

www.visitnorfolk.co.uk



“Visit Norfolk is our number one referral site and I can directly attribute £17,000 of bookings in July & August (2014)”
Visit Norfolk website advertiser

BIG VISITOR NUMBERS!
See next page for our impressive stats

www.visitnorfolk.co.uk is the official Norfolk tourism website ranking highest in Google with most Norfolk tourism search terms (things to do in Norfolk, where to stay in Norfolk etc).

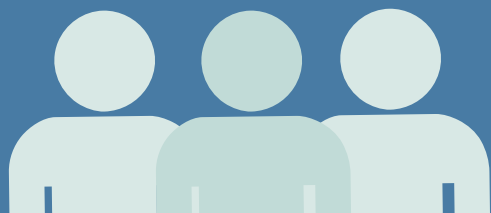
Visit Norfolk offers tourists, day trippers and residents inspiration on exploring, things to do, what's on, food & drink and where to stay in Norfolk.

Visit Norfolk
The official visitor website for Norfolk

“Businesses like ourselves, reliant on the tourism industry in Norfolk, are incredibly lucky to have a resource as good as ‘Visit Norfolk’ available to us. They have been integral in our growth as a company and we look forward to continuing to work closely with them long in to the future.”

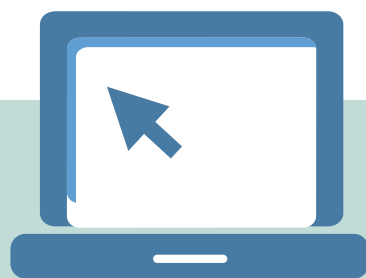
James Player, The Blakeney Cottage Company

visitnorfolk.co.uk in numbers



3,500,000

Estimated users



Over

30,000,000

total page view activity

18,500,000

website page views

11,700,000*

Spider website page views

*** What is a Spider?** Google uses Spiders to determine the quality of a website, how up to date it is and its relevance to particular searches. The more regular and relevant content a website offers, the more often Spiders 'crawl' it. Spider activity is important to ensure a website appears and ranks well in Google searches.

TOP FIVE most popular pages

1 Homepage

2 What's on

3 Things to do

4 Where to stay

5 Inspire

E-newsletter

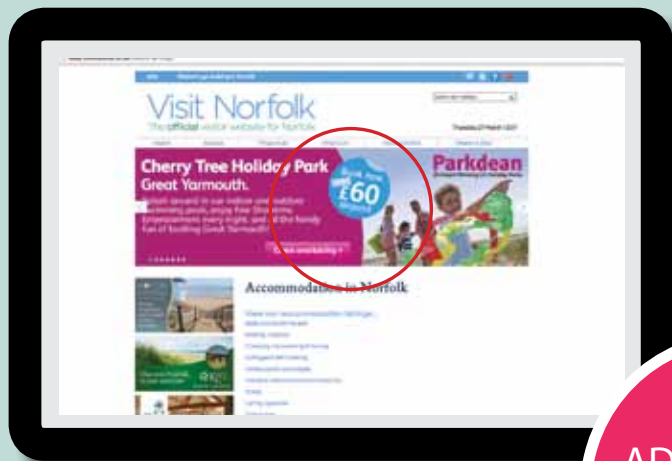


70,000

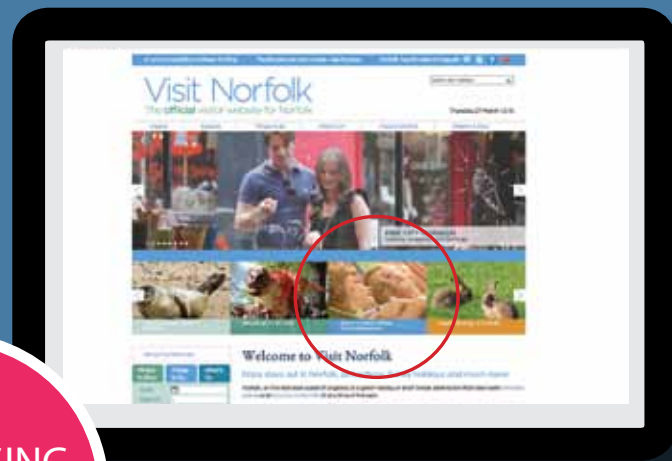
subscribers

The above statistics are for the past 12 months

Main carousel

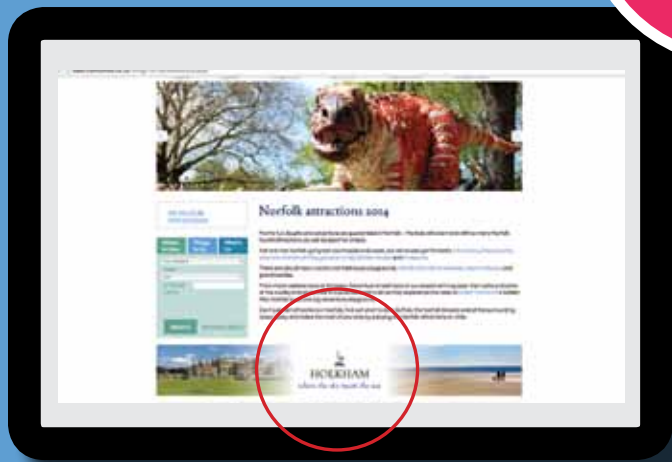


Second carousel

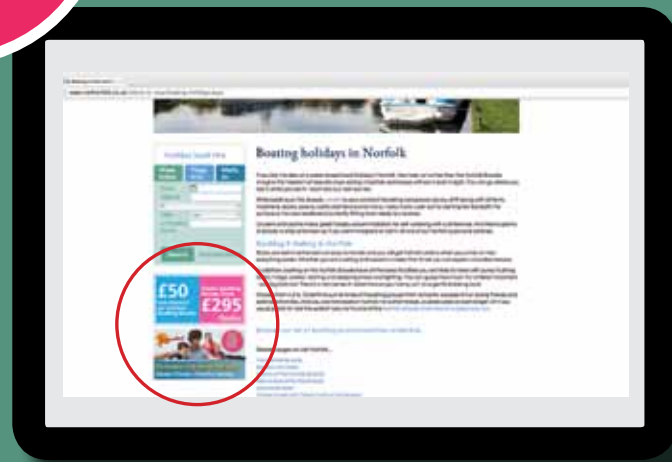


**ADVERTISING
OPTIONS**

Banner



MPU



Grab our visitors attention!

There are four main 'display' advertising options on the Visit Norfolk website. Display advertising is great at grabbing the visitors attention when their minds are open and they are looking for suggestions and inspiration. The very best response to consumer advertising is always best encouraged with powerful images and strap-lines.

For more details on advertising contact
Chloe Francis | 01502 725844 |
chloe.francis@micropress.co.uk

PROMOTION	PAGE	PRICE PER MONTH
MAIN CAROUSEL (1000 x 300 pixels)	Home page	Not available
	Things to Do page	£294
	What's On page	£294
	Where to Stay page	£294
	Other pages	£267
SECOND CAROUSEL (250 x 185 pixels)	Home page	£290
	What's On page	£260
BANNER (1000 x 100 pixels)	Home page	£150
	Things to Do page	£142
	What's On page	£142
	Where to Stay page	£142
	Other pages	£125
MPU (250 x 139 pixels)	Home page	£100
	Things to Do page	£92
	What's On page	£92
	Where to Stay page	£92
	Other pages	£67

BE THERE when our visitor is looking for specifics!



www.vistnorfolk.co.uk is packed out with listings of businesses with different tourism offerings across Norfolk which can be accessed via the Where To Stay and Things To Do channels. The listings are handy for visitors who know exactly the type of activity or accommodation they want, or maybe a specific location in the county they would like to visit.

Gold

DMO Member Rate:

£175 + VAT

Full Rate: £375 + VAT

- > Priority listing ** with one listings image, 4 details images, and unlimited images shown in an image gallery
- > Details page shows
- > Telephone number and address displayed
- > Includes click-through URL and email address
- > Upload a video, 360 degree images and a PDF (eg menus or flyers)

Silver

DMO Member Rate:

£100 + VAT

Full Rate: £250 + VAT

- > One main image and two details images
- > Details page shows
- > Telephone number and address displayed
- > Includes click-through URL and email address on the details page

Bronze

DMO Member Rate:

£72 + VAT

Full Rate: £172 + VAT

- > One main image only
- > Details page shows
- > Telephone number and address displayed
- > No click-through URL or email address

All prices are per annum and subject to the VAT rate at the time of purchase. All advertising is subject to our Advertising Terms & Conditions. Ask us for prices if you have multiple properties. ** Gold entries will be displayed at the top of a general search followed by silver, and then bronze entries. Accommodation providers also updating availability with Guestlink will appear top of their category in order of who updated most recently.

HEACHAM MANOR
HOTEL • RESTAURANT • GOLF

Children Eat & Sleep for FREE!
B&B FROM £104

Phone only, please call: 01485 536030
QUOTE: FREE CHILD OFFER

Based on 2 adults and 1 child under 12 sharing a standard room. Valid for arrivals up to 8th Sept 2015.



HOLKHAM
OPEN AIR
CONCERTS

Jools Holland and his Rhythm & Blues Orchestra - 29th August
Last Night of the Holkham Proms - 30th August




The natural escape
closer than you think

KELLING HEATH.

Woodland Lodges,
luxury holiday homes
and touring pitches



10% OFF
ALL ONLINE BOOKINGS

In all of our 500+ luxurious self catering properties on the North Norfolk Coast, for stays in June!

Click to find your perfect getaway

THE BLAKENEY COTTAGE COMPANY



BARSHAM BARNES

25% off
4 nights mid-week in
September and October

www.barshambarnes.co.uk



STAR SHOW
FOR THE
3RD YEAR
RUNNING

CROMER PIER
PAVILION THEATRE

JUNE-SEPT

CROMER PIER SHOW ★★★★★ **STAGE**



This Summer in **Yellows American Bar and Grill**...

- Visit Ashman the dragon, show us your best map and children can enjoy a free milkshake
- Enter our Ashman colouring competition, and you could win an exclusive viewing of the squid training at Colney
- Build your own ice cream sundae
- Lunch menu from just £5 Tuesday to Friday between midday and 3pm
- **Yellow Wednesday**: 2 main courses for £12 all day, every Wednesday

YELLOWS

Call 01463 214001 to book



I
Blacking Estate

Coming out to play?

Whether you're looking for an outdoor packed family day out or a quiet session in a beautiful, relaxing woodland setting, we have it all for you.

National Trust



If you cannot view this newsletter correctly please click [here](#) or paste the address into your browser
<http://www.visitnorfolk.org/press-releases/2015/08/01/visit-norfolk-august-2015-features>
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unsubscribe@visitnorfolk.org
<http://www.visitnorfolk.org/press-releases/2015/08/01/visit-norfolk-august-2015-features>
tel: 01463 214001 or 0203 604444 • 7036444 • 01463 214001 • 01463 214001

Visit Norfolk's monthly consumer e-newsletter

Over 70,000 subscribers: The Visit Norfolk e-newsletter goes to over 70,000 subscribers.

Direct to potential customers: Your promotion goes direct to potential customer's inboxes who are all thinking about their 2014 visits.

Most effective marketing: E-news is regarded as one of the most effective advertising mediums at present

Encourages instant action: By using a voucher code or instant call to action (e.g. Book now for 15% discount), e-newsletter advertising is really effective in terms of direct response.

Trust & Reputation reinforcement: The e-newsletter is sent by Visit Norfolk, a very well known and well liked organisation. An association with Visit Norfolk can be interpreted as a recommendation, strengthening trust and reputation between client and business.

Want to know who was interested in your advert?: We can provide click through figures for each individual panel!

Brand a Visit Norfolk E-Newsletter Panel

Linking back to www.visitnorfolk.co.uk: **£250 + VAT**

Linking back to **YOUR** website: **£350 + VAT**

Dimensions: 600 pixels x 199 pixels

Unique emails: **£1,000 + VAT**

For more details on advertising contact Chloe Francis
01502 725844 | chloe.francis@micropress.co.uk

Trade e-newsletter
Are you trying to reach Norfolk Tourism businesses?
We send out a monthly trade e-newsletter to
around 4000 Norfolk tourism businesses.
Sponsorship is available from £500 + VAT