

sittingbourne.me

The definitive online source of local events, news and business services

Media Information Pack

Join the fastest growing business community in Sittingbourne

Simple cost effective advertising for small businesses like me

Targeted advertising from local businesses to local people



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1. Ownership

Sittingbourne.Me was founded in 2012 and is solely owned by its creator and publisher, Hudson Berkley Reinhart Ltd, a small team of enthusiastic IT professionals based in Bapchild who have been building websites since 1998.

The site is run by husband and wife team, Andy and Zoe Hudson who passionately believe in and care for the place where they live, work and enjoy much of their free time.

1,185,948
website pages viewed in 2016



2. The Brand

Sittingbourne.Me is a fully independent online only publication with no costly print operations to subsidise, which makes us very competitive.

Officially launched in July 2013 we are still in our early years already reach the equivalent of 28% of Sittingbourne residents every month.

If you are a business wishing to reach an audience in the Sittingbourne area then Sittingbourne.me is a very effective way of doing so.

3. Area of Coverage

Don't be fooled by the name, Sittingbourne.Me operates over an area covering all the surrounding villages in our corner of Swale, as depicted in the diagram below.

By focusing specifically on this defined geographical area we are able to offer very targeted advertising to local people from local businesses.



4. Why advertise with Sittingbourne.Me?

Sittingbourne.me is the definitive online source of local events, news and business services for residents and visitors to the Sittingbourne area.

We hand check all data added to our website to ensure the quality and accuracy of information.

We actively use social media to extend our reach, including extensive use of Facebook, Twitter and YouTube.

We have individually contacted every business and organisation to seek their permission for inclusion on our website.



5. Key Site Metrics

Average monthly pages displayed

101,225

(Jan 2017 to Mar 2017)

Average monthly unique visitors

15,940

(Jan 2017 to Mar 2017)

Average monthly number of visitors

27,146

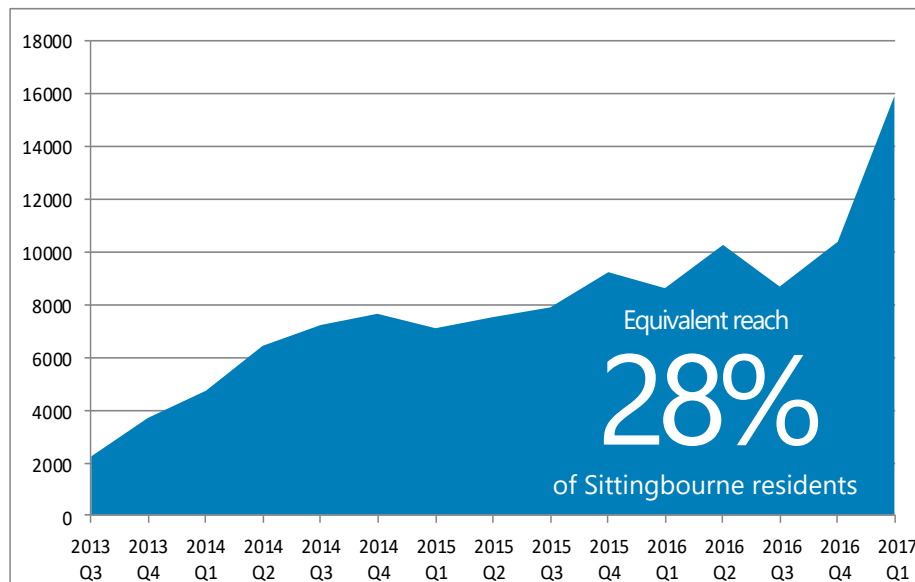
(Jan 2017 to Mar 2017)

Facebook weekly post reach

27,517

(27th April - 3rd May 2017)

AVERAGE MONTHLY TOTAL OF UNIQUE VISITORS



MOST POPULAR PAGES

1. Events
2. Homepage
3. Blog
4. Local Business Directory
5. Photo gallery
6. Videos

Average number of pages on website

1,500

Targeted advertising to local people from local businesses.



6. Directory Listings

Eligibility

Only businesses that are based in Sittingbourne or any of the surrounding villages listed in our coverage area are eligible to be listed on Sittingbourne.Me

Standard Free Listing

A free listing consists solely of the name of the business, address and telephone number.

Business Page Advertorial

A business page is a fully featured page that provides an introduction including text and images, linking directly to your own website.

The contact details are extended to include an email address and you can feature in up to five relevant categories in the directory.

Also enjoy an enhanced appearance in the category listing, and get listed above the standard free entries. All entries in strict alphabetical order.

If a category you require doesn't already exist, we can create it for you.

7. Directory Listing Rates

Simple no-nonsense pricing, just £100 + VAT for a whole year's worth of advertising.

Prices correct as of 1st January 2017.



Extra bonus

Want to be business of the day and feature on the homepage of the website, then sign up for a Business Page now.

8. Display Advertising

We have a number of opportunities for display advertising within the website.

Advertising in this form will be very restricted so as not to compromise the aesthetical appeal of the website or alienate visitors.

This allows each and every advertisement to gain maximum impact.

Display advertising can either be targeted within specific categories in our Directory listing or positioned on specific popular pages such as our events, blog or homepage.

If you are interested in examining options for display advertising please contact

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www.sittingbourne.me



www.facebook.com/sittingbourneme



twitter.com/sittingbourneme



www.youtube.com/user/SittingbourneMe