

Promotional
opportunities with
This is Edinburgh

THIS IS
EDINBURGH

edinburgh.org



Who we are

Marketing Edinburgh is the agency dedicated to promoting Edinburgh to the world. We promote and champion Scotland's capital city locally, nationally and internationally as a leading leisure, learning and business destination. Working closely with our members, corporate partners and stakeholders, we maintain the profile of Edinburgh as a world-class destination in which to **visit, invest, live, work and study**.

This is Edinburgh is a hugely successful campaign vehicle lead by Marketing Edinburgh. Our consumer-facing website edinburgh.org is the **Official Guide to Edinburgh**. Aimed at locals and visitors, This is Edinburgh is the hub of all the best things to do, see and enjoy in the city. Our users come to the site to uncover great days out and experiences, and to get the inside scoop on the best little-known places that are waiting to be discovered.

Key campaign and event dates

March – April: Edinburgh International Science Festival

May: Edinburgh Marathon Festival

May – June: Imagine Festival

June: Film in the City, Edinburgh International Film Festival

July: Spa in the City, Edinburgh Jazz & Blues Festival

August: Edinburgh's Summer Festivals

October: Edinburgh Restaurant Festival, Scottish International Storytelling Festival

December: Edinburgh's Christmas and Hogmanay

...plus many more at edinburgh.org/whats-on

edinburgh.org



Why advertise with This is Edinburgh?

This is Edinburgh is the authority on all things related to Scotland's capital, with around **125,000** unique users visiting our website every month and over **325,000** people following us across our social media channels. People come to us for inspiration on things to do, to get the latest updates on events in the city and to find out how to make the most of their visit to Scotland's capital city, whether it's for business or pleasure.

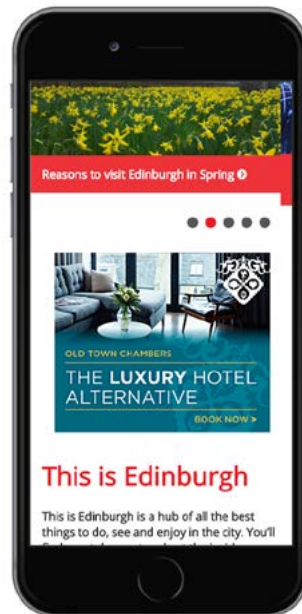
Talk to our team to find out how we can help you to get your business message in front of the right people, at the right time.

"We got a **fantastic amount of traffic to our website** with our MPU on edinburgh.org, and often hear from our visitors that they found out about us from This is Edinburgh channels."

Leah Shaw Hawkins, Pickering's Gin

"Marketing Edinburgh have been very supportive of us and helped us to grow...
We are very grateful indeed."

Andrew Johnson, Camera Obscura



Vital Statistics

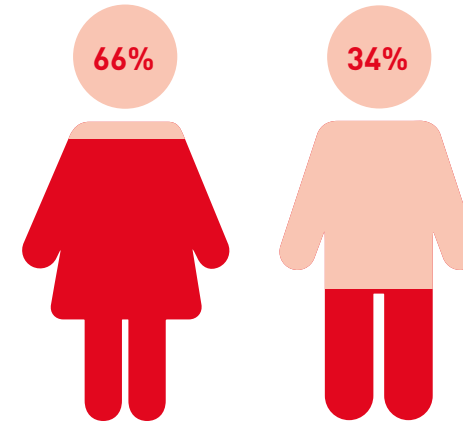
Social Media

Over 325,000 fans and followers over 6 social media channels



170,000+ fans on Facebook
92,000+ followers on Twitter
66,000+ followers on Instagram

Gender

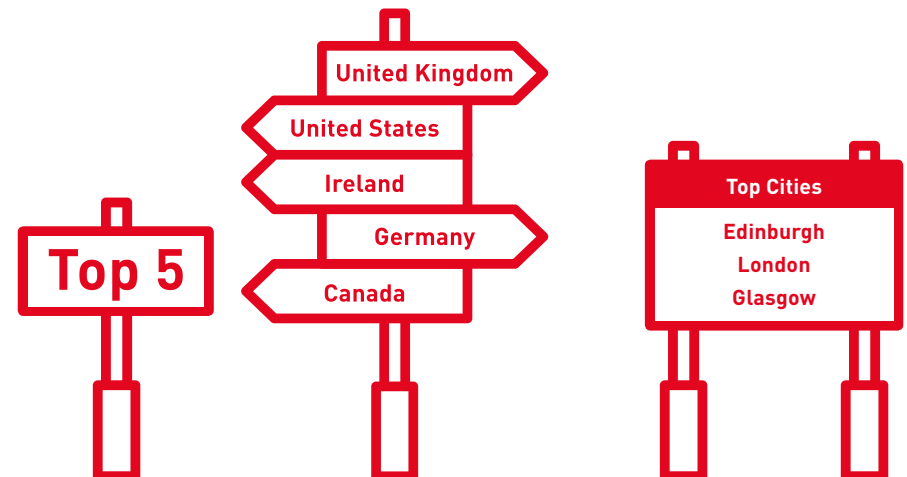


Our website

1.5 million unique users a year
2.36 pages per session
50% of our users are aged 25-44

Countries

Users from 150 countries



Vital Statistics

Devices




Mobile 45%
Desktop 37%
Tablet 18%

Traffic sources



The terms we rank for...

Edinb 

Edinburgh
Things to do in **Edinburgh**
Shopping in **Edinburgh**
Places to eat in **Edinburgh**
What's on in **Edinburgh**

Rate card

Name	Size	Cost* (membership rates)
Homepage Banner	970x90	£150 (£115) per month
Bottom Homepage Banner	728x90	£80 (£60) per month
Run of Site Banner	728x90	£250 (£190) per month
Run of Site MPU	300x250	£225 (£170) per month
Run of Site Double MPU	300x600	£350 (£260) per month
What's On Banner	970x90	£250 (£190) per month
Homepage Takeover (inc. Fireplace)	n/a	£1,000 (£750) per week

* Minimum spend £500 for non-Marketing Edinburgh members

To find out more about becoming a Marketing Edinburgh member, please contact our membership team on 0131 473 3666.

Charities and voluntary organisations can also enjoy a 25% discount on our rates. Please speak to our digital marketing team for more details.

Packages

The Starter Package £500 (€350 for members)

- MPU for one month
- Twitter promotion from our @edinburgh account
- ...ideal for small businesses or events

The Event Package £1,450 (€1,000 for members)

- A listing on thisisedinburgh.com What's On page
- Social media promotion from This is Edinburgh

The Native Package £1,850 (€1,300 for members)

- 3rd party HTML solus email in association with This is Edinburgh
- Native content page on the site
- ...ideal for businesses and attractions

The All-In Package £3,500 (€2,500 for members)

- Homepage fireplace takeover
- Native content page on the site
- Social media promotion from This is Edinburgh
- Inclusion in our monthly newsletter, sent to 17,000 subscribers
- ...ideal for larger businesses or festivals

These are just examples of packages that we can create for your business. Please speak to our team and we will work with you to create a bespoke promotional plan that will best suit your needs.

Full terms and conditions and booking form available online at edinburgh.org/advertise-with-us

Promotional opportunities with **This is Edinburgh**

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EDINBURGH

For more details, please contact:

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