



# VISIT SOUTH DEVON

**RATE CARD  
PACK 23/24**

## Who Are We?

Visit South Devon is the Official Destination Marketing Organisation for the region. We provide the no 1. resource for both visitors and media on places to visit, events, accommodation, attractions, places to eat & more.

We are a not for profit Community Interest Company (CIC) working to promote the region to National and International markets for the benefit of local businesses and the tourism economy.



**07590 570007 | [louise@visitsouthdevon.co.uk](mailto:louise@visitsouthdevon.co.uk)  
[www.visitsouthdevon.co.uk](http://www.visitsouthdevon.co.uk)**

**south  
devon**

# 2023 WEBSITE STATS & MORE

2.15 million pageviews  
 1.31 million sessions  
 1.04 million users

90% UK users  
 10% International users

24K e-newsletter subscribers



Facebook 15K followers  
 Twitter 23.5K followers  
 Instagram 25.1K followers

## Advertising Opportunities

ALL PRICES EXCLUDE VAT

HOMEPAGE ADVERTS					
	MEMBER   BRONZE	MEMBER   SILVER	MEMBER   GOLD	MEMBER   PLATINUM	NON-MEMBER
Large Homepage Image (1220 x 380px)	£250 per month	£225 per month	£200 per month	£175 per month	£350 per month
Homepage Feature Inspire Me Ad (807 x 578px)	£200 per month	£175 per month	£150 per month	£125 per month	£300 per month
Homepage Tile Inspire Me Ad (395 x 280px)	£175 per month	£150 per month	£125 per month	£100 per month	£250 per month
Homepage MPU Banner (300 x 250px)	£125 per month	£100 per month	1 month free £75 per month	3 months free £50 per month	£200 per month
'Don't Miss' Promotional Ad - Main Navigation Drop Down (395 x 280px)	£75 per month	£50 per month	£25 per month	12 months included	£125 per month

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# Advertising Opportunities

CATEGORY PAGE ADVERTS					
	MEMBER   BRONZE	MEMBER   SILVER	MEMBER   GOLD	MEMBER   PLATINUM	NON-MEMBER
Category Page Tile Inspire Me Ad (395 x 280px)	£125 per month	£100 per month	£75 per month	£50 per month	£200 per month
Category Page MPU Banner (300 x 250px)	£100 per month	£75 per month	3 months free £50 per month	6 months free £25 per month	£175 per month

E-NEWSLETTER ADVERTS					
	MEMBER   BRONZE	MEMBER   SILVER	MEMBER   GOLD	MEMBER   PLATINUM	NON-MEMBER
Dedicated Consumer Newsletter	£350 per newsletter	£300 per newsletter	£250 per newsletter	£200 per newsletter	£500 per newsletter
Consumer Newsletter Feature (150 words & landscape image)	£100 per newsletter	£75 per newsletter	£50 per newsletter	1 free £25 per newsletter	£125 per newsletter
Consumer Newsletter Banner Ad (graphic of any orientation)	£100 per newsletter	£75 per newsletter	£50 per newsletter	£25 per newsletter	£125 per newsletter

BLOG POSTS & COMPETITIONS					
	MEMBER   BRONZE	MEMBER   SILVER	MEMBER   GOLD	MEMBER   PLATINUM	NON-MEMBER
Competitions (with newsletter inclusion & optional data capture)	Free	Free	Free	Free	£150 per competition
Dedicated Blog Post (written by us after a complimentary visit to your business)	Free	Free	Free	Free	£100 per post
Guest Blog Posts (written by you)	Free	Free	Free	Free	£70 per post

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