





# Visit Isle of Wight Advertising ratecard 2025/26

All prices exclude VAT.

- ✓ **Get more business:** Advertise on the island's No.1 official tourism website: [visitisleofwight.co.uk](http://visitisleofwight.co.uk)
- ✓ **Extend your reach:** Promote your business through a variety of platforms led by year-round marketing campaigns.



## Want more than your standard web page? Upgrade now - purchase web page bolt-ons!

Pick and choose the below features or purchase them all at a discounted bundle price. Prices are for 12 months.


	<b>FACEBOOK FEED</b>	£24	Display your latest Facebook feed.
	<b>TRIPADVISOR</b>	£39.50	Show off your latest reviews.
	<b>MORE IMAGES</b>	£24 each	Display more high quality images.
	<b>ONLINE BOOKING</b>	£86	Be bookable on our website.



## Want more eyes on your web page? Pay for premium rankings

	<b>ENHANCED RANKING</b>	£87	Appear higher than a standard web page.
	<b>PREMIUM RANKING</b>	£239	Appear higher than an enhanced ranking.

## Want all of the above?

	<b>WEB PAGE BUNDLE</b>	10% OFF	Purchase all of the above web page bolt-ons and one of the rankings to receive a 10% discount.
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## Want the highest ranking on the website plus more?

Get all of the above web page bolt-ons plus top priority ranking, homepage exposure, navigation menu link, top level landing page exposure, three editorial links on our website. Also, two features in our visitor e-newsletters and a social post (limited availability – only 3 per section). Prices on application.

*'As a leading referral website, Visit Isle of Wight is renowned for providing visitors with interesting information about staying on the island, helping people to make the most of their visits. As a local holiday letting agency, we see great engagement to our max listing advertising and find the support of Jill and the team invaluable.'*

*Liz Arnell, Classic Cottages (Accommodation)*

**Want even more exposure?** Go to the next page to see how we can help >

# Want more website exposure?

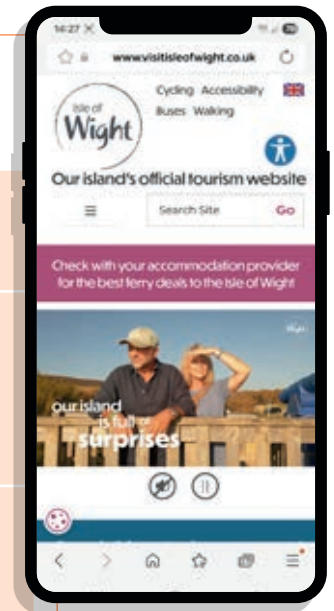
All prices exclude VAT.



## Website exposure

\*Discount available when you book your feature for 6 or 12 months.

<b>MENU NAVIGATION FEATURE (BOX)</b>	£642 / 3 months	Feature on the main navigation menu.
<b>HEADER IMAGE (TOP OF THE PAGE)</b>	Main pages: £642 / 3 months* or other pages: £438 / 3 months*	Be the first to be seen on a page.
<b>EDITORIAL PAGE BUNDLE</b>	£773 / 3 months	Feature in the main navigation menu with an editorial page, plus homepage exposure within the 'Be Inspired' section. One booking per business and only available during a designated 3-month period annually.
<b>BANNER ADVERTS</b>	£642 / 3 months*	Place an advert within the editorial section. Additional cost to create banner.
<b>BLOG</b>	Dedicated blog post: £515 per blog	Highlight your business within our blog section. Shared on social as well.
<b>ADDITIONAL WEB PAGES</b>	£103 / 12 months	Appear within different sections.
<b>NEW ENHANCE EVENT LISTING</b>	£149 per month	Boost your event's visibility within the event grid on the What's on page.



**117K+**  
average users  
per month

**1.4M+**  
users every  
year

*'Brading Roman Villa found Visit IOW website full of valuable information for all visitors, making it the perfect place for us as a museum to be featured. The team has been incredibly helpful, providing support both through the website and on social media engagement. They have also guided us with our online key search terms, ensuring we are well-placed among island attractions. Their support has been excellent, and we're delighted to be part of the platform.'* **Polly Stredder, Brading Roman Villa (Attraction)**

Want more **digital exposure?** Turn over to see how we can help >

# Put your business in front of more visitors

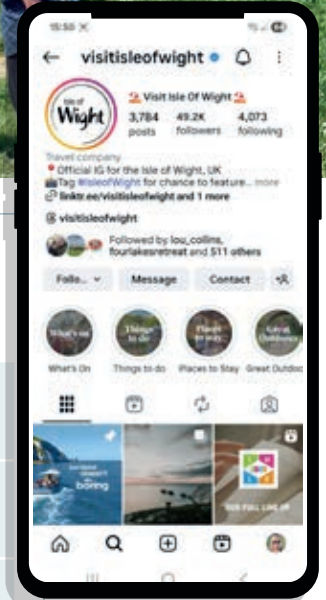
All prices exclude VAT.



## Social media

Use our popular social media channels to engage with thousands of followers. Prices below are for organic posts only, additional cost for targeted posts.

	<b>INSTAGRAM PROMOTION</b>	From £149	Pick and mix from stories, grid posts, reels and collaborations.
	<b>FACEBOOK PROMOTION</b>	From £249	Pick and mix from posts, reels, stories and collaborations.
	<b>DEDICATED SOCIAL BUNDLE</b>	£464 per bundle	Promote your business across multiple social channels, including Facebook, Instagram, TikTok and YouTube shorts. Same content will be shared across all platforms.



**f 93k+**  
Facebook followers

**📷 49k+**  
Instagram followers





**X 18k+**  
X (Twitter) followers

**🎵 4k+**  
TikTok followers

**E-newsletter**  
**30.9%**  
average open rate  
**2.4%**  
average click through rate

## Visitor e-newsletter

Our regular e-newsletter has on average 30.9% average open rate (21.8% industry average) and 2.4% average click through rate (2.4% industry average).

	<b>FEATURED BOX</b>	£194 per box	Promote your business in one of our featured boxes.
	<b>HIGHLIGHT FEATURE</b>	£387 per feature	Promote your business within our editorial piece, at the top of the e-newsletter.
	<b>SOLUS</b>	£955	Take over the whole e-newsletter. Links in e-newsletter direct to an editorial page on our website, which then links to your website.
	<b>BANNER</b>	£386 for 3 issues	Provide an advert to appear in three e-newsletters that links to your website. Additional cost to create banner.

*'As a small business our marketing budget is very limited, so we are careful to spend it with an agency that gives us exceptional exposure to a market that is already interested in holidaying on the Isle of Wight, rather than using a scattergun approach to advertising. Being a little lacking in my technical abilities it is also a great help to have the team at Visit Isle of Wight always available with sound advice on showcasing our hotel.'* **David Beeson, The Clifton (Accommodation)**



**Got any queries?** Contact Jill to discuss the advertising options available. Email: [jill@visitwight.org](mailto:jill@visitwight.org) or 01983 240086