The ISLANDS of GUERNSEY



Partnership Advertising Opportunities

For Trade Partners

April 2023

The ISLANDS of GUERNSEY

Working Together

Teamwork is the best way to get your business in front of the right people, at the right time. By partnering with VisitGuernsey, you can do exactly that.

Why partnering could work for you

- Take advantage of our knowledge, statistics, surveys and research
- Access our already engaged audiences across digital, print, social media and mailers
- Benefit from a relationship with UK and European tour operators and travel agents
- Benefit from our dedicated UK and European PR teams

There are several opportunities for you to add to your marketing so work with us and let us help you expand your horizons.

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Key Statistics



57,284 strong, GDPR compliant, email database



85 million ad impressions



visitguernsey.com delivers over 1.3 million sessions to over 1 million users



11,672,028 social ad views (at least 75% completion rate)



314,777 referrals to industry partners



11,000 traditional audience **print database**





How we are already supporting you

We are dedicated to helping your business reach as large an audience as possible. These are the ways we are already doing that, **free of charge**.

 Listing on visitguernsey.com, which is searchable indefinitely on the website, resulting in search increases on google and meaning a guaranteed listing for businesses that don't have a website

 Featuring in non-sponsored content, such as organic blog articles and social media posts.
 For example, see this article





Individual Marketing Opportunities

VisitGuernsey Brochure

There are more than 11,000 people on our database who request a brochure from us, with an additional 2,000-3,000 (approximately) requesting a brochure via our website. We are already thinking smarter about the content, tailoring our product to better suit those potential visitors.

This year, two smaller, 40-page, seasonal pieces of print will replace the traditional annual VisitGuernsey brochure. This means we can speak more directly to the audience about the very best the Islands have to offer over the coming months.

One of these brochures will be released at the beginning of January, the second at the end of June. Your traditional brochure listing is now included on the website. If you would like to appear in the brochure, the below costs apply.

Full Page (Inset) £950

140mm wide x 220mm high

Full Page (Bleed) £950

165mm wide x 240mm high +3mm bleed

Half Page £550

140mm wide x 105mm high

Quarter Page £250

65mm wide x 105mm high

The ISLANDS of GUFRNSFY

What is featured content?

Get 3x more views and website referrals

Featured website content gets you up front within relevant category and landing pages, in high traffic areas on the website.

For example, an accommodation featured listing would appear at the top of the accommodation page. Featured content tiles are sold on a monthly basis and advertisers can book them in advance. Due to the nature of featured content, there is a maximum number of featured tiles that are sold on a first come, first served basis.

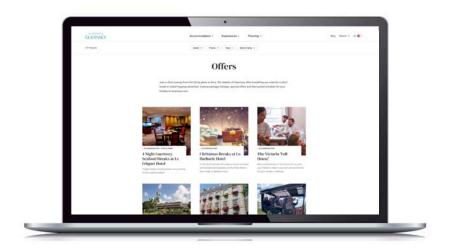
Individual 1 month featured listing is £200.

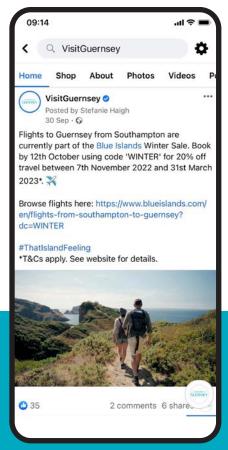
Increase your social reach

We have a strong, highly engaged social media following of 60,000 people who want to hear more about The Islands of Guernsey. We had a combined reach of around 10 million across Facebook, Instagram and Twitter in 2021. Put your business right in front of those engaged potential customers.

Our social media team will work with you to craft tailored content that can promote your business and offers in the best way.

Individual social feature starting at £50.







Exclusive special offers featured in consumer mailers

Promote your business to our 57,000 strong, GDPR compliant, database.

The mailer is being rebranded as an exclusive club, so offers promoted in this way have an added benefit for those who have signed up.

Twice monthly **consumer mailers** are sent out to our email database, highlighting the key events in the coming months, combined with two commercial spaces on each mailer for advertisers.

- 1 An image of 600 pixels wide by 500 pixels tall. (Supplied as a Jpeg to include a commercial message)
- 2 A link to your website

Individual special offer in single mailer is £100.



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Contentpartnership

Our content partnership includes a dedicated blog post on our website created by our editorial team, a solus email to our 57,000 strong database promoting that blog post (with any accompanying offers you have) and supporting social media content.

Blog Post

Online content is an important part of our marketing activity, and allows advertisers to promote a service, activity, or event in greater detail than any other format. Images, videos and hyperlinks are a key benefit within this advertising format.

All Blogs are shared to our social media audience, and remain live and searchable on our website.

Individual Blog post and activity is £450.



The ISLANDS of GUFRNSFY

Bespoke partner campaigns

We will work with you to create bespoke partner campaigns based on your offerings where relevant.

If you would like to talk to us about creating a bespoke partner campaign, then please email **paul.belben@gov.gg**











If you have any further questions, please contact Paul Belben at paul.belben@gov.gg