

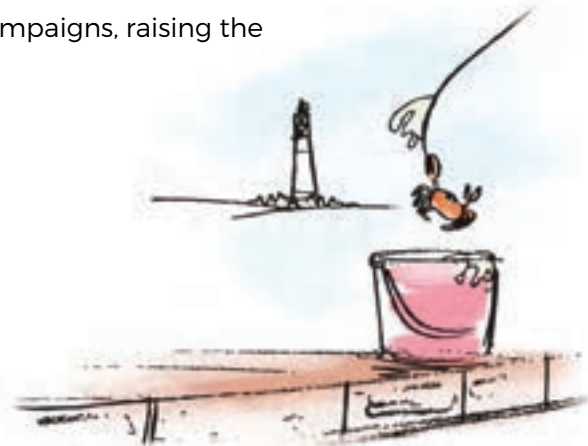


Advertising Information - 2026

WHY ADVERTISE WITH US ...

- The Suffolk Coast DMO is the number one tourism marketing organisation for East Suffolk and The Suffolk Coast.
- As a member of the DMO you have access to digital advertising specialists, social media specialists and marketing specialists.
- www.thesuffolkcoast.co.uk is the official tourism website for the region, with one of the highest audience figures for potential visitors.
- The Suffolk Coast DMO team understands the visitor economy, and has a proven track record of success in building and engaging audiences, and delivering impactful digital campaigns.
- The DMO team are super easy to work with and provide the best value for money, with very low administration charges, ensuring as much of your money as possible is spent on actual advertising!
- We collaborate with Visit Suffolk, Visit East of England, and 12 other tourism groups across the region to deliver the best targeted campaigns, raising the profile of the destination and bringing visitors here.

Whether yours is a small, medium or large organisation, we will create impactful campaigns to achieve your marketing goals!



HOW IT CAN WORK FOR YOU... ➤

Our beautiful user friendly, mobile responsive website is our shop window – jam packed with fresh content, stunning imagery and video - driving visitors to your business! View current statistics on website traffic and engagement here: www.thesuffolkcoast.co.uk/join-us

USEFUL WEBSITE AND SOCIAL MEDIA STATISTICS



Top locations

Where website traffic comes from:

- London
- Suffolk
- Essex
- Norfolk
- Cambridgeshire
- The Midlands



GENDER:

- 57% female
- 43% male



AGE:

- 65+ 16%
- 55-64 16%
- 45-54 20%
- 35-44 20%
- 25-34 18%
- 18-24 10%



SOCIAL MEDIA:

- Facebook over 26,550 followers
- Instagram over 14,754 followers
- Twitter over 9,109 followers

Website Statistics

- Over 915,000 visits!
- Over 1.4 million page views
- High referral rates
- Consistently high Google Ranking

MOST POPULAR

PAGES:

- What's On
- Towns and Villages
- Homepage
- Things to do
- Where to Stay
- Special offers
- Explore
- Food and Drink
- Shopping

ADVERTISING... ➤

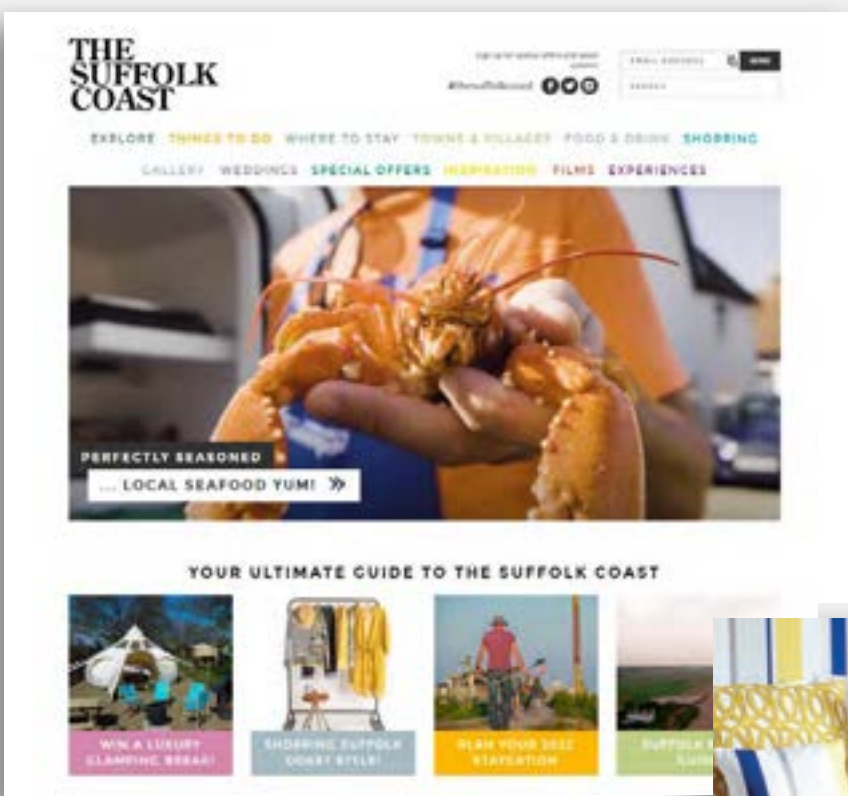
TAKE YOUR FAIR SHARE OF OUR AUDIENCE

We offer prime advertising space on high traffic website pages, with direct links to your business.

Advertise on www.thesuffolkcoast.co.uk and drive business your way by being identified as a principle brand/business within the destination.

*View current statistics on website traffic and engagement here:
www.thesuffolkcoast.co.uk/join-us*

HOMEPAGE BOX ADVERTISEMENTS



We will tailor make packages to suit your needs, design & create your advertisements, give you a full performance report and offer great discounts when you book 3 or more ads!

Please note: The number of landing page banners, homepage box ads and enews slots are limited – book now to avoid disappointment!



1 box advertisement in the 'Ultimate Guide' section with an external link to your website = **£131** + VAT for 4 weeks



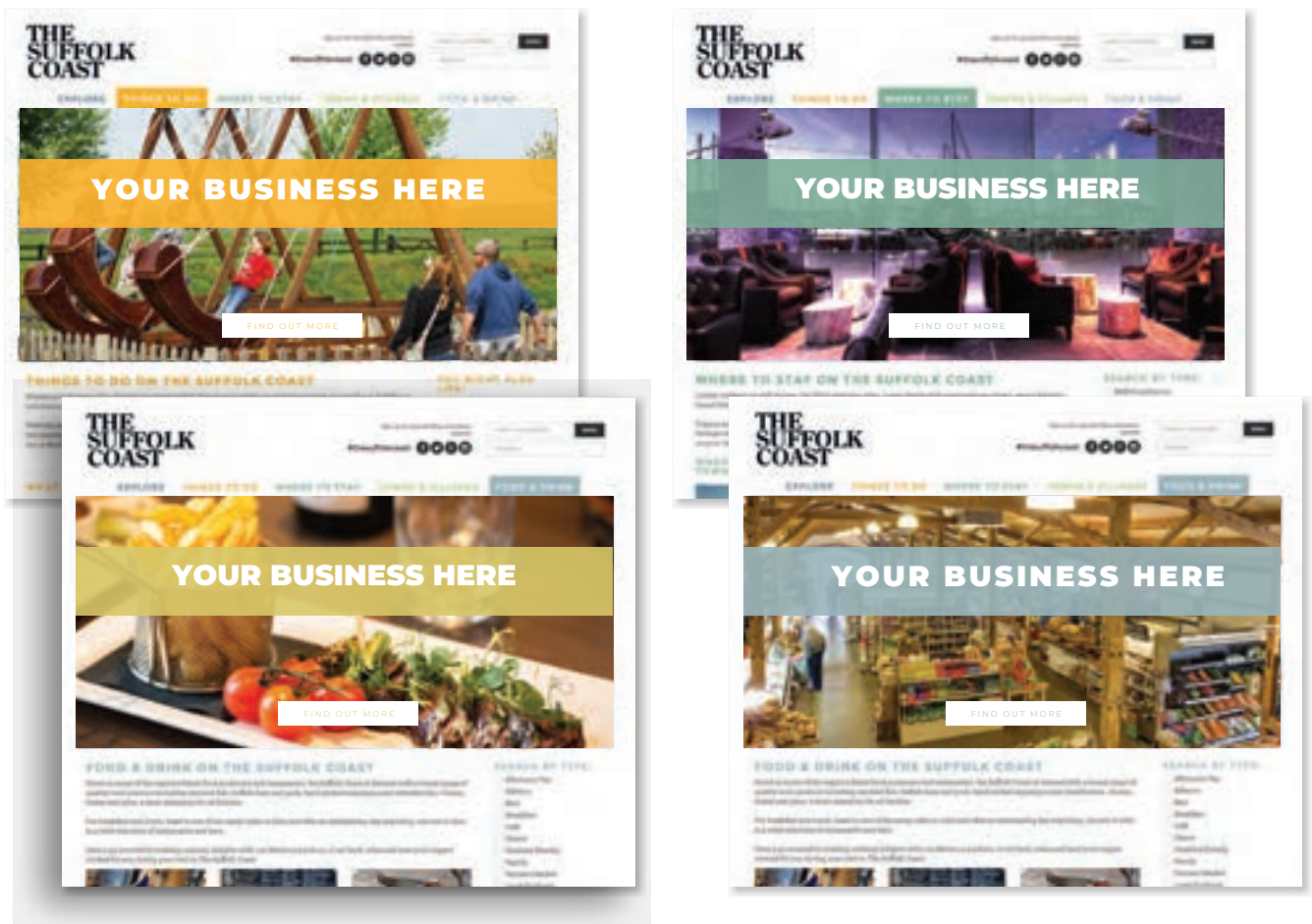
**YOUR BUSINESS
HERE**

ADVERTISING... ➤

LANDING PAGE BANNERS

Where to Stay, Things to Do, Food and Drink, Weddings, Special Offers, Shopping, Experiences & Towns and Village Guides

Large carousel banners across the top of our landing pages lend themselves naturally to advertising your business, they achieve high engagement and link directly to your website or social media.



1 x banner advertisement with
an external link to your website
= £185 + VAT per month

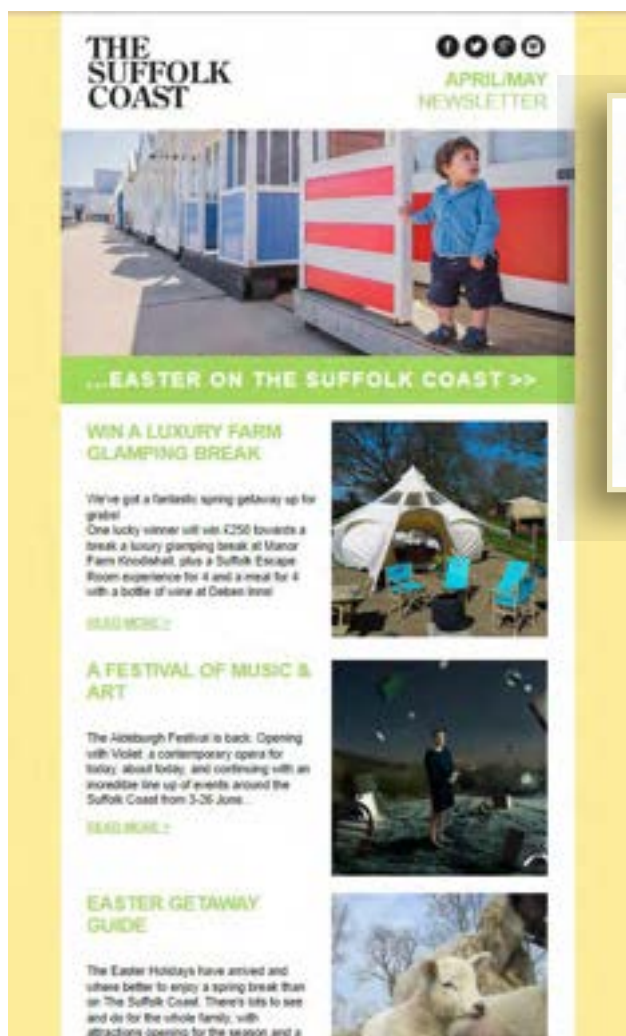
ADVERTISING... >>

MONTHLY CONSUMER eNEWS

We currently have over 30,000 subscribers to our monthly enews, with an average open rate of 28.6% and click through rate of 4.7%, both above industry averages.



- 1 x content slot in the monthly enews with an external link to your website = £185 + VAT or
- Enews takeover = £500+VAT



ADVERTISE YOUR BUSINESS HERE

If a long planning period is not for you, then why not take advantage of Thorpeness Country Club's last minute offer of 50% off venue hire until end of March 2019. This offer is for selected dates so don't hang around get your perfect wedding by the sea booked in!



[READ MORE >>](#)

DISCOUNTS ON MULTIPLE ADVERTISEMENTS:

Discounts on multiple advertisements: Book any combination of banner ads, enews slots, homepage ads or competitions and we'll apply the following discounts:

- 10% discount for 3+ slots**
- 15% discount for 4+ slots**
- 20% discount for 6+ slots**

Get in touch with us today

Find out how The Suffolk Coast DMO can work even harder for you!

Email annie@thesuffolkcoast.co.uk

ADVERTISING... ➤

ATTRACT MORE VISITORS WITH BESPOKE CAMPAIGNS

- *Run bespoke campaigns with The Suffolk Coast DMO & we will use the most effective platforms for your budget, including our website and social media, Google and Facebook Ad Campaigns, and enews takeovers.*
- *Every campaign is niche and developed to help achieve your marketing goals.*
- *The bigger your budget the louder your voice!*
- *Get in touch to discuss your individual needs and let us do the work!*

BESPOKE CAMPAIGNS DELIVERED WITHOUT THE BIG AGENCY FEES? YES PLEASE!

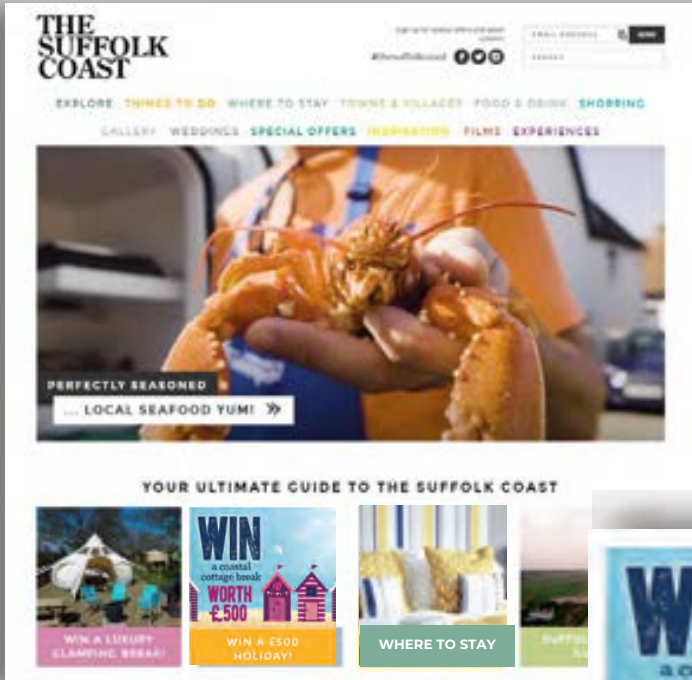
Bespoke campaign promotional tools	£3,500	£5,000	£10,000
Enews takeover broadcast to full subscriber list of +29,800	1	2	3
Additional blog page added to www.thesuffolkcoast.co.uk featuring your best assets.	1	1	2
Social media posts directing traffic to the featured blog page.	✓	✓	✓
Display advertising on www.thesuffolkcoast.co.uk in the best sections for your campaign goals	£680	£1,260	£2,360
Google display campaign targeting your specific audience	£1,000	£1,500	£3,150
Social media display campaign targeting your specific audience	£800	£1,000	£2,000
Competition on www.thesuffolkcoast.co.uk with social media promotion and GDPR data sharing	✗	✓	✓
Google Display Ad campaign promoting the competition	✗	✗	✓
Anticipated audience reach*	*868,000	*1,635,000	*3,280,000

*Online advertising works on the basis of an auction and the cost can vary dramatically if there is more competition for the same audience profile. The audience figure is an estimation based on previous campaign performances.

ADVERTISING... >>

COMPETITIONS

The Suffolk Coast can promote your business to thousands of new leads and grow your database along the way. You provide the prize and we'll do the rest!



Benefits to you:

- Extensive promotion across a social audience of 48K over an 6/8 week period
- A dedicated page on www.thesuffolkcoast.co.uk promoted from the homepage
- Receive hundreds of GDPR compliant consumer data opt-ins for your business
- A dedicated enews slot to our consumer database of 30K
- Reciprocal sharing across social media platforms
- Use of your video, imagery & branding



1 x competition featured on homepage, promoted across social media platforms, enews, with GDPR compliant data sharing available for £50 + VAT per 500 data set.

JOIN ONLINE TODAY... >>

www.thesuffolkcoast.co.uk/join-us
email: jess@thesuffolkcoast.co.uk



[/thesuffolkcoast /](https://twitter.com/thesuffolkcoast)



[TheSuffolkCoast /](https://www.facebook.com/TheSuffolkCoast/)



[the_suffolk_coast](https://www.instagram.com/the_suffolk_coast)

