



In 2021 [www.visitsoutheastengland.com](http://www.visitsoutheastengland.com) received more than 2.2 million visitors, viewing over 3.8 million page views.

[Visitsoutheastengland.com](http://www.visitsoutheastengland.com) is a 'shop window' to South East England providing inspirational content and signposting on to an amazing mix of places to visit, accommodation and events across a unique destination.

We have a number of value for money digital marketing opportunities across the website to enhance your exposure.



The opportunities outlined below are available on a 3, 6 or 12 month basis. Some opportunities are across the whole website, others are for specific pages. Bespoke digital packages are also available upon request. Design support options too.

All prices shown in this document are for TSE members, non-members pay a 15% surcharge.

## Consumer Channels



[www.visitsoutheastengland.com](http://www.visitsoutheastengland.com)



[@visitsoutheastengland](https://twitter.com/visitsoutheastengland)



[www.fb.com/VisitSouthEastEngland](https://www.facebook.com/VisitSouthEastEngland)



[@visit\\_south\\_east\\_england](https://www.instagram.com/visit_south_east_england)



[blog.visitsoutheastengland.com](http://blog.visitsoutheastengland.com)

- 2.2m unique visitors
- 3.8 m page views
- Top performing pages: places to visit & things to do
- Visitors from UK, America, Australia and Canada
- London accounts for 23% of our domestic traffic.

## Header Banners

**Our popular header banners run across the top of [www.visitsoutheastengland.com](http://www.visitsoutheastengland.com) website and link directly to your own website**

Available for a minimum of 3 months  
476px wide x 66px high sized graphic

- 3 months £350 + VAT**
- 6 months £500 +VAT**
- 12 months £995 +VAT**

Design Support  
available for a small  
surcharge of £25



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## Skyscraper Banners

**Skyscrapers run vertically down the left and right side of all pages**

**Banners link are directed to your chosen url**

Available for a minimum of 3 months  
Dimensions: 140px wide x 1244px high

You receive both left  
and right positions on either:-

Event and Things to do Sections  
or  
Places to Visit and the rest of the site

**3 months £600 + VAT**

**6 months £1100 + VAT**

**12 months £2000 + VAT**

Limited opportunities

Design help available  
for a small charge of **£75.00+ VAT**



## Consumer Channels



www.visitsoutheastengland.com



@visitsoutheastengland



www.fb.com/VisitSouthEastEngland



@visit\_south\_east\_england



blog.visitsoutheastengland.com

# Visit South East England Website

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## MPU Advert

A mid-page unit is displayed on your chosen three pages for 3, 6 or 9 months and included within the content of the page so it can't be missed.

Size 300px wide x 200px high one url link

Included on three chosen pages

**3 months £300 + VAT**

**6 months £500+ VAT**

**12 months £800 + VAT**

Design help available for just £25.00.



## Consumer Channels



www.visitsoutheastengland.com



@visitsoutheastengland



www.fb.com/VisitSouthEastEngland



@visit\_south\_east\_england



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## Featured Pages

Ensure your business gets highlighted in our inspiration boxes, on THREE selected pages across the website (excluding the home page) .

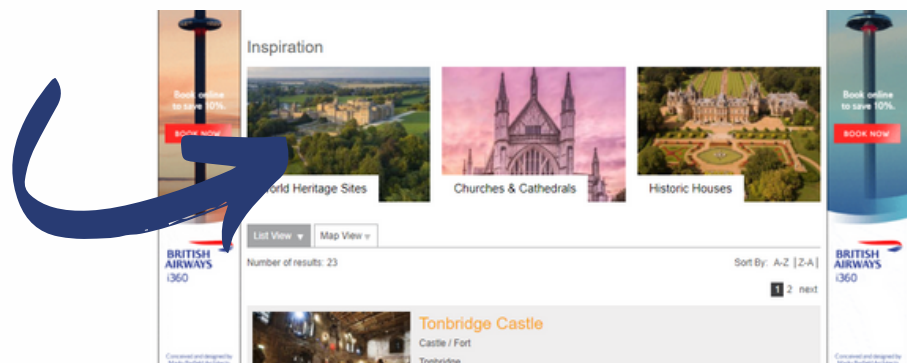
This box links to your VSEE product page within our site (not your own website) to enhance the exposure of your listing and information within our site, before signposting onto your own external URL.

Featured box Image - size 206px x 150px  
Design help available.

**3 months £100 + VAT**

**6 months £195 + VAT**

**12 months £350 + VAT**



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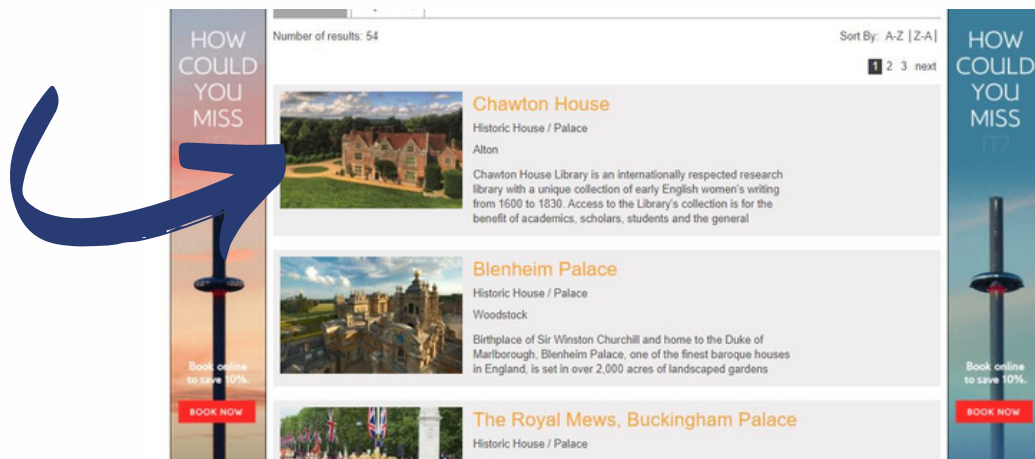
## Enhanced Listing Plus

Ensure your business gets exposure by appearing at the top of the product listing. This is only available to a limited number of partners at a time.

**3 months £75 + VAT**

**6 months £125 + VAT**

**12 months £200 + VAT**



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# Visit South East England Social Media

- Audience across all platforms 11,000 +
- 3% organic growth month on month
- #LoveSouthEastEngland - 68.9k impressions

## Guaranteed Social Media Exposure

We endeavour to share our members content, via our social media channels whenever we can, however with so much content we can't share it all, all the time. We encourage members to tag us into their posts , Facebook @VisitSouthEastEngland, Twitter @visitseengland and Instagram @visit\_south\_east\_england, this will make it easier for us to see your content and share it on for you. We also encourage you to support our destination campaign by using the hashtag #LoveSouthEast England and logo within your own content

If you would like to be guaranteed exposure across our social platforms you can purchase a social media package and we will work with you to feature your content.

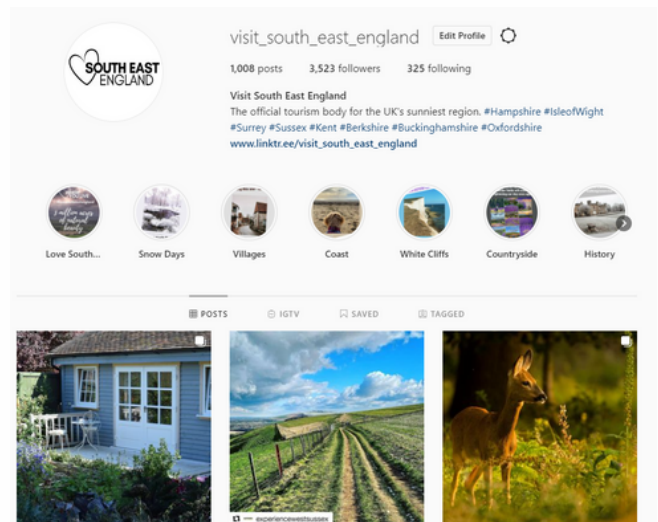
**1 Posts £50 + VAT**

**3 Posts £120 + VAT**

**6 Posts £200 + VAT**



Each post will be shared across Facebook & Twitter and boosted on Facebook to enhance your exposure further.



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# Visit South East England Competition Opportunities

## Competition Partner

Competitions are a great way of building data, however we appreciate they require investment in terms of prizes.

If you would be interested to work with us to run a competition and provide a prize package incentive please contact [kjames@tourismse.com](mailto:kjames@tourismse.com)



**There are TWO ways to work with us to run a competition.**

**Provide a prize for one of our competitions in return for free exposure.**

Provide a prize for us to feature in one of our Visit South East England competitions. All data collected remains our property although we include an 'opt in' box for entrants who wish to hear from you as the partners

As a business benefit from all the exposure the competition brings with it across our social platforms, our website and our 39,000 database.

**Run Your Own Competition and we can help you promote it.**

If you have your own competition and wish to extend its reach, we can help you promote this. You are responsible for setting up your own competition on your own website, with your own data capture solution. All data remains yours and you simply purchase exposure via one of our solutions in this document.

For example, take a slot in the e-newsletter, purchase a header banner slot. All data captured is solely your property.

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# Visit South East England E-newsletters

- 39,000 subscribers
- 26.2% open rate | 10.3% Click to Open ( Benchmark averages for tourism 27.1 / 10.89 % )
- Themed Enewsletter Slots
- Solus Dispatches available.

## E-newsletters

We have a schedule of themed e-newsletters that are dispatched throughout the year to 39,000 visitors to coincide with what we know visitors are looking for.

Businesses are invited to book one of a limited number of slots in each themed newsletter. With average open rates for 2021 exceeding 26 % and CTO rate of more than 10% you can be sure to get great exposure for your business.

**£160 + VAT per slot, save £50 when you purchase three slots.**

Our calendar of themes and entries can be booked at anytime and is available to view on [www.tourismsoutheast.com/e-newslettermarketing](http://www.tourismsoutheast.com/e-newslettermarketing).

## Solus E-newsletters

You may prefer to have your very own e-newsletter dedicated to your message(s). If you have a special event taking place, promoting a specific campaign or simply wish to promote your brand, why not consider your own solus e-newsletter.

This option allows you to facilitate multiple messages and have the focused attention of your audience.

You are welcome to provide HTML which we will top and tail and embed within our newsletters, or we can build it for you from content provided within our own template free of charge.

**We will endeavour to filter geographic by county on request**

**The cost depends on the volume - Solus E-newsletters start from**

**Half database of 20,000 readers = £655 + VAT**

**Full database of 39,000 readers = £1095 + VAT**

