

Digital Media Opportunities



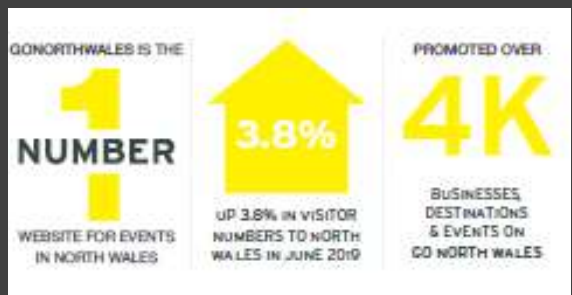
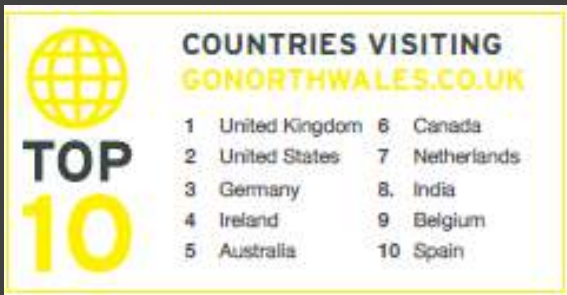
go ³⁰ 
north wales
www.gonorthwales.co.uk



North Wales Tourism has a wide range of digital marketing opportunities including banner and block advertising on the Go North Wales website with the opportunity to promote your product to an active, engaged and loyal online audience.

Key Facts

- ❑ GoNorthWales.co.uk secures, on average 25,000 unique visitors per month and growth is set to continue. We proactively work on our search engine optimisation across the site, ensuring organic growth is always on the up!
- ❑ Our audience is a diverse spread of demographic and geographic segments including 3% of 18 to 24 years olds, 36% of 25 to 44 years old 40% of 45 to 64 year olds. Gender ratio female to male: 43 / 56
- ❑ Over 75% of our site users per year are based in the UK with significant traffic from USA, Germany and Ireland.

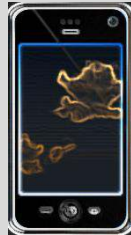


Device Split

Desktop
36%

Mobile
48%

Tablet
15%



Gonorthwales.co.uk search and interest behaviour

Our web visitors search for	Lifestyle Interests:
➤ Accommodation	➤ Eating Out
➤ Things to see and do	➤ Travel
➤ Events	➤ Shopping
➤ Trips and Tours	➤ Historical/Heritage experiences

Web Header Subpage (1750 x 600)

Block Ad
(250 x 320)

Interested?
digital@gonorthwales.org.uk
01492 531731



Booking Form – Digital Marketing

Contact Details

Name:	
Business Name:	
Postal Address : (incl postcode)	
Telephone number:	
Email address:	
Web address:	

Campaign	Duration	Pricing	Option	Starting Date
Go North Wales Web Header Subpage (1750 x 600) and Block Ad (250 x 320)	3 months	£200 + vat = £240	<input type="checkbox"/>	_____
Go North Wales Web Header Subpage (1750 x 600) and Block Ad (250 x 320)	6 months	£350 + vat = £420	<input type="checkbox"/>	_____
Go North Wales Web Header Subpage (1750 x 600) and Block Ad (250 x 320)	12 months	£600 + vat = £720	<input type="checkbox"/>	_____

Sub Page name	
URL link from advert	

Method of Payment - (please tick relevant box)

<input type="checkbox"/>	Our Bank details for BACS Payment: HSBC, Sort Code: 40-18-08; Account No: 11170929 PLEASE STATE BUSINESS NAME WHEN MAKING PAYMENT
<input type="checkbox"/>	Please charge my credit/debit card - either ONE off payment q or 4 equal consecutive monthly payments q
	Card No: _____
	Expiry Date: _____ Sec No (last 3 digits): _____
<input type="checkbox"/>	Cheque enclosed for £ _____ made payable to North Wales Tourism
<input type="checkbox"/>	Please invoice me quoting Purchase Order Number _____

Please complete this form and return to

Carol Beard / Sybil Baxter, North Wales Tourism, 9 Wynnstay Road, Colwyn Bay LL29 8NB
carol.beard@gonorthwales.org.uk / sybil.baxter@gonorthwales.org.uk

For office use only	Date rec'd	Payment rec'd	Photo rec'd
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