

# Visit Norfolk

The **official** visitor website for Norfolk

Ranking TOP in Google with most Norfolk tourism search terms, including what's on, **www.visitnorfolk.co.uk** offers tourists, day trippers and residents inspiration on exploring, what's on, things to do, food and drink and where to stay in Norfolk.

**76.1%**  
found Visit Norfolk  
by Googling

**9.9%**  
went direct  
to the site



In the year to June 1st 2017,  
Visit Norfolk was visited

**880,692**

times and there were

**2,235,893**

page views.

Visitors clicked to view  
listings\* details

**1,056,898**

times.

Advertisers with Gold and  
Silver listings\* received

**212,738**

click-throughs  
to their own websites.



Top UK visitor locations



Overseas, Visit Norfolk was  
most popular in **Moscow,**  
**Sydney, New York, Virginia**  
**Beach, Paris, Toronto** and  
**Amsterdam!**

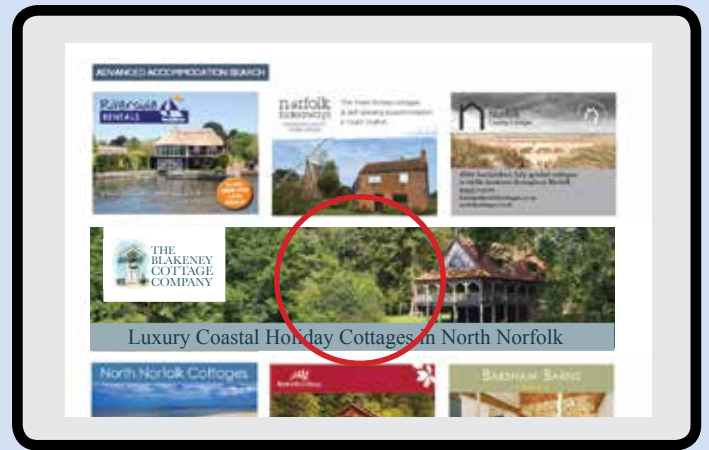
Visit Norfolk is always working to build  
Norfolk's tourism audience with:

- National advertising campaigns including TV
- Social media interaction with over **35,000** of our fans and followers
- Subscription to TravMedia – the travel industry's global media network

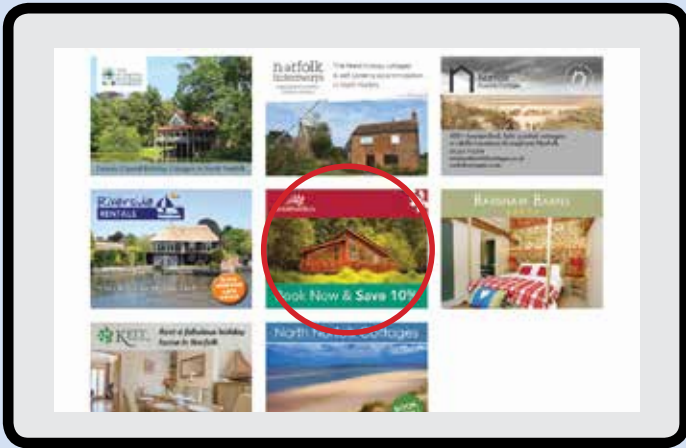


# ADVERTISING OPTIONS

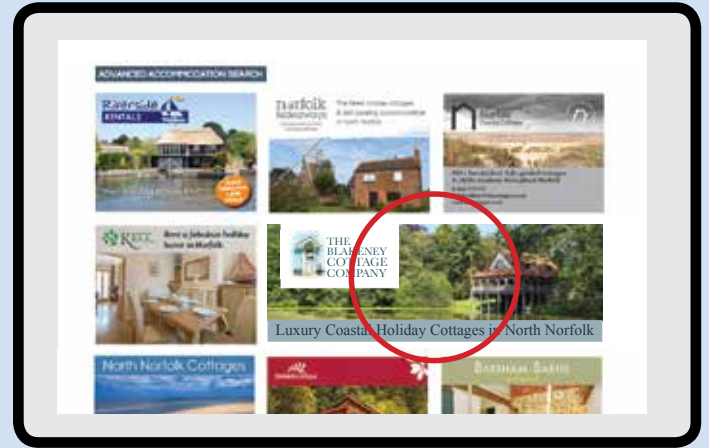
For more details on advertising  
contact Laura Munnings 01502 725866  
laura.munnings@micropress.co.uk



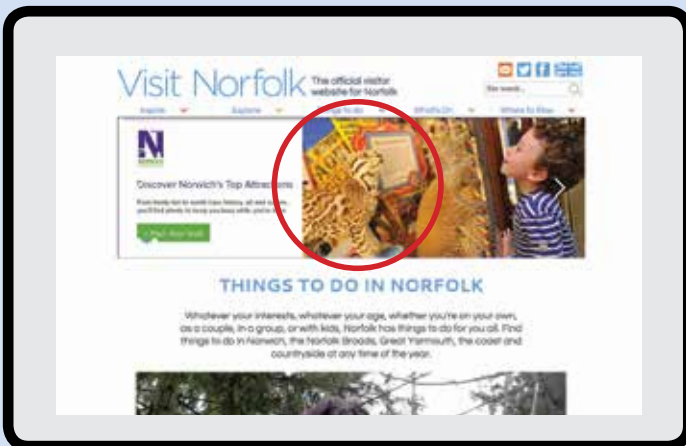
**BANNER** £275 per month  
920 x 200 pixels



**MPU** £105 per month  
290 x 214 pixels



**DOUBLE MPU** £195 per month  
605 x 200 pixels



**CAROUSEL** £310 per month  
1000 x 300 pixels



**VIDEO** £550  
605 x 320 pixels  
PLUS 60 word caption including link to your website

# BE THERE when our visitor is looking for specifics!



**1,056,898**  
listing details  
page views

**212,738**  
clicks directed  
to advertiser  
websites

[www.vistnorfolk.co.uk](http://www.vistnorfolk.co.uk) is home to hundreds of accommodation and venue listings, by far the most popular pages within the website. Destination Centre tells us, in the year to June 1st 2017, visitors clicked to view the details of individual accommodation and venue listings 1,056,898 times.

Gold	Silver	Bronze
<p><b>DMO Member Rate:</b> £175 + VAT</p> <p><b>Full Rate:</b> £375 + VAT</p> <ul style="list-style-type: none"><li>&gt; Priority listing ** with one listings image, 4 details images, and unlimited images shown in an image gallery</li><li>&gt; Details page shows</li><li>&gt; Telephone number and address displayed</li><li>&gt; Includes click-through URL and email address</li><li>&gt; Upload a video, 360 degree images and a PDF (eg menus or flyers)</li></ul>	<p><b>DMO Member Rate:</b> £100 + VAT</p> <p><b>Full Rate:</b> £250 + VAT</p> <ul style="list-style-type: none"><li>&gt; One main image and two details images</li><li>&gt; Details page shows</li><li>&gt; Telephone number and address displayed</li><li>&gt; Includes click-through URL and email address on the details page</li></ul>	<p><b>DMO Member Rate:</b> £72 + VAT</p> <p><b>Full Rate:</b> £172 + VAT</p> <ul style="list-style-type: none"><li>&gt; One main image only</li><li>&gt; Details page shows</li><li>&gt; Telephone number and address displayed</li><li>&gt; No click-through URL or email address</li></ul>

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.

# Visit Norfolk's monthly consumer e-newsletter

**Over 49,000 subscribers:** The Visit Norfolk e-newsletter goes to over 49,000 subscribers.

**Direct to potential customers:** Your promotion goes direct to potential customer's inboxes who are all thinking about their 2017/18 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 YOUR website: £350 + VAT**

Dimensions: 600 pixels x 199 pixels

**Unique emails: £1,000 + VAT**

For more details on advertising contact Laura Munnings 01502 725866 | [laura.munnings@micropress.co.uk](mailto:laura.munnings@micropress.co.uk)

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