



## *Advertising Information - 2022/23*

### **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](http://www.thesuffolkcoast.co.uk) is the official tourism website for the region, and has 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!*



# ADVERTISING... >>

## 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](http://www.thesuffolkcoast.co.uk/join-us)*

### USEFUL WEBSITE AND SOCIAL MEDIA STATISTICS - 2021/2022



#### Top locations

*Where website traffic comes from:*

London  
Suffolk  
Essex  
Norfolk  
Cambridgeshire  
The Midlands



#### CONSUMER ENEWS:

Over 29,800 subscribers  
Average open rate 26.7%  
Average click rate 5.7%

Monthly broadcasts full of  
great content promoting  
your business!



#### GENDER:

57% female  
43% male



#### AGE:

65+ 17%  
55-64 18%  
45-54 19%  
35-44 17%  
25-34 19%  
18-24 10%



#### SOCIAL MEDIA:

Facebook over 20,590  
likes & 23,120  
followers

Instagram followers  
over 12,200

Twitter followers over  
8,600

#### April 2021 to 2022 website statistics:

- Nearly one million visits!
- Over 750,000 users
- Over 2.3 million page views
- High referral rates
- Consistently high Google Ranking

#### MOST POPULAR PAGES:

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

# ADVERTISING... >>

## TAKE YOUR FAIR SHARE OF OUR AUDIENCE

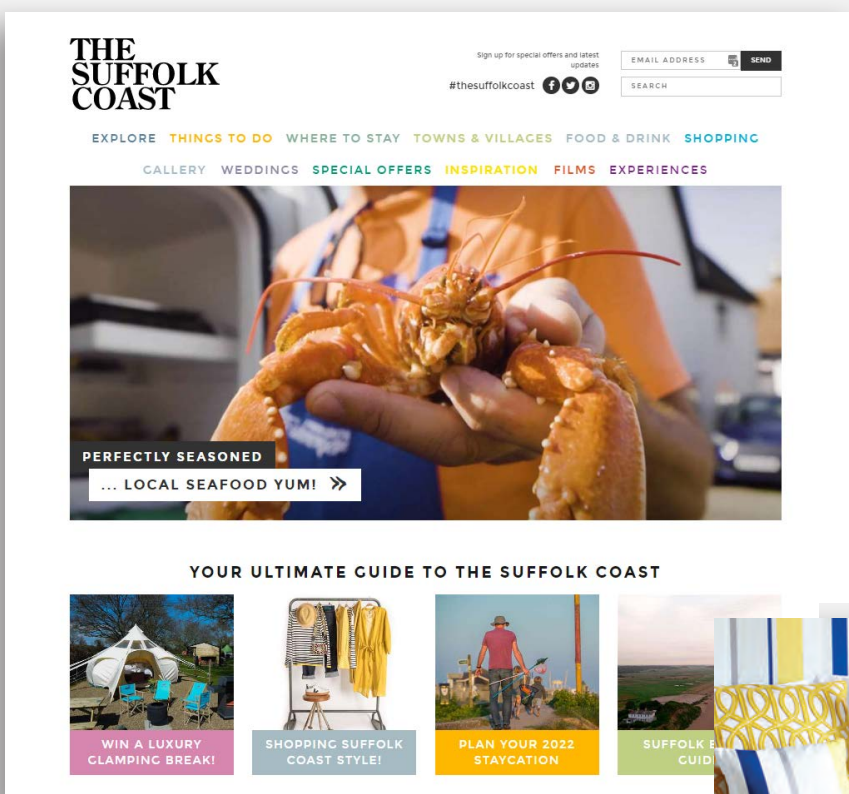
*We offer prime advertising space on high traffic website pages, with direct links to your business.*

*Advertise on [www.thesuffolkcoast.co.uk](http://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](http://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 = £125 + VAT for 4 weeks

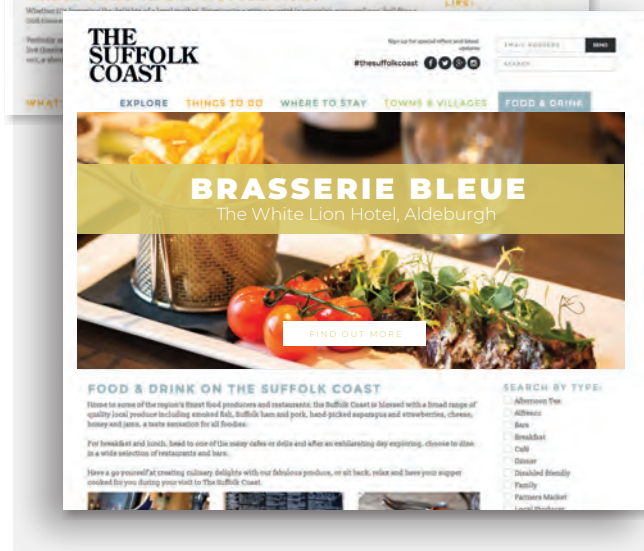


# ADVERTISING... ➤

## LANDING PAGE BANNERS

*Where to Stay, Things to Do, Food and Drink, Weddings, Special Offers, Shopping & Towns and Villages*

*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  
= £175 + VAT per month



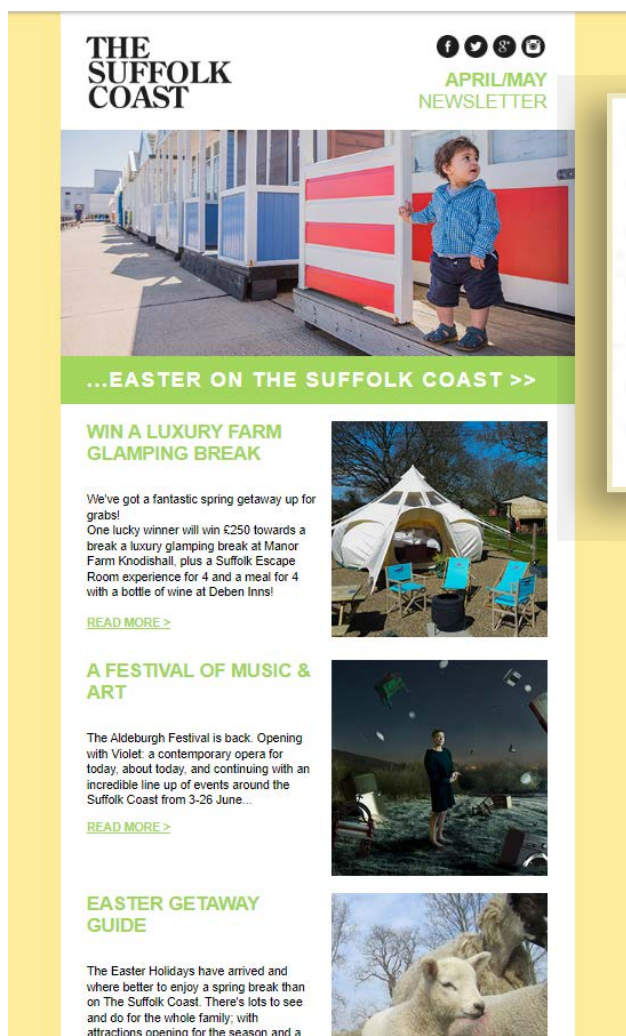
# ADVERTISING... >>

## MONTHLY CONSUMER eNEWS

*We currently have over 29,800 subscribers to our monthly enews, with an average open rate of 26.7% and click through rate of 5.7%, both above industry averages.*



1 x content slot in the monthly enews  
with an external link to your website  
= £175 + VAT



**THE SUFFOLK COAST**

APRIL/MAY NEWSLETTER

...EASTER ON THE SUFFOLK COAST >>

**WIN A LUXURY FARM GLAMPING BREAK**

We've got a fantastic spring getaway up for grabs! One lucky winner will win £250 towards a break a luxury glamping break at Manor Farm Knodishall, plus a Suffolk Escape Room experience for 4 and a meal for 4 with a bottle of wine at Deben Inns!

[READ MORE >](#)

**A FESTIVAL OF MUSIC & ART**

The Aldeburgh Festival is back. Opening with Violet, a contemporary opera for today, about today, and continuing with an incredible line up of events around the Suffolk Coast from 3-26 June...

[READ MORE >](#)

**EASTER GETAWAY GUIDE**

The Easter Holidays have arrived and where better to enjoy a spring break than on The Suffolk Coast. There's lots to see and do for the whole family, with attractions opening for the season and a

### 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 your business!*










*Email [annie@thesuffolkcoast.co.uk](mailto: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!

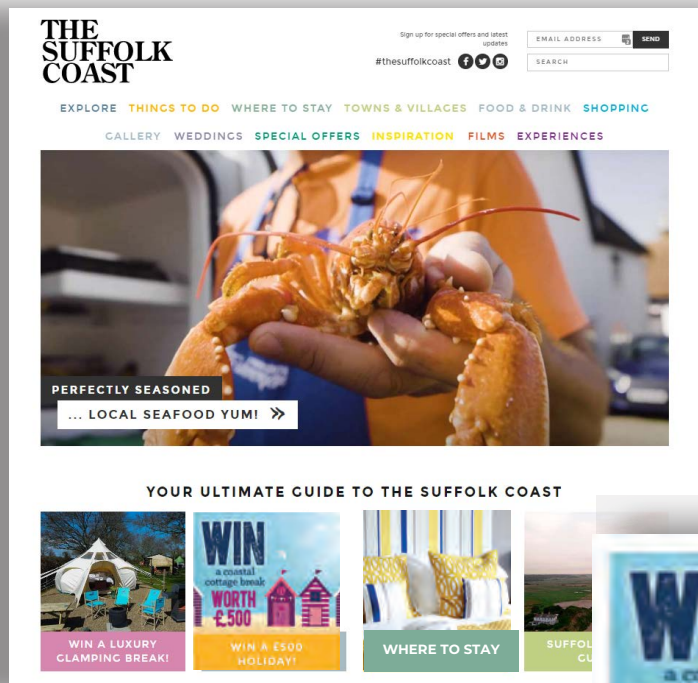
Bespoke campaign promotional tools	£3,500	£5,000	£10,000
Enews takeover broadcast to full subscriber list of +29,800	1	2	3
Additional blog page added to <a href="http://www.thesuffolkcoast.co.uk">www.thesuffolkcoast.co.uk</a> featuring your best assets.	1	1	2
Social media posts directing traffic to the featured blog page.			
Display advertising on <a href="http://www.thesuffolkcoast.co.uk">www.thesuffolkcoast.co.uk</a> 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 <a href="http://www.thesuffolkcoast.co.uk">www.thesuffolkcoast.co.uk</a> 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 40K over an 8 week period
- A dedicated page on [www.thesuffolkcoast.co.uk](http://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 28K
- 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  
= £225 + VAT

# JOIN ONLINE TODAY... >>

[www.thesuffolkcoast.co.uk/join-us](http://www.thesuffolkcoast.co.uk/join-us)

email: [annie@thesuffolkcoast.co.uk](mailto:annie@thesuffolkcoast.co.uk)



/thesuffolkcoast



/TheSuffolkCoast



/the\_suffolk\_coast

