

# 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

# Advertising options

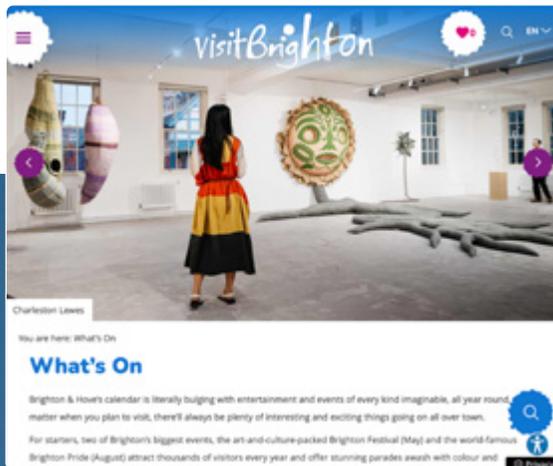
We have a range of digital advertising opportunities which will help you reach your targeted visitor audience.

## 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](http://www.visitbrighton.com)

**Partner Rate: £349 per month**

**Non-Partner Rate: £399 per month**

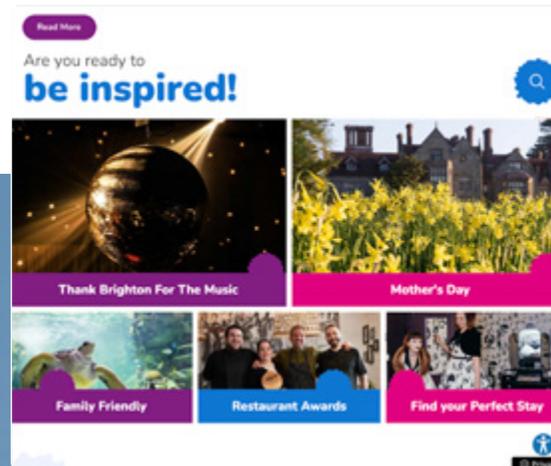


## Featured Navigation Tile

These are thumbnail images across the site that allow you to navigate to your page or blog article on [www.visitbrighton.com](http://www.visitbrighton.com)

**Partner Rate: from £149 per month**

**Non-Partner Rate: from £199 per month**

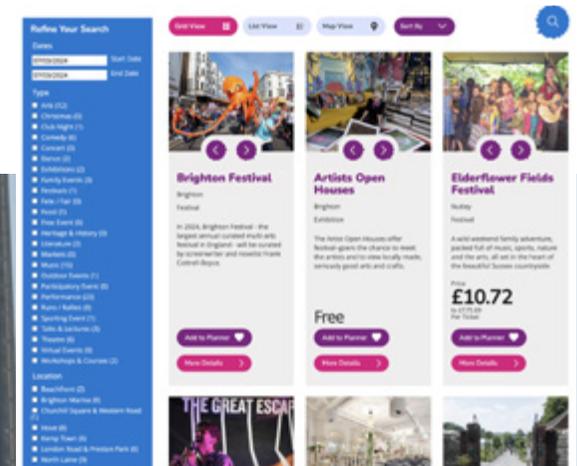


## Enhanced Event listing on What's On page

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

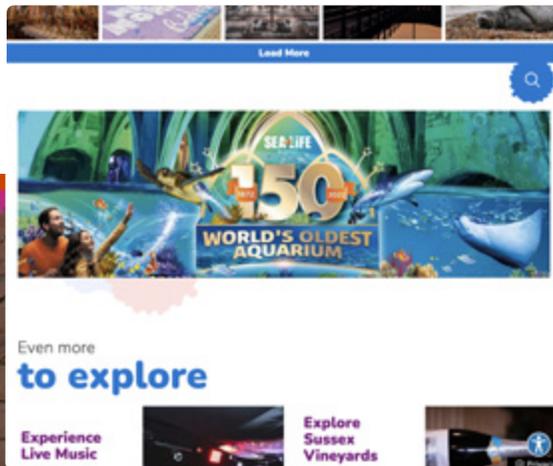
# Advertising options

## 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**

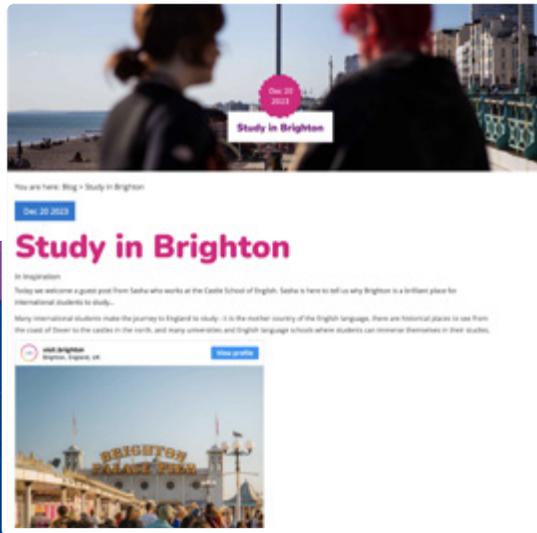
**Non-Partner Rate: £299 per month**



## 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	<b>£449</b>	<b>£499</b>
• 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	<b>£849</b>	<b>£999</b>
• 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	<b>£1,499</b>	<b>£1,799</b>
• 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 buildings 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.