

# Visit Cornwall

Digital Advertising  
Opportunities for Members 2024

# Our new approach to advertising opportunities



We have revised our advertising model to include more flexibility and dynamic pricing to allow members to create campaigns that fit your strategy, offering and budget.

# The benefits of advertising with Visit Cornwall

Over 4 million visits to the site every year.

Our website generates the largest volume of visitors across all dedicated Cornish sites online.

300,000+ Active Facebook followers

An engaged audience crosses platforms, drawing a broader influence.

No. 1 site for web traffic pre-arrival in Cornwall

We claim 24% of all traffic ahead of trip advisor, accommodation websites and social media combined.

120,000+ Active Instagram followers

A dynamic presence guarantees you can meet your consumers within their daily social media habits.

No. 1 site for web traffic post-arrival in Cornwall

36% of all traffic is directed through our website, amplifying local narratives and increasing visibility.

197,000 Active email subscribers

Our direct channel of communication to a pre-validated audience increases visibility and conversion.

# Available Opportunities

## Featuring your Visit Cornwall listing

Prominence in search results and displayed on all relevant pages throughout Visit Cornwall.

## Advertising on social media

Post to our 'I Love Cornwall' Facebook page, which has a following of over 302,000.

## Advertising on specific pages of Visit Cornwall

Place an advert on an existing page of Visit Cornwall with a custom CTA that points to your product page.

## Bespoke packages for businesses of all sizes

Our team is flexible and can work with you to provide bespoke packages that suit your needs.

## Advertising in e-newsletters

Advertise in weekly e-newsletter, which has over 240,000 subscribers, or purchase a solus newsletter.

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# Advertising on specific pages of Visit Cornwall

When you choose to display an advert with Visit Cornwall, you have the opportunity to showcase your product, information and a custom call-to-action on a carefully selected range of pages and areas throughout the Visit Cornwall site, allowing you to maximize your exposure to potential customers, target your message to specific audiences, and drive targeted traffic to your business.

There are two choices of advert that can be used: a text and media advert, which can feature a video, or full width image advert, as pictured.

Please see the following pages for examples and specifications.



→ **Book your train travel to Cornwall at GWR.com**  
Save over 50% when you book in advance

# Text and Media Advert

Choose from either a static image and text or video and text to highlight your offering in full colour. Your advert will be featured on a selected page/s for a duration of your choosing.

## Costs & Terms of Advertising

Text and Media advertising currently begins at £3.50 per day for level 3 pages.

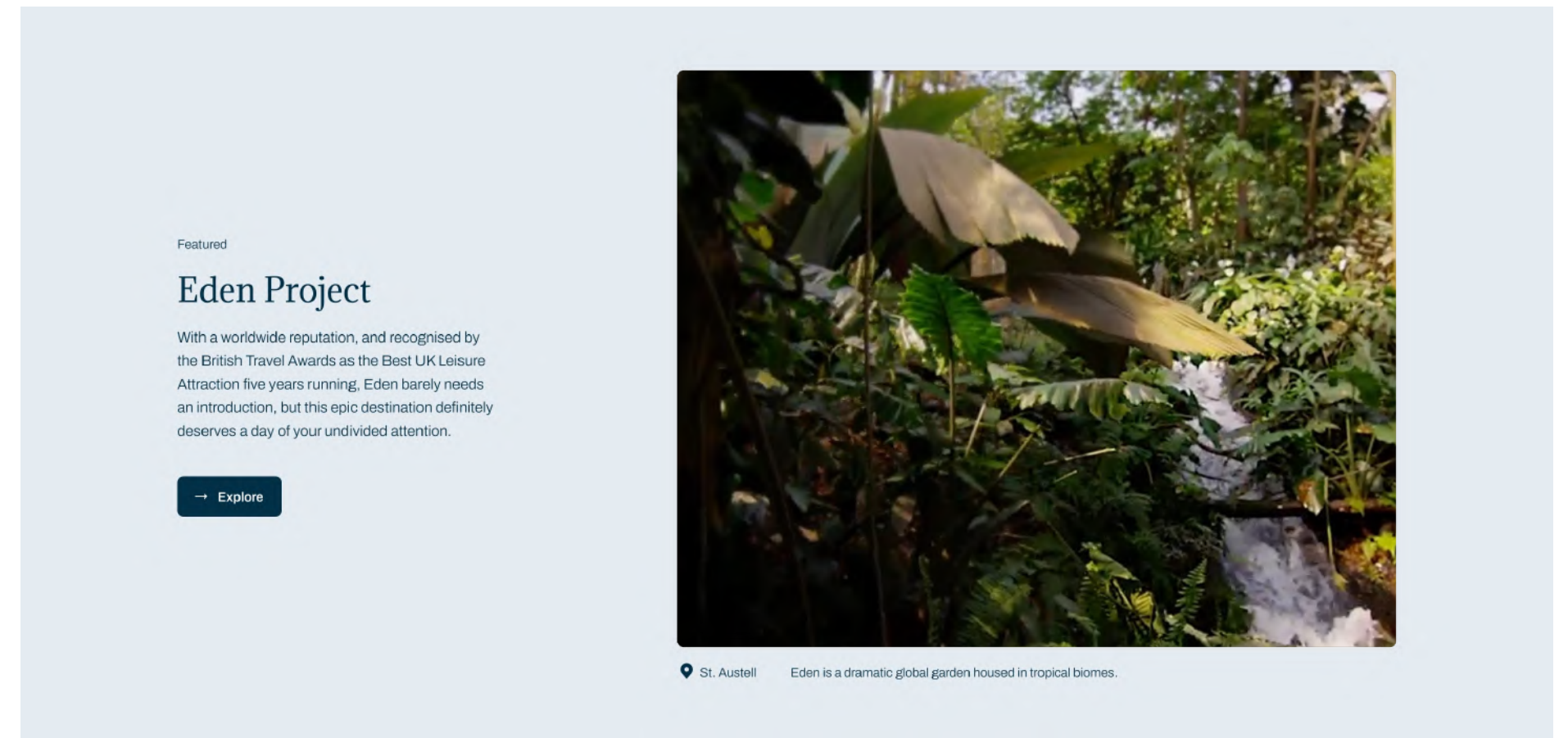
Text & Video advertising from £4.20 per day for level 3 pages.

Minimum duration of 14 days.

Homepage from £27.80 (text & Media) per day minimum 30 days

Prices excluding VAT.

Try Pitch



The screenshot shows a featured advert for the Eden Project. On the left, the text reads: "Featured", "Eden Project", "With a worldwide reputation, and recognised by the British Travel Awards as the Best UK Leisure Attraction five years running, Eden barely needs an introduction, but this epic destination definitely deserves a day of your undivided attention.", and a dark blue button with a white arrow and the text "Explore". On the right is a photograph of a lush tropical garden with a waterfall. Below the photo, there is a location pin icon and the text "St. Austell" and "Eden is a dramatic global garden housed in tropical biomes."

Image 1350 x 1080

Video 50MB recommended

Max. 200 words

# Full Width Image Advert

These impactful ad formats ensure your brand shines bright on our website.

Spanning the full width of the website, image-led posts allow you to visually inspire visitors.

## Costs & Terms of Advertising

Text and Media advertising currently begins at £3.50 per day for level 3 pages.

Text & Video advertising from £4.20 per day for level 3 pages.

Minimum duration of 14 days.

Homepage from £27.80 (text & Media) per day minimum 30 days

Prices excluding VAT.

Try Pitch



→ **3 nights for the price of 2 at Boskerris Hotel, Carbis Bay**  
Stay with us for 3 nights or more and receive a complimentary night during April / May and October 2024.

Full-width image at 1920 x 1080

Max. 100 words

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# Advertising in e-newsletters

Feeding into our thematic newsletters, you can reach our 197,000+ database directly.

Aligning with one of our newsletter themes, you can land a message that is relevant to our readers.

Our e-newsletters host six advertisements, which are designed as a single push. These drive reactive traffic to your business from a call-to-action.

Alternatively, you can choose to purchase a solus newsletter. Solus newsletters are in similar format to our weekly newsletters with a distinct difference that you do not share this advertising platform with any other advertisers.

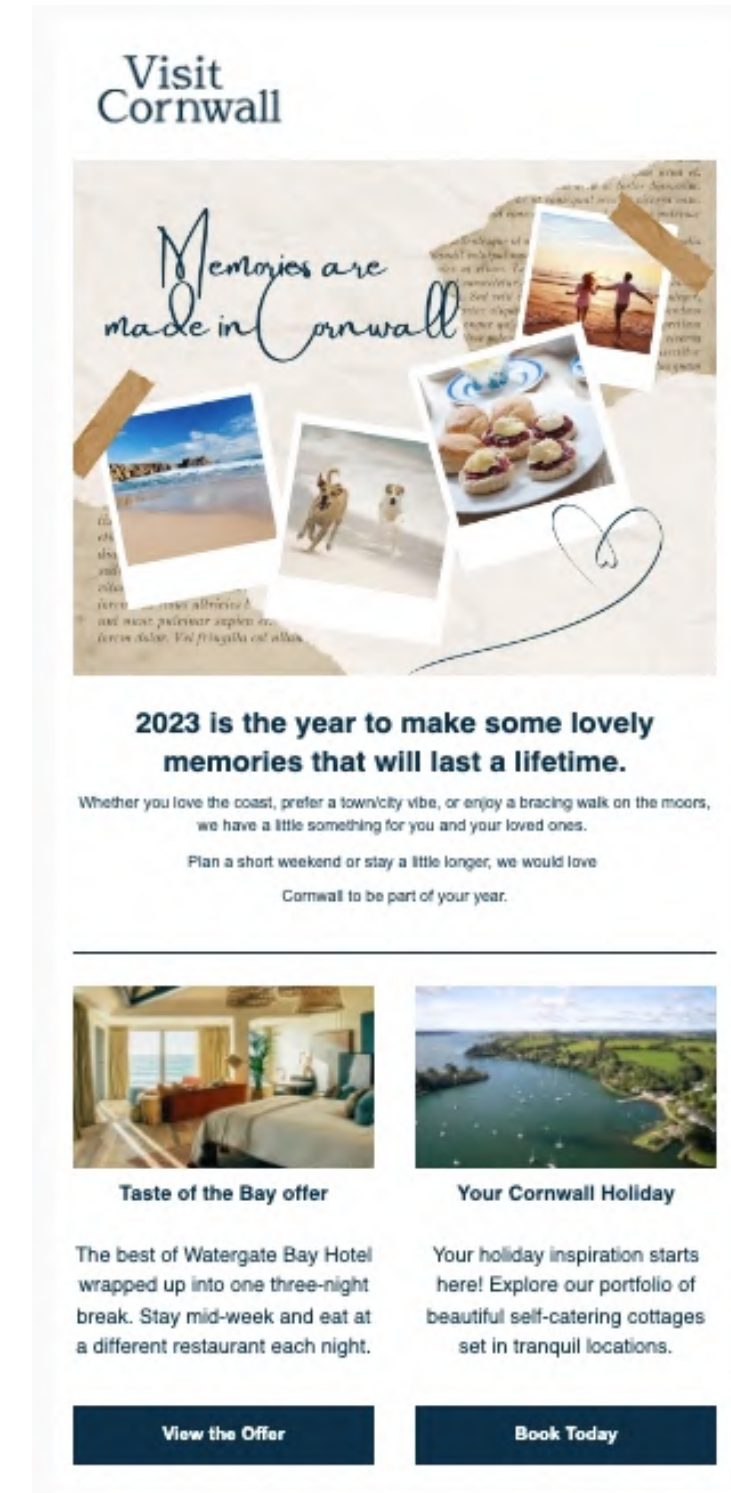
They are of your own design with content that you choose and typically limited to one per month.

This method gives a much more direct advertising presence which allows for customisation and content not normally available in the weekly bulletin.

## Costs & Terms of Advertising

Single e-newsletter adverts are priced at £140, with a SOLUS e-newsletter priced at

Try Pitch £903.40. Prices excluding VAT.



Single Newsletter

Image at 280 x 170 less than 2MB

Allowed file types: **gif jpg jpeg png**



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# Advertising on social media

By posting your offering to the I Love Cornwall Facebook page, you are able to reach a large audience of loyal followers. The Facebook page currently has 302,000 followers.

Posts can be shared on your chosen date and you are able to feature text, image, video, and a call to action, whilst also tagging your own business to drive new followers.

Posts are limited to three per week.

We also offer Instagram Takeovers, where members have access to our account to share photos, reels, and stories. Our Instagram page currently has 126,000 followers.

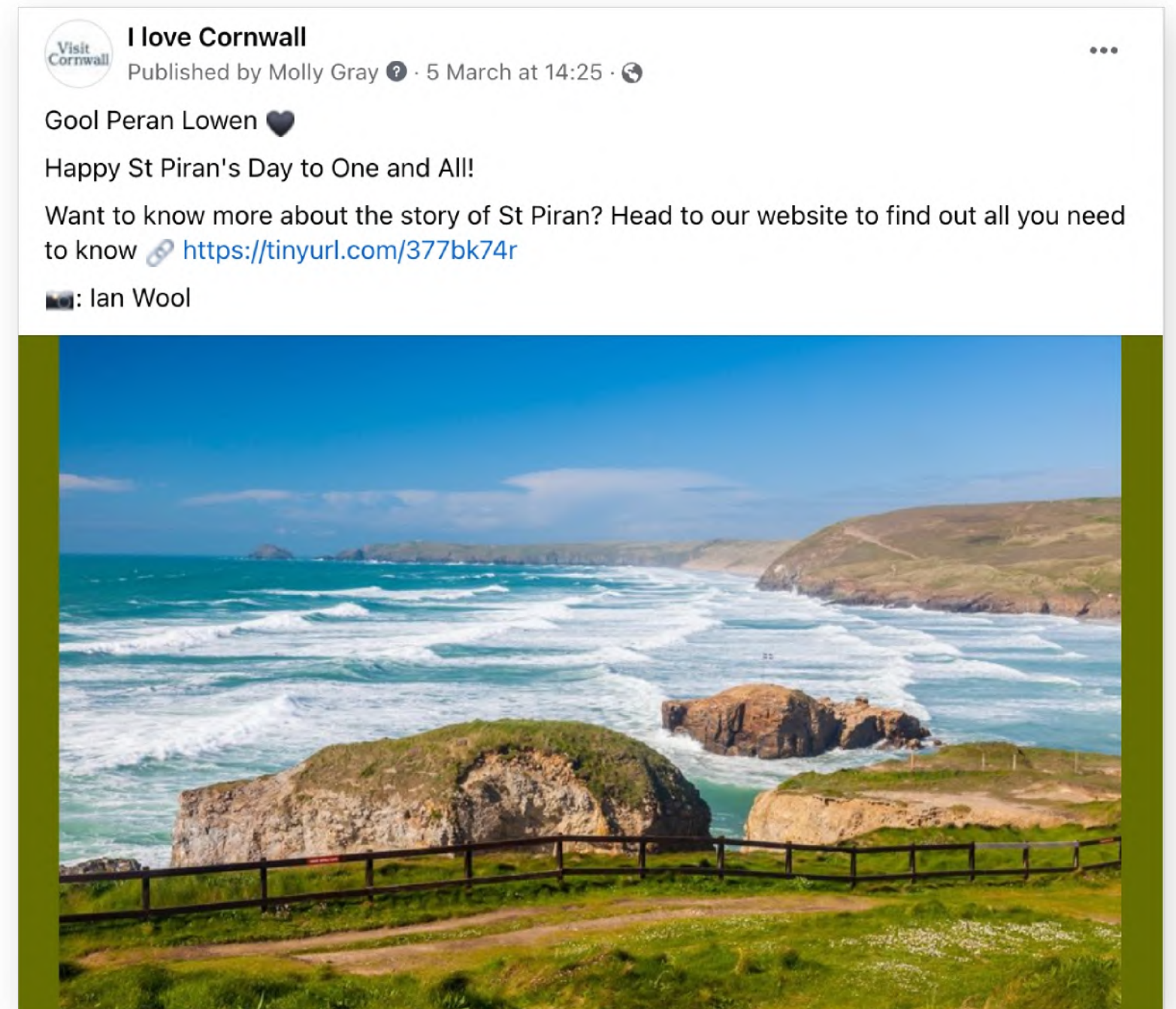
These are limited to two per week.

Takeovers are available to purchase for all members. Gold members have one free takeover per year as part of their membership package. Additional takeovers are available to purchase thereafter.

## Costs & Terms of Advertising

Try Pitch

Facebook advertising begins at £104 per post. Instagram Takeovers are priced at £52 per takeover. Prices excluding VAT.



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# Bespoke packages

We can work with you to create a tailored package, bespoke to your budget and marketing requirements. We can market your business across the Visit Cornwall website through a range of adverts, as well as to our subscriber database.

We can help you get the maximum exposure for your business on the correct pages, ensuring that your business is visible to consumers on the website who are researching and planning their holidays to Cornwall.

Get in touch and begin your advertising journey with Visit Cornwall.



# Cost Calculator

Advertising Type	Visit Cornwall Website Location	Per Day	Min Term
Feature Product / Offering	Search Results & Relevant Pages	£3.50	30 Days
Text & Video Advert	Homepage	£27.80	30 Days
	Level 1 Page (Landing pages)	£8.70	14 Days
	Level 2 Page (Sub-navigation pages)	£6.25	14 Days
	Level 3 Page (Destination or region pages)	£4.20	14 Days
Text & Image Advert	Homepage	£27.80	30 Days
	Level 1 Page (Landing pages)	£7.65	14 Days
	Level 2 Page (Sub-navigation pages)	£5.20	14 Days
	Level 3 Page (Destination or region pages)	£3.50	14 Days

Prices excluding VAT.

Advertising is sold on a first-come first-serve basis, with some limitations on the number of adverts per page.

# Cost Calculator

Advertising Type	Visit Cornwall Website Location	Per Day	Min Term
Full-Width Image Advert	Homepage	£27.80	30 Days
	Level 1 Page (Landing pages)	£7.65	14 Days
	Level 2 Page (Sub-navigation pages)	£5.20	14 Days
	Level 3 Page (Destination or region pages)	£3.50	14 Days
Digital Platform	Advertising Type	Per Product	
E-Newsletter	Single Advert	£140.00	
	Solus E-newsletter	£903.40	
Facebook	Post inc. Text & Video	£156.00	
	Post inc. Text & Images	£104.00	
Instagram	Account Takeover	£52.00	

Prices excluding VAT.

[Try Pitch](#) Advertising is sold on a first-come first-serve basis, with some limitations on the number of adverts per page.

# Contact us

We would love to speak with you and discuss your advertising requirements.

Please contact us on the details below.

Telephone: **01872 276529**

Email: **[industry@visitcornwall.com](mailto:industry@visitcornwall.com)**

Address: **30 Boscawen Street, Truro, Cornwall, TR1 2QQ**