

VisitBrighton Advertising Rates & Opportunities 2024/25



Why advertise with us?

Our Homepage has

21,495

average page views
a month

The What's On
main page has

17,900

average page
views a month

A Banner Ad in the
What's On section
has an average of

77,761

impressions a month

Our Blog has nearly

9k

page views
a month

10k

newsletter subscribers
with over 50 % average
open rates



60.9k

Followers



46.8k

Followers



33k

Followers



2648

Followers

Instagram
competitions have
an average of

9k

impressions and

400 likes

Our Partner Newsletter
is sent to over

800

local business contacts

542,135

TikTok video views in 2023

Average reach is

15.5k

per Instagram reel

The above figures are from 2023

Advertising options

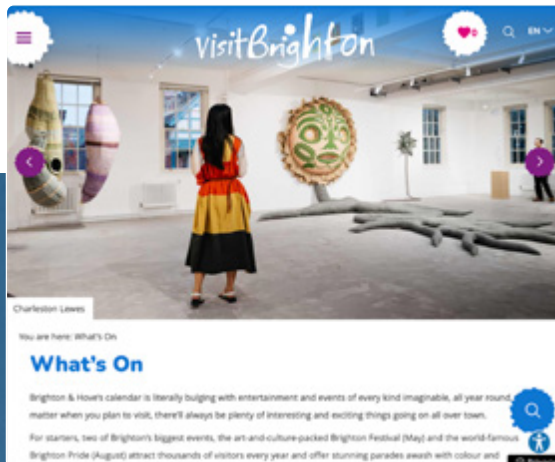
We have a range of digital advertising opportunities which will help you reach your targeted visitor audience.

Gallery Images

All pages have a carousel of prominent gallery images at the top that have a hyperlink to take you to your page on www.visitbrighton.com

Partner Rate: £349 per month

Non-Partner Rate: £399 per month

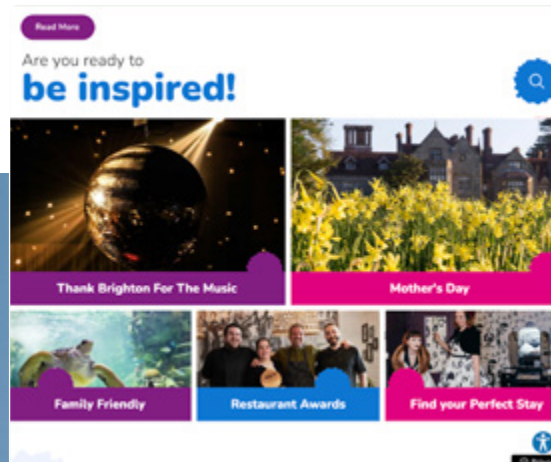


Featured Navigation Tile

These are thumbnail images across the site that allow you to navigate to your page or blog article on www.visitbrighton.com

Partner Rate: from £149 per month

Non-Partner Rate: from £199 per month

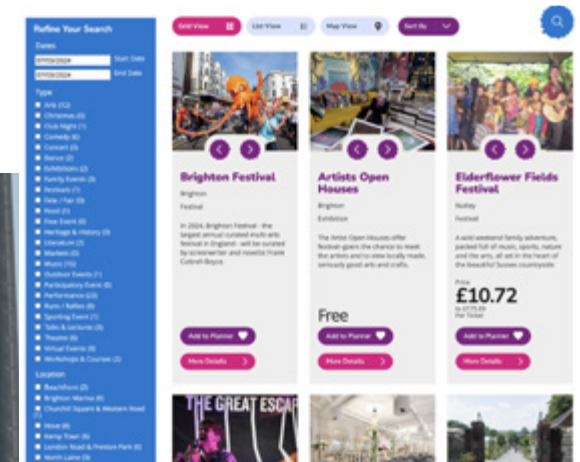


Enhanced Event listing on What's On page

An enhanced listing will give your event priority on our main What's On contents page. This page alone has an average of 17,894 monthly views

Partner Rate: £149 per month

Non-Partner Rate: £199 per month



All rates listed above EXCLUDE VAT

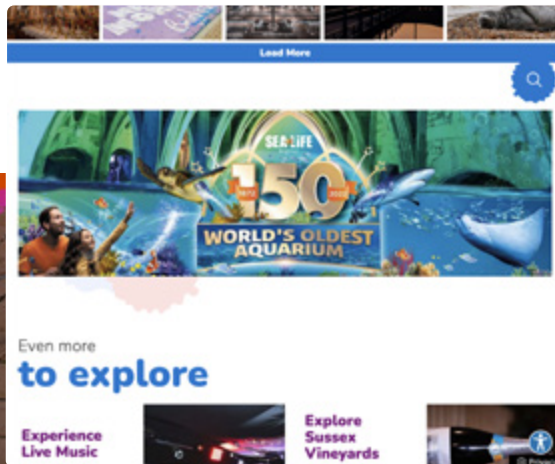
Advertising options

Banner Ads

These are large banner images that appear in different sections at the bottom of the page across the site, allowing you to navigate to an external website.

Partner Rate: £249 per month

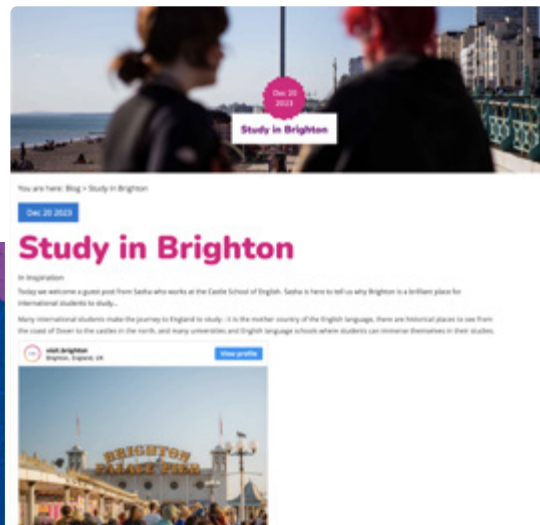
Non-Partner Rate: £299 per month



Featured blog post

Our blog serves as an excellent platform from which to share more detailed information and engage with our audience on a deeper level.

Non-Partner Rate: £149



"Wakehurst have worked with VisitBrighton for a few years now, and are a pleasure to work with. They've helped increase our reach and brand awareness in Brighton through digital advertising such as hero banners and event listings."

**Georgina Richards,
Wakehurst**

All rates listed above EXCLUDE VAT

Event Marketing Packages:

Package 1

	Rates per month	
	Partner	Non-Partner
• Navigation tile on What's On main page for 1 month	£449	£499
• Solus partner newsletter		
• 2 mentions on social media		

Package 2

	Rates per month	
	Partner	Non-Partner
• Navigation tile on What's On main page for 6 weeks	£849	£999
• Solus consumer newsletter		
• Partner newsletter		
• 3 mentions on social media		

Package 3

	Rates per month	
	Partner	Non-Partner
• Navigation tile on What's On main page for 6 weeks	£1,499	£1,799
• Navigation tile on Homepage for 1 month		
• Solus consumer newsletter		
• Partner Newsletter		
• Banner ad for 2 months		
• 5 mentions on social media		

All rates listed above EXCLUDE VAT

Overview of Advertising Rates

Newsletters	Rates per month	
	Partner	Non-Partner
Solus Consumer Newsletter	£349	£399
Consumer Newsletter mention	£199	£249
Solus Partner Newsletter	£249	£299
Partner Newsletter mention	-	£149

Social Media	Rates per month	
	Partner	Non-Partner
Instagram Competition	£199	£249
Inclusion in a reel	£249	N/A
Stand-alone reel	POA	N/A
Facebook post	£149	N/A

Website	Rates per month	
	Partner	Non-Partner
Gallery Image	£349	£399
Enhanced Event listing on What's On page	£149	£199
Navigation Tile on Homepage	£249	£299
Navigation Tile on What's On page	£199	£249
Navigation Tile on other pages	£149	£199
Banner Ads	£249	£299
Featured blog post	-	£149

All rates listed above EXCLUDE VAT

An aerial photograph of Brighton, UK, showing the coastline with white cliffs, the sea, and the city skyline in the background under a blue sky with light clouds.

visitBrighton

visitbrighton.com

Get in touch

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Image credits:

VisitBritain, Chris Harrison, The Living Coast, Visual Air, Adam Bronkhorst, Vervate, Light Trick Photography.