

**Become a Partner**

**The List**

*Guernsey*

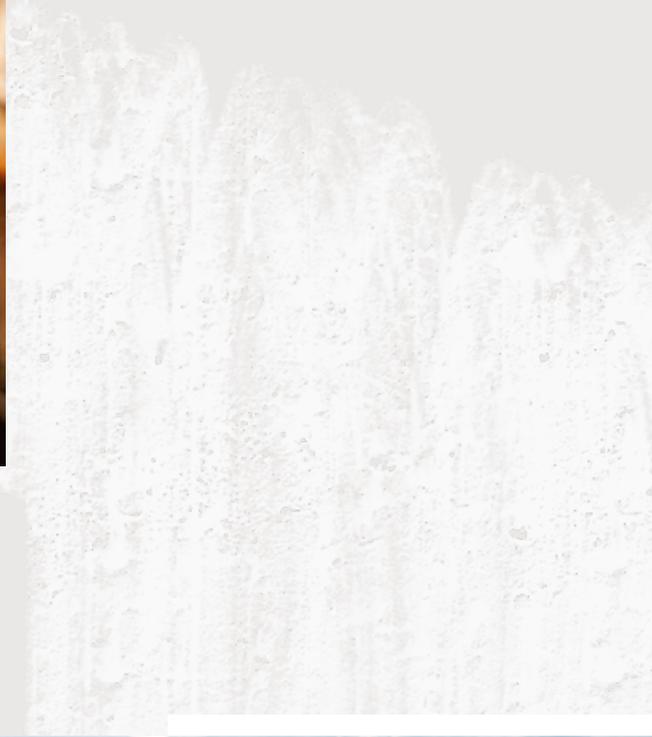
Live Life Well.



**The List** is a local lifestyle platform that embraces living life well and gives followers and subscribers access to exclusive local content which focuses on wellbeing and getting the most out of life.





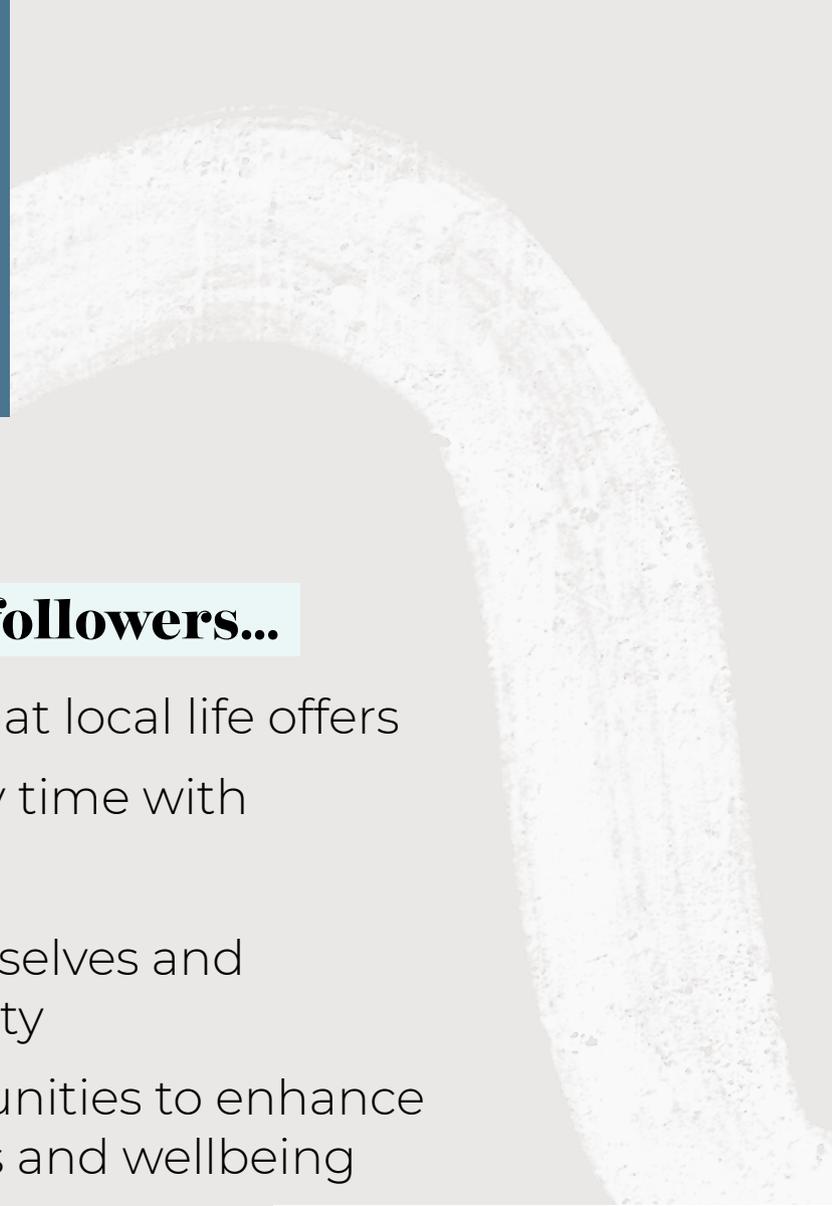




## **We believe in...**

- celebrating local businesses
- building strong community relationships
- investing in health and wellbeing
- enjoying special moments in the everyday  
with quality products and experiences





## **Our subscribers & followers...**

- love all of the things that local life offers
- enjoy spending quality time with family and friends
- want to invest in themselves and in their local community
- are looking for opportunities to enhance their health, happiness and wellbeing



Our target market is your  
target market, so let us  
help you to reach your  
audience.





**3,700+**

Newsletter  
Subscribers

**50%+**

Average Newsletter  
Open Rate\*

**9,000+**

Website Page Views  
per Month\*\*

**44,000+**

Google Impressions  
per Month\*\*

\*based on past 12 months (Industry average less than 20%)

\*\*based on Q4 2023

## A Quality, Engaged Following

**4,700+**

Social Media  
Followers\*

Over 90%

**Female,  
Aged 25-65**

**15,000+**

Monthly  
Social Reach\*

**Guernsey  
Based**

\*as of March 2024



# **Bespoke Partner Packages and Sponsorship Opportunities**

We have a range of **Bespoke Partner Packages** to feature your business, showcase your products and promote your events on our site and social platforms.

# What We Offer...

Our partner packages include the following opportunities:



## Dedicated Article

A sponsored 'listicle' on our website featuring your business (in the form of a list!)



## Dedicated Newsletter

Content created purely about your business emailed directly to our subscribers (in the form of a list!)



## Dedicated Social Features

Posted on our social feeds



## Website Headline Feature

Featured at the top of our home page



## Newsletter Headline Feature

The main feature at the top of our weekly newsletter



## Newsletter Feature

A mention (text with a link) within our regular newsletter



## Newsletter Banner

A dedicated banner in our weekly newsletter

# Packages Comparison

Our package offerings at a glance...

## FEATURE

Article

Social Feature

Newsletter Feature

£400

## HEADLINE

Article

Social Feature

Website  
Headline Feature

Newsletter  
Headline Feature

£600

## WHOLE

Article

Dedicated Newsletter

2 Social Features

Website  
Headline Feature

Newsletter  
Headline Feature

£750

# A Newsletter Banner

Advertise your business on a banner in our newsletter.

From  
**£75**

Our newsletter is our secret weapon. We have a highly engaged newsletter audience (consistent open rate of over 50%!) who love to keep up to date with our weekly emails. Put your event or business right in front of their eyes with a prominent newsletter banner.

We will create the banner for you to feature your branding but also fit within the design of our newsletter to best suit our audience. Go for one newsletter feature, or leave it with us for a month to ensure it gets seen!

**Example newsletter banner (right)**

Enjoy!



## 5 Things To Do This Week

1. Put YOU on your To Do list this week.
2. Sign up for [something new](#).
3. Give yourself one compliment. Right now.
4. Focus adding the good to your lifestyle, not removing the bad.
5. Drink more water. *(That was for us, but we figured you may*

## What's included:

1 feature (includes 1 creative design & 1 weekly newsletter feature) - £75

1 month (includes 1 creative design and min. 4 newsletters in a calendar month) - £200



1 newsletter  
banner

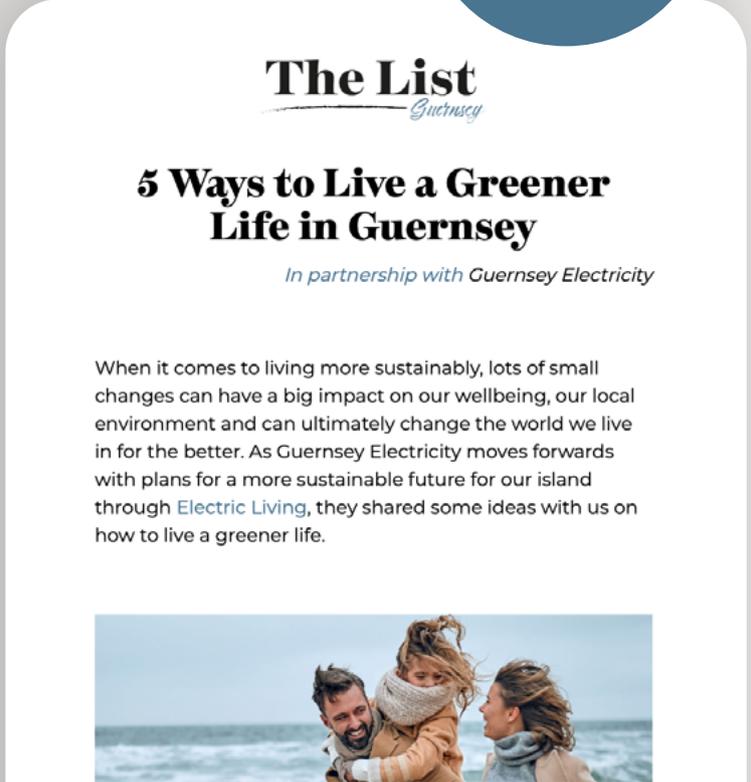
# The Feature Package

£400

Let's write a list that features your business.

To make a bigger impact, why not partner with us to create an article that features your product or service? We will work with you on a listicle (an article in a list format) concept to best feature your company whilst also remaining true to the kind of authentic content that resonates with our audience. We will then write it for you and send it to you for review. The article will also be shared on our social channels and will be one of the articles featured in our weekly newsletter.

Example dedicated article (right)



## What's included:

1 article on our website that is then featured in our newsletter and on our social channels.



1 dedicated social feature



1 newsletter feature



1 dedicated article

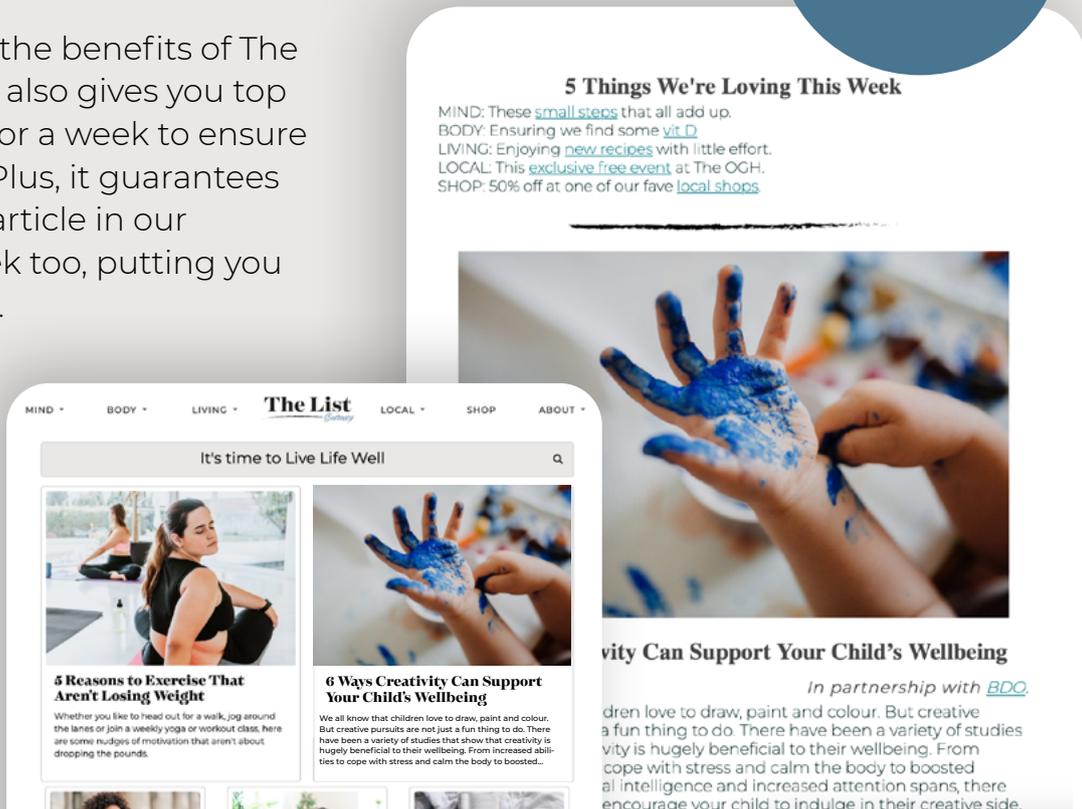
# The Headline Package

£600

Put your listicle feature front and centre.

This package has all of the benefits of The Feature Package but it also gives you top billing on our website for a week to ensure eyes land on you first. Plus, it guarantees your spot as the main article in our newsletter for that week too, putting you in the primary position.

Example newsletter headline feature (right) and website headline feature (left)



What's included:

1 article on our website that is then featured in our newsletter and on our social channels.



1 dedicated social feature



1 newsletter headline feature



1 dedicated article



Website headline feature for 1 week

# The Whole Package



It does exactly what it says on the tin.

Yup, you guessed it... This is all of the wonders that you get with the previous editorial packages but with one major added extra: A dedicated email sent to our main list. This will be crafted much in the same way as our newsletter - lifestyle content written by us and of interest to our readers - but the email format allows for more links, specific product highlights and a more sales-driven approach. It is exclusive content for our loyal, highly engaged newsletter subscribers that they can't find anywhere else, and as a result is a completely new piece of editorial - separate from the article we write for the website.

Based on experience, we advise adding an exclusive offer or code to this in order to encourage more engagement.

You also get an extra social feature with The Whole Package. This can be a second share of the dedicated article, or a social mention to give people a heads up to subscribe/ check their email for the dedicated newsletter coming out, or even something else that you may want to let our audience know about. We'll work with you on the best use of this for our audience and the package.

## What's included:

1 dedicated article placed in the headline spot of our site and weekly newsletter, plus 1 dedicated newsletter to our database, as well as social shares.



2 dedicated social features



1 dedicated newsletter



1 dedicated article



Website headline feature for 1 week



1 newsletter headline feature



# Content Guidance

## Not sure what kind of list would work?

If you are excited to become a partner on The List but aren't sure where to start in terms of content ideas then we will be very happy to guide you. All of our articles are in the format of a list, often titled 'X Ways To Xxx', but not always. Here is a brief overview of the content sections of our site, along with some content examples.

### MIND

Our Mind section focuses on feeling and mental health and wellbeing. Examples of recent articles include: ***10 Quick Self Care Ideas To Help You Destress, 7 Tips for Taking a Digital Detox, Why You Need Art & Creativity in Your Life***

### BODY

Our Body section covers movement, nutrition and beauty. Examples of recent articles include: ***What is Reiki and How Does It Work?, 5 Reasons to Exercise That Aren't Losing Weight, 9 Surprising Signs That You Might Be Deficient in Magnesium***

### LIVING

Our Living section is our more general lifestyle section and covers tips, tricks and advice for living life well, as well as home decor, recipes and books. Examples of recent articles include: ***6 Sustainable Fashion Tips, 5 Achievable Lifestyle Goals To Set This Year, Why You Should Take Your Meetings Outside, 5 Guernsey Home Instagram Accounts We Love***

### LOCAL

Our Local section is all about what is happening on-island and covers upcoming events, local shops and businesses as well as tips to live life well locally in Guernsey. Examples of recent articles include: ***The Best Summer Cocktails (and where to find them!), 5 Ways to Live a Greener Life in Guernsey, 10 Simple Things To Do To Help Bees in Guernsey, 6 Types of Yoga to Try in Guernsey***

Sitting under our 'Local' section, you will also find our other content series "**Listed**", a platform to showcase local inspirational stories and people, and "**Love Local with The List**", a seasonal series published in the lead up to Small Business Saturday in December.

Both of these are features handpicked by our team, but we are always looking for new features so please do get in touch.



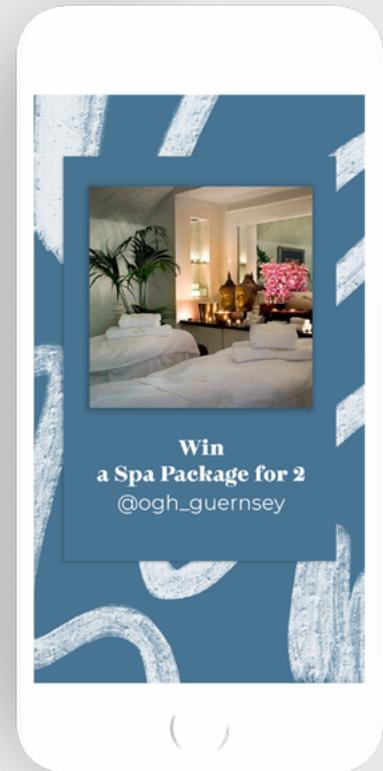
Be a Giveaway Partner on

# The List

£0

We host regular giveaways for our followers, with the goal of not only letting them know about great local products and services, but also to give them the opportunity to live life well. In the past, prizes have included spa days, chocolate hampers, Italian food & wine (yes, wine!), beauty products and treatments, books and more...

We create a dedicated web page for each giveaway showcasing the prize and business offering it, place the giveaway in a headline spot on our website and we share the giveaway on our social media channels. We don't currently charge for this package - all we ask is that you provide the prize for our readers.



You provide the prize, we provide the exposure.

Includes:

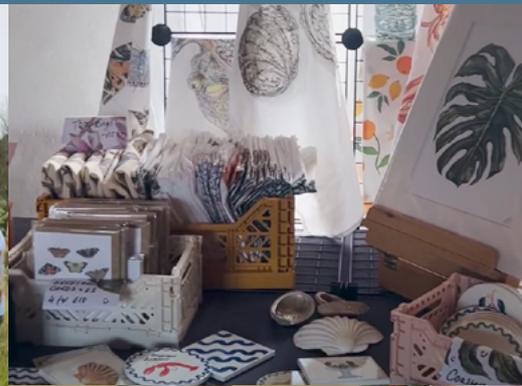
- Dedicated Web Page
- Website Headline Feature
- Social Partnership

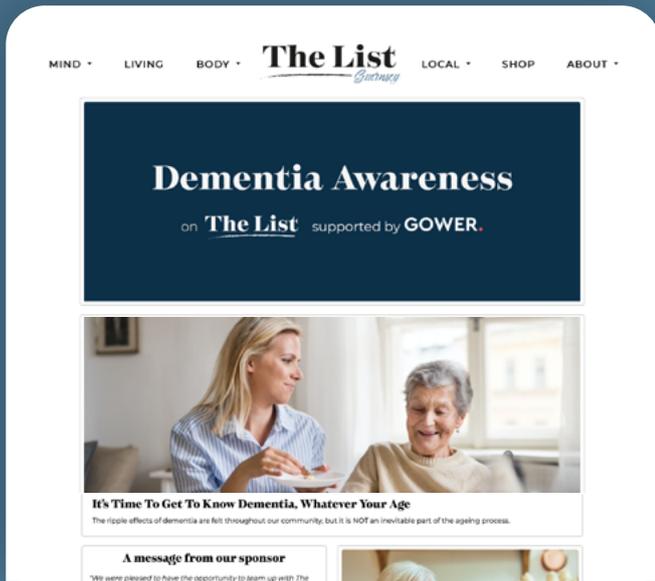
# Bespoke Sponsorship Opportunities

Our sponsorship opportunities include events, campaigns and editorial series.

## Wellbeing Events

Work with us to support islanders to invest in their health and wellbeing. Together we can bring our content to life, giving local people an opportunity to focus on self care, fuelling their body and mind with talks, wellbeing activities and mindful moments.



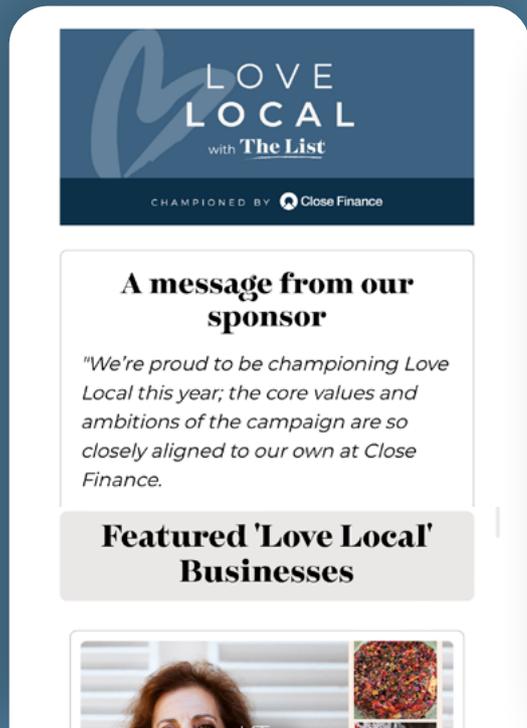


## Local Campaigns

Help us to raise awareness locally of health and social wellbeing causes, and the services and organisations available to support islanders. We can create content series to promote your chosen charities.

## Sponsorship

We can also create bespoke content series. Examples include:



# Are you on **The List?**

Join us in our mission - together we can inspire our local community to embrace local and get the most out of local life.



**GOWER.**



**IBDO**



# Get in touch

[partners@thelist.gg](mailto:partners@thelist.gg)

[TheList.gg/BecomeAPartner](https://TheList.gg/BecomeAPartner)

Together we can agree the best package  
for your needs. We can't wait to  
have you on board!