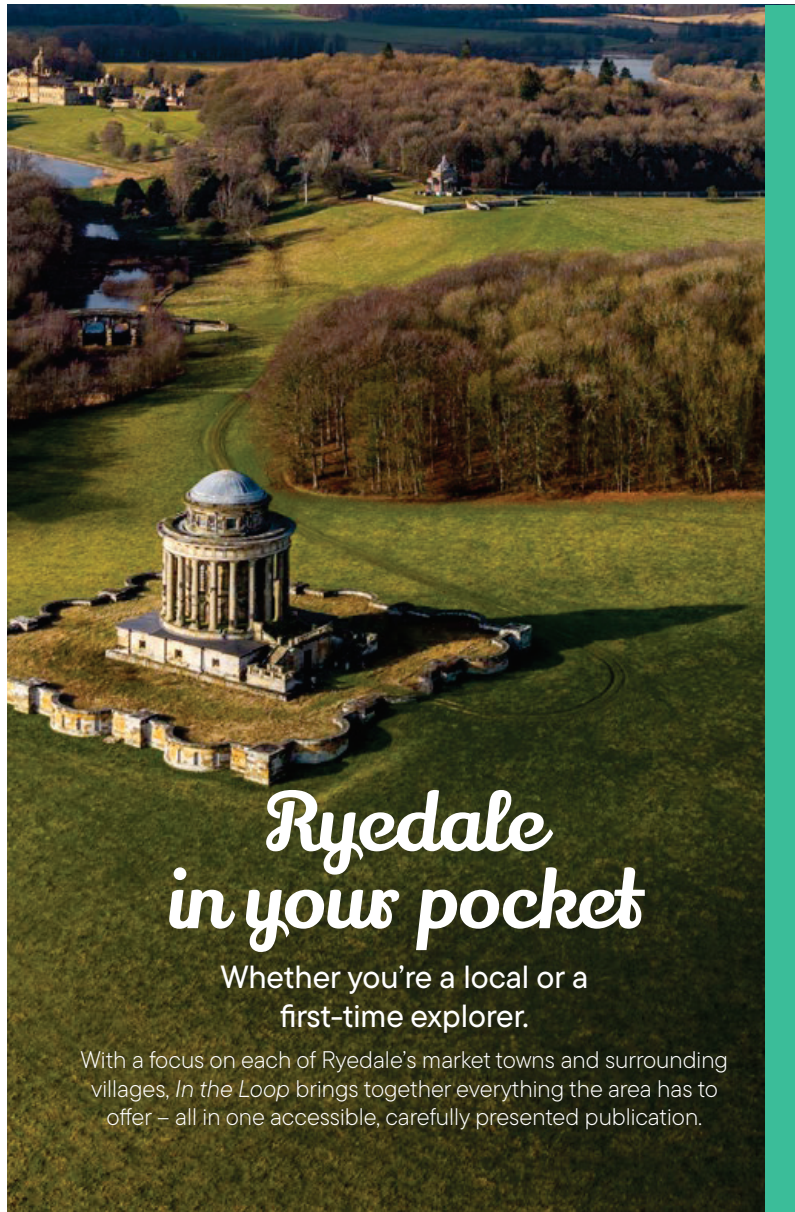
Up-to-date transport information for Ryedale and beyond.

ANNUAL EVENTS

Food and music festivals, traditional fairs, markets, and agricultural shows,

EXPLORE

Must-see attractions, historic museums, galleries and scenic countryside walks.



Ryedale in your pocket

Whether you're a local or a
first-time explorer.

With a focus on each of Ryedale's market towns and surrounding villages, *In the Loop* brings together everything the area has to offer – all in one accessible, carefully presented publication.

FROM MOORS TO MARKET TOWNS

Your guide to Ryedale

Designed to be kept and used throughout the year, our guide offers comprehensive listings for businesses and community organisations, local insights and essential information – supporting the local economy, welcoming newcomers, and helping residents and visitors alike connect with everything our community has to offer.

There are a wide range of advertising solutions to suit any business needs.

Get in touch now **01653 495015** or via **loopguide.co.uk**

Deadline for inclusion in our 2026 edition is:
Thursday 30th April 2026.

THE SMALL PRINT

- For full terms and conditions, visit loopguide.co.uk
- Written or verbal approval on design drafts or proofs will be taken as authorisation to proceed to publication.
- The content of Your Copy remains Your responsibility at all times.
- The copyright in all artwork, copy and other work produced by us is owned by us, unless duly assigned under the Copyright Design and Patents Act 1998, and as such copy should not be used anywhere else without our express written permission.
- Payment is required in advance of print deadline.
- VAT will be added at 20%

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LISTINGS

All prices are per annual edition, and subject to VAT.

Listing plus one image £80 + VAT

Listing £45 + VAT

VOLUNTEER-LED LOCAL GROUP OR CHARITY?

We offer one free small listing. Larger-sized listings are available at a discounted rate.

Listing Examples

Listing with one image examples



PREMIUM LISTINGS

All prices are per annual edition, and subject to VAT.

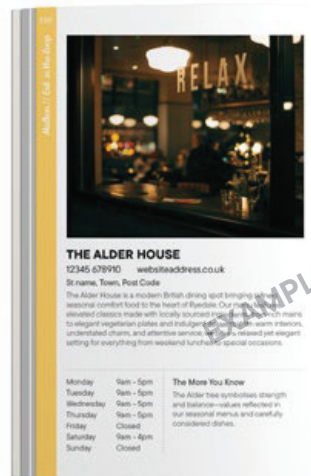
Full Page £260 + VAT

Half Page (landscape) £145 + VAT

PAGE SIZE

Designed to fit in your pocket, the guide is 160mm high x 105mm wide.

Full Page Example



Half Page Examples



DISPLAY ADVERTS

If you're looking for more impact, we offer display adverts to feature inside the guide as well as listings.

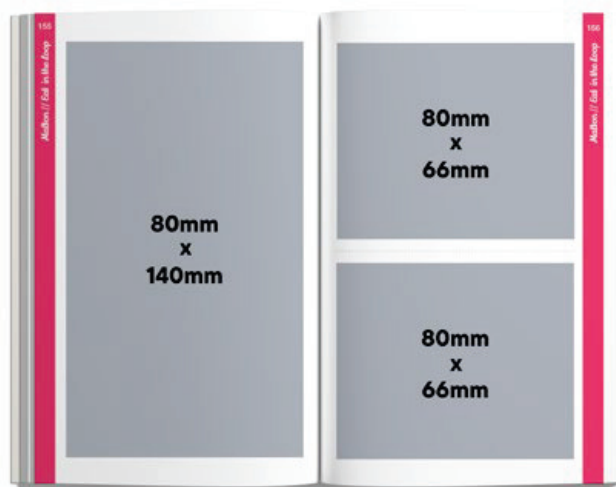
Professionally designed by our in-house team or you can supply your own artwork.

All prices are per annual edition, and subject to VAT.

Full Page	£420 + VAT
Half Page	£230 + VAT

Full Page Example

Half Page Examples



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All over Ryedale

Available to pick up from May 2026 at key retail outlets, accommodation providers and popular tourist locations across Ryedale.

Home to over 54,700 residents. (2021 Census, ONS) Ryedale welcomes around 5.59 million visitors each year, contributing over £318 million to the local economy. (2020 Ryedale Destination Development Plan).



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in the **Loop**

BE SEEN, BE FOUND, BE IN THE LOOP

GET IN TOUCH

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