Promotional opportunities with
This is Edinburgh

edinburgh.org
Facebook: Edinburgh
Twitter: @edinburgh
Instagram: @thisisedinburgh
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: Imaginate 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
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, Pickerings 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**
- 66%
- 34%

**Countries**
Users from 150 countries

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

**Top Cities**
- Edinburgh
- London
- Glasgow
Vital Statistics

**Devices**
- Mobile: 45%
- Desktop: 37%
- Tablet: 18%

**Traffic sources**
- 74% of our traffic comes from organic search

**The terms we rank for...**
- Edinburgh
- Things to do in Edinburgh
- Shopping in Edinburgh
- Places to eat in Edinburgh
- What’s on in Edinburgh
Rate card

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

* Minimum spend £500 for non-Marketing Edinburgh members

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 enewsletter, 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.

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.

Full terms and conditions and booking form available online at edinburgh.org/advertise-with-us
Promotional opportunities with
This is Edinburgh

For more details, please contact:

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