

# Friends of This is Edinburgh

Friendship Benefits and Opportunities  
Spring 2019



THIS IS  
EDINBURGH

## Become a Friend

Join like-minded businesses who are actively participating in the leisure and tourism sector and let us open the doors to exciting new opportunities. Get involved in city marketing campaigns, promote your business across the city's biggest online channels and join us championing Scotland's capital city.

## This is Edinburgh

This is Edinburgh is the authority on all things related to Scotland's capital, with around **140,000 unique users** visiting the Official Guide to Edinburgh every month and over **475,000 people following us** across our social media channels. Locals and visitors alike come to us for inspiration on things to do, places to eat and drink, to get the latest updates on events in the city and how to make the most of their visit to Scotland's capital.

## Vital Statistics

193,000+ fans on <b>Facebook</b>	<b>1.5million+</b> users per year	<b>Website users:</b>	<b>Top user locations:</b>
127,000+ followers on <b>Twitter</b>	<b>2.36 pages</b> per session	66% female 34% male	UK USA Ireland
121,000+ followers on <b>Instagram</b>	<b>50% users</b> aged 25-44	12,500+ Newsletter Subscribers	Edinburgh London Glasgow

Friends of This is Edinburgh will appear on one of the biggest online guides to Edinburgh. Our website [edinburgh.org](http://edinburgh.org) currently ranks **No.1** in Google for 'Edinburgh', and  $\frac{3}{4}$  of our website traffic comes from this and other related search terms.

## Friendship Benefits and Opportunities

Listing with link to your website on [edinburgh.org](http://edinburgh.org)

Digital display banner advert for one calendar month of choice\*

Inclusion on [edinburgh.org/offers](http://edinburgh.org/offers)

Social media promotion from Facebook, Twitter or Instagram

25% off @edinburgh rate card

Priority opportunities to be included in city marketing campaigns and press / blogger trips organised by Marketing Edinburgh

**Only  
£595+ VAT  
per year**

As a Friend of This is Edinburgh, you will also enjoy a 25% discount on the rate card for any further digital advertising across our channels.

\*subject to availability

## This is Edinburgh Friendship Application and Authorisation

Please complete this form and return to:

Suzanne Ezzi, Marketing Edinburgh, 26 Frederick Street, Edinburgh EH2 2JR

<b>Business Contact</b>	
<b>Business Telephone</b>	
<b>Business Email</b>	
<b>Purchase Order Number (if applicable)</b>	

Product	Start Date	End Date	Fee
Friendship of This is Edinburgh (1 year)	_____	_____	£595
<b>Total (excluding VAT)</b>			<b>£595</b>

I/We confirm that \_\_\_\_\_  
will enter into a Friendship with This is Edinburgh, a marketing channel of Marketing Edinburgh,  
and abide by the Terms and Conditions, and Advertising Guidelines as attached.

Signed:

Print:

Date:

### Contact

For more information or to discuss your needs further, please contact:

**Suzanne Ezzi**

Business Development Manager

0131 270 3283

[suzanne.ezzi@marketingedinburgh.org](mailto:suzanne.ezzi@marketingedinburgh.org)