

thenewforest.co.uk

website advertising guide







# THE NEW FOREST

relax • explore • enjoy

Welcome to the first official New Forest online advertising pack. It is fully updated with all the exciting new advertising opportunities we offer on **thenewforest.co.uk**. The pioneering website is the NUMBER 1 resource for visitors seeking information on the destination.

We have the largest reach to the market, the most recognised brand, the largest database of visitors, the only dedicated online accommodation booking service, the best search engine results, the greatest revenue generator, the largest events guide, the largest circulation of printed information, the most effective marketing

campaigns, the only Visitor Information Centres, the strongest link to the industry. The list could go on... we are the envy of our competitors.

New Forest tourism is about the Visitor, about you the Industry, the Community, and above all about our special Environment. We want to reach the right people, with the right message and at the right time and we want you to be part of this winning combination.

Take advantage of our free advertising offer, or take it a step further and raise your profile with our very reasonable advertising offers.

**Whatever you do, be part of it.**

# No other website for The New Forest **offers you so much.**

With over 800,000 individual visits last year (and growing rapidly) **thenewforest.co.uk** is the place to advertise your business to the world.

**thenewforest.co.uk** focuses on only offering the best range of accommodation, events, products, businesses and attractions to both visitor and local customers. The largest database on everything the forest has to offer ensures that the information is easy to find, readily available and never out of date.

# The site

travel, stay, eat & play

- The largest list of quality graded accommodation with online booking facility
- The largest list of events - never out of date
- The largest list of attractions - growing daily
- The largest list of restaurants, bars and other eateries - a prime focus for growth
- The latest list of shops and services
- The latest visitor news
- The latest promotions, competitions and special offers
- The very latest technology including enewsletters, microsites, podcasts, eshop, search engine ranking
- The most comprehensive online New Forest shop
- The only green tourism scheme dedicated to the forest
- The best travel information



Home page

# Who visits

thenewforest.co.uk?

Every month we profile and analyse hundreds of web statistics. We review every section of the site and identify what needs attention, what works and what does not. Our website NEVER stops developing.

- In 2006 over a quarter of a million people visited the site
- In 2007 we expect this to reach over one million per year
- In 2006 over £200,000 of accommodation was booked online
- In 2007 (to July) to date we have already doubled this
- In 2006 we booked 6,222 bednights in forest accommodation
- In 2007 (to July) we have already booked 9,000 bednights
- In 2006 people clicked on almost five million web pages
- In 2007 (to July) we have doubled this already

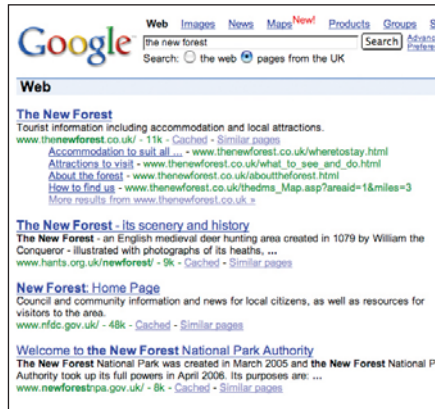
thenewforest.co.uk **fact**  
Over 300 New Forest events are listed every month

# Why do people visit

## the website?

**thenewforest.co.uk** is the most popular destination website for the area. People come to us because we are a trusted source of relevant, up to date and interesting information that is produced in a professional and easy to find way. No other site comes close!

- One of the main purposes for visits to the website in 2006 was for accommodation bookings with almost 1.2 million page visits
- People also need to find something to do! In 2006 over 200,000 people visited the what to see and do section
- The majority of people find us through Google (other than typing our web address) and we rank 1st on the main Google search phrases. Naturally!
- We have the only e-newsletter subscribed to by thousands of people who are interested in the forest. The numbers increase daily!



Number one on Google - naturally!



Local news, international audience

# Why should you advertise

## on the website?

- We are the most popular New Forest visitor website
- We are the only official website for the destination
- We have the largest selection of accommodation that is bookable online
- We have the largest collection of events, attractions and information for visitors
- All of our information is used in three extremely busy Visitor Information Centres
- You will be part of the largest visitor communication channel for The New Forest.

## We reach the world...

As we are partners with the main national tourism websites we are heavily featured on; **visitbritain.com**, **enjoyengland.com**, **roomcheck.co.uk**, **visitsoutheastengland.com** offering you the opportunity to reach millions daily at no extra cost!

**thenewforest.co.uk fact**

2007 is proving to be a phenomenal year for the website with bookings increasing by 200%



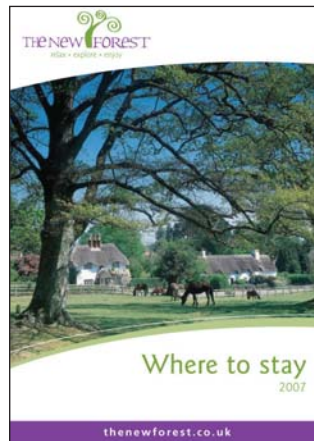
# Where to stay

One of the main reasons people visit our site is for accommodation bookings. This opportunity will enable you to showcase your business and get the customer's attention before anyone else, no matter what your industry sector is.

**Where to stay banner:**  
£150 per month



Accommodation



2007 printed publications



# What to see & do

Visitors, locals, everyone wants something to see and do! Our database is the largest for the New Forest and the most popular. An excellent opportunity for pubs, restaurants, retailers, local business or producer to grab the attention of the visitor before anyone else!

**What to see & do banner:**  
£100 per month

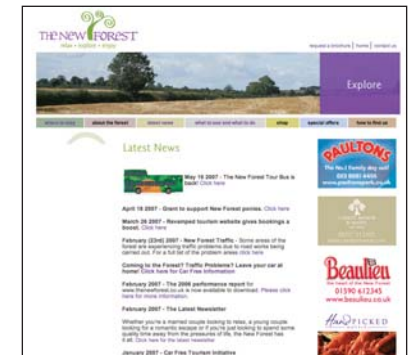


Attractions

## Latest News & About the Forest

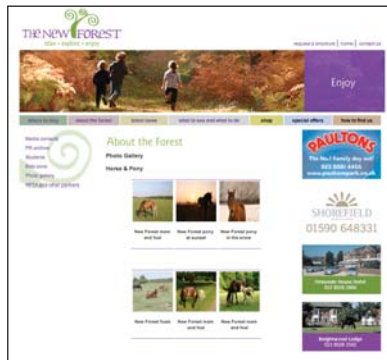
These are two pages on the site with direct links from the homepage and therefore receive large numbers of visitors. The latest news is regularly updated and this attracts many people including journalists wanting further information. An excellent position at a very competitive price, these will go quickly!

**Latest News & About the Forest (1 banner per page):**  
£50 per month.



latest news

# Inner pages



Example of inner page

There are many inner pages on the website that offer four advertising spaces each. The pages get considerable number of customers and the price offers excellent value for money, especially for smaller businesses. Simply send us the link from the page that you wish to be on, and if it is available we will place your advert there.

**Inner page banner:** £100 per annum



Special interest home page

## Special interest

To target special interests we have created microsites that receive great interest from these markets. The amount of microsites continues to grow so look out for your market opportunity.

### Home page advert

£150 per annum

### Inner page advert:

£50 per annum

### Paid for listing:

£100 per annum, one image, 50 words, web and email list

# Technical specification

For the advertising banners you have two options:

1. We will design a basic advert for you FREE.
2. Supply your own advert
  - 196 x 123 pixels
  - In GIF or JPG format
  - FLASH adverts are permitted
  - The website address you wish your advert to link to

# The only official newsletter



**thenewforest.co.uk** regularly emails to its large and rapidly growing database, visitor information on the forest and everything it has to offer. There are currently 10,000 subscribers on the list and it is increasing every month by almost 1,000 people, locally, nationally and internationally. The list is “pure” so everyone has confirmed that they want to hear more information on the area and what we have to offer. We do not believe in “spamming” people or purchasing databases, that is why our list is about as pure as a diamond.

We only started sending the newsletter in January and have had an amazing response in return. Over 40% of the recipients open the email and read the information; this is way above the industry standard of 23%. We like to think that the information we are sending is relevant and will benefit the people who receive it, therefore newsletters are the perfect marketing tool for you to reach your potential customer.

On the order form please tick the box to register your interest, we will contact you directly

# A video about you

The success of online companies such as youtube.com highlights how the market is rapidly moving towards interactive communication. Here at **thenewforest.co.uk** we embrace technology and maximise our skills to benefit all. There are a number of opportunities available to create a video of your business and display it online, indefinitely. On the homepage of the site you will see Exbury Gardens and Beaulieu podcasts, your business can be like this, all about you and at an incredible price. Normally the cost rolls into thousands for a professional video, however we are offering: Production of the video (filming, editing, sound etc), video/MP4 (podcast) hosted indefinitely on **www.thenewforest.co.uk** \* and a free DVD copy for you to utilise at any time, all for just £499.

Demand for individual videos will be high, therefore please get your booking form in now.

\*Pages may vary

# Testimonials

*“The partnership between the Beaulieu and newforest.co.uk websites represents an important part of our e-marketing strategy. By utilising the latest technology in video downloads, the New Forest website has raised the profile of Beaulieu to its ever increasing audience of visitors. By listing our events on the website we are able to add value to our own site by encouraging event visitors to access thenewforest.co.uk to make their associated accommodation bookings.”*

**Matthew Lawrence, Beaulieu Enterprises, Marketing Manager**

*“To date this year (Aug 07) Shorefield has had £152,000 worth of bookings from the New Forest website”*

**Lesley Lawrence, Shorefield Holidays**

*“The site has been invaluable and has generated an unprecedented level of business for us - a very informative site attracting many visitors to the area.”*

**Mike Wrona, Temple Lodge**

*“Since taking banner advertising on thenewforest.co.uk we have seen a dramatic increase in the number of referrals to the Paultons Park website. Indeed thenewforest.co.uk is now consistently one of the top three referring sites for Paultons with 86% being new visitors to our site who view an average of 6 pages.”*

**Rob Griffiths, Paultons Park, Marketing Manager**

*“We have found that our advertisement on www.thenewforest.co.uk website has been one of our main sources of customer enquiries.”*

**Ross Cyclexperience, Brockenhurst**



B2B contact Natasha Davies



[thenewforest.co.uk](http://thenewforest.co.uk)