

**EXPLORE  
BUXTON**

[explorebuxton.co.uk](https://explorebuxton.co.uk)

# **DIGITAL ADVERTISING OPPORTUNITIES**

MEDIA PACK 2023/24





# Why advertise with Explore Buxton?

Explore Buxton is about Buxton and everything that happens in it. News, reviews, events, history and the future of the town. We work with many of the key tourism and entertainment businesses in Buxton and the Peak District because we're an established, trusted online resource of 40,000+ unique website visitors every month. Explore Buxton is the perfect place to get your message heard about your business.

We are a team of digital marketing and SEO experts with several years experience working with leading brands and partners across the region and the UK. We can help you promote your business to a highly targeted audience looking for things to do in Buxton and we offer advertising packages to cater to all budgets and business types. Discounts are available on more than one product purchased. Following any advertising, we'll provide a performance report and give you key takeaways on website traffic and clicks, newsletter clicks and opens, Facebook post reach and more.



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BUXTON



sales@explorebuxton.co.uk



07905 448976

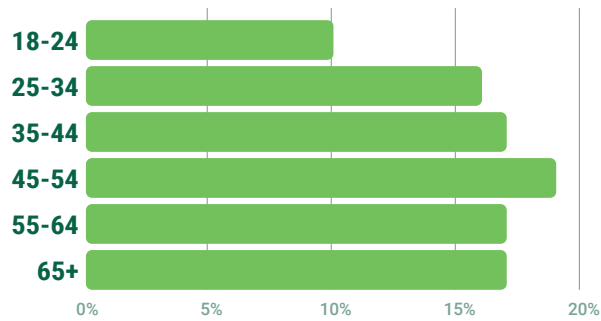


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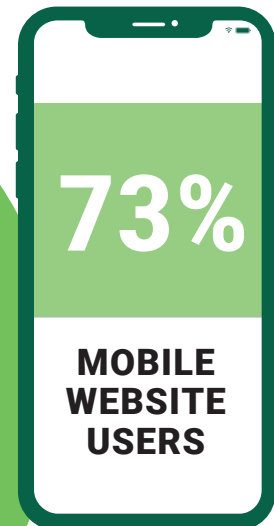
@explorebuxton





22,000

NEWSLETTER  
SUBSCRIBERS

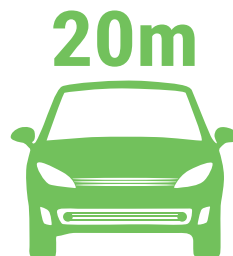


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6.8m

ANNUAL VISITORS  
TO BUXTON



20m  
LIVE WITHIN 1 HR  
OF PEAK DISTRICT

ANNUAL VISITORS  
TO PEAK DISTRICT  
& DERBYSHIRE

*\*Google analytics data, January 2023*



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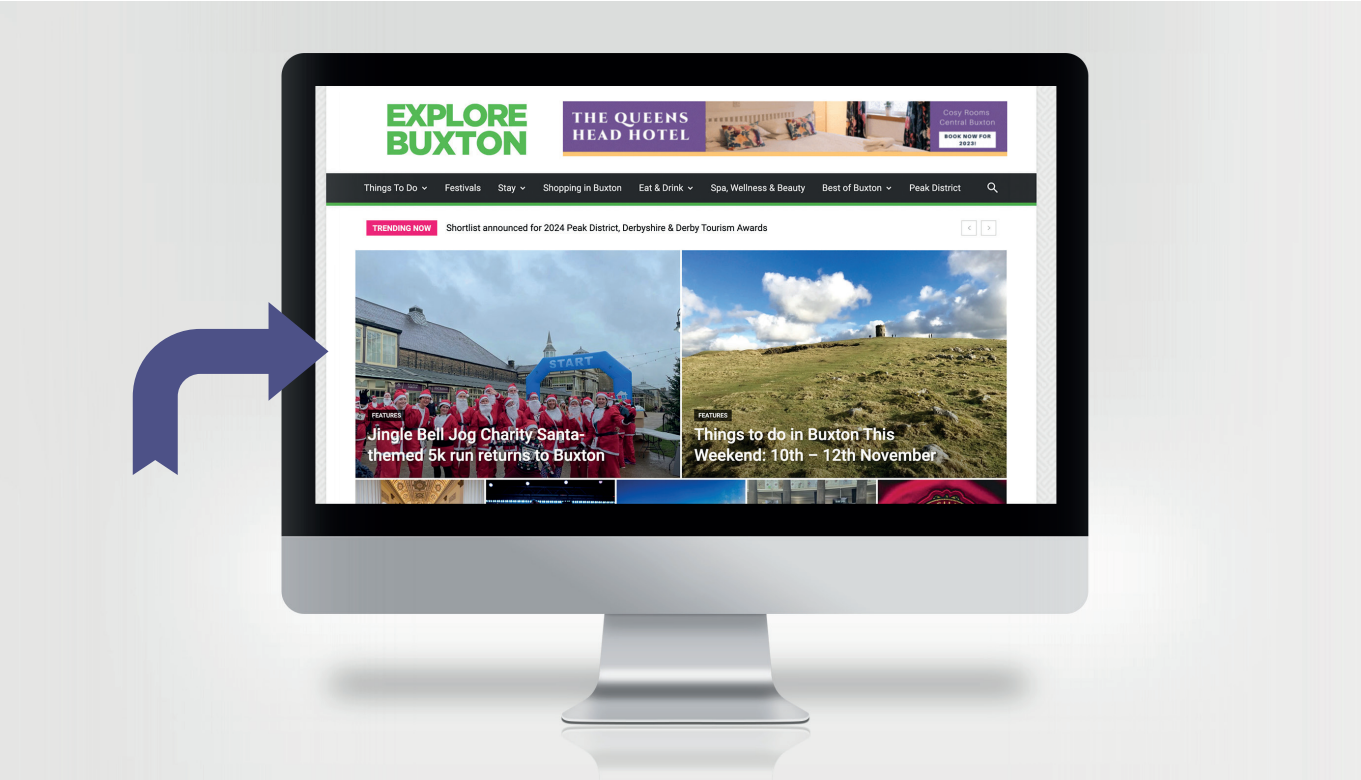
# Types of adverts and costings

Ad Type	Features	Cost (from)
Full Page Editorial Feature Package	Fully written article about your business, featured prominently on our front page with up to 8 large images	£185
Premium Business Listing	Listing in our popular listings sections, clickable links, up to 12 large images	£149 per year
Display Advert	Banner ads across the website, with large, eye-catching creative	£80 per month
Paid Social Media Campaigns	Bespoke Facebook and Instagram ads expertly created targeting specific groups of people	Contact us to discuss your budget



# FULL PAGE FEATURE

Premium editorial coverage on our website and in our Frontpage featured placements. A fully written article, roughly equivalent to an A4 spread, accompanied by large images, details of your business, product or event and links to your website and/or social media pages. Edited free of charge at any time during the promotion. Posted on our social media channels to over 21,000 engaged fans.



Prominent placement on our homepage in front of our <b>website audience of over 40,000+ monthly visitors</b>	
Professionally written article with up to <b>8 large images</b>	Size of article roughly <b>equivalent</b> to an <b>A4 magazine</b> spread
Guaranteed <b>inclusion</b> in our monthly newsletter with over <b>22,000 subscribers</b>	Guaranteed inclusion in our social media output to <b>21,000 active fans and followers</b>
<b>Quick turnaround</b> Published within 72 hours of booking	Clickable <b>links back to your website</b> and/or <b>social media channels</b>
Images and content <b>can be edited at any time</b> , free of charge	<b>Run a Competition on our Facebook page</b> , promoting your product to our 15,000+ fans
<b>Success of your promotion</b> - we'll give you <b>clicks, Facebook post reach, traffic &amp; more</b>	
<b>£195</b>	



# PREMIUM BUSINESS LISTING

List your business or event in your relevant category and include up to 12 large eye catching images, a clickable link to your website, links to your social media pages, Google map with your latest reviews and location, awards, gradings and memberships, opening times and key details of your business - with no word count. Edits to your listing at any time - at no extra charge. A business listing is an ideal way to enhance your Google ranking in online search results, give you a year-round presence on Explore Buxton and ideal if you have a limited budget.

Key details of your business with latest <b>offers</b> , <b>services</b> and <b>products</b> - no word limit	Increase your <b>Google ranking</b> in search results online
Clickable links to <b>your website</b> / <b>social media pages</b> / <b>Tripadvisor profile</b>	Awards, <b>gradings</b> & certificates
<b>Google Map</b> pinning your location with latest <b>Google Review score</b>	Regular <b>coverage</b> in our <b>monthly newsletter</b> And on on our <b>Facebook page</b>
<b>Updated</b> at any time <b>free of charge</b>	Your <b>business contact details</b> - address / email / telephone
£149 for 1 year	



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# DISPLAY ADVERTS

Our display advertising can carry images, animations, multiple slides and video. These rich display adverts are available in prominent placements across our website and served as industry standard display adverts in various sizes. Contact us to talk through prices and options to suit your needs.



Medium Rectangle (300 x 250) and Leaderboard (728 x 90) placements available	
Prominent frontpage placement in front of 40,000+ website visitors	Design can be changed at any time and run multiple designs simultaneously
Visible across our website on every page	Clicks directly through to your website
From £80 Per Month	



## PAID SOCIAL MEDIA POSTS

Don't know where to start when it comes to Facebook and Instagram Advertising? Our social media experts can help businesses who want to take it to the next level. We can feature you in our social media channels and supercharge that exposure with paid adverts on Facebook and Instagram to specific groups of people, constructing a highly targeted campaign to help you reach out to the right customers.

Campaigns created by our <b>digital marketing team of experts</b>	Reach more customers through advanced <b>targeting</b> who are interested in <b>YOUR business</b>
Choose a <b>budget to suit you</b>	We focus 100% on <b>generating results from Facebook and Instagram</b> ads, so you can focus on running your business

**Contact us to discuss your budget**

## TO BOOK YOUR ADVERT AND REACH NEW CUSTOMERS, CALL OR EMAIL:



**07905 448976**



**[sales@explorebuxton.co.uk](mailto:sales@explorebuxton.co.uk)**

Following all advertising purchased, we'll feedback to you with a performance report on page views, clicks, post reach and more. Explore Buxton focuses on results for our customers, so you'll know where you've spent your money.

Get in touch with our team and we'll see what we can do for you.



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