



# MEDIA PACK

Advertising online with Torbay Council

[www.torbay.gov.uk](http://www.torbay.gov.uk)



services *for business*



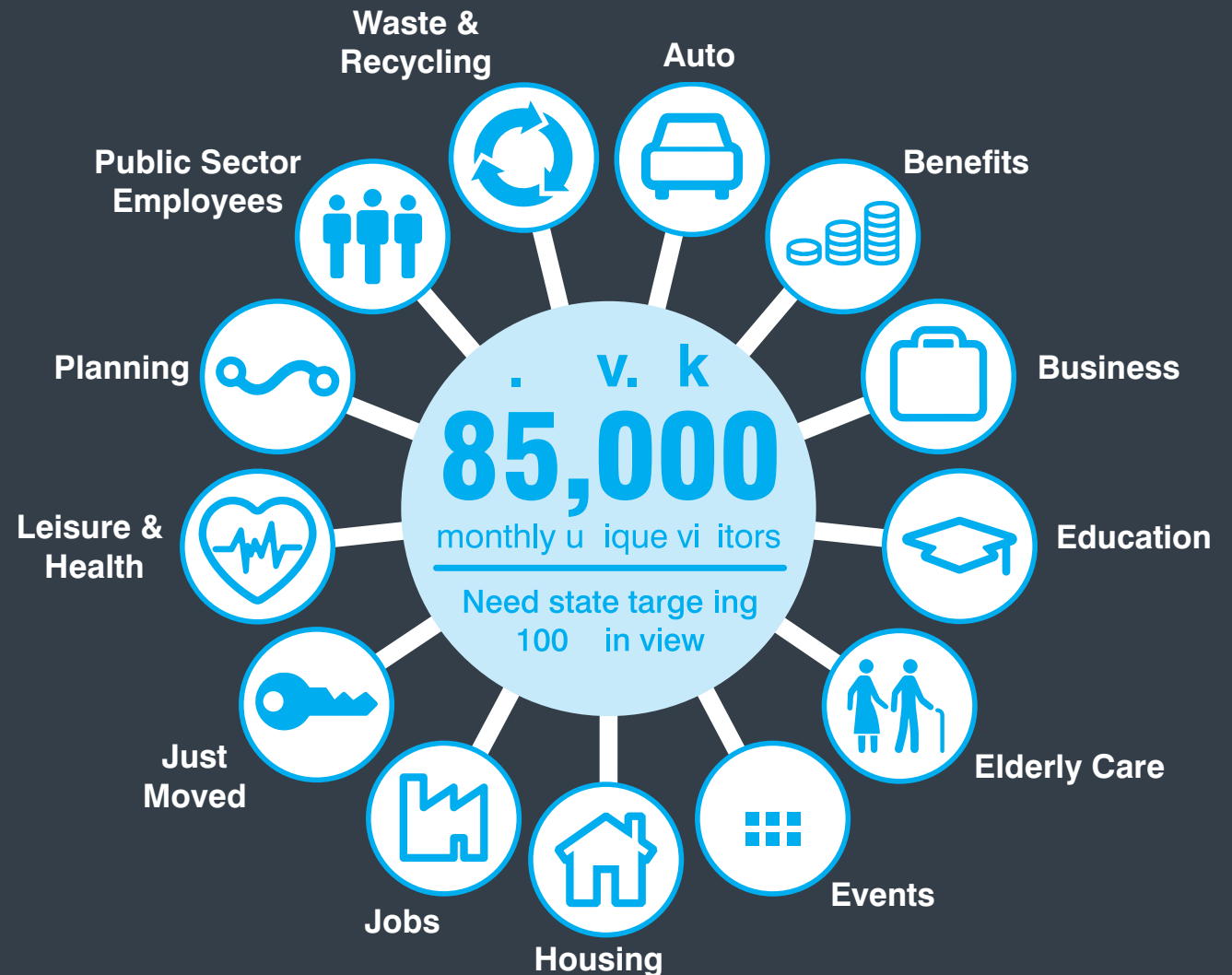
# Advertising on our website

Torbay Council's website is a point of reference for a population of circa 70,000 people. On average Torbay Council's website receives more than 85,000 visits per month, making it an ideal space to get your company noticed.

We offer advertising on our soon to be launched new format site, which provides a unique and cost effective way to inform thousands of potential customers about your business. We are a not for profit offer with all revenue generated from this initiative being used to support council services for residents and improvements to the website for public use.

Our solution is accessible via multiple devices and is designed to maximise the response to advertising, while not distracting from the user experience of the site. Advertising on [www.torbay.gov.uk](http://www.torbay.gov.uk) is an opportunity for local businesses to benefit from reaching a wide online market.

As a local authority we take inclusion seriously, ensuring our website and consequently your advert is accessible to all. Adverts on our website offer quality, value for money ways of reaching your target audience. Visitors to the site search on a wide range of services:



# Website traffic and channels

Up to 85,000 visits monthly 45% of which are new visits, 3.5 minutes is the current average transactional time on site,

As the local authority website, [www.torbay.gov.uk](http://www.torbay.gov.uk) is the first port of call for holidaymakers, residents and businesses searching for information and inspiration on what Torbay has to offer.

Accessibility is a key feature of our website, and we comply with industry standards. Our website is enabled for mobile first and responds well to smartphones and tablet devices.

We appeal to a wide range of ages and interests, making us the ideal place to promote your business or event. We are the local site for local people to access information.

With over a million visits a year to our website, get your business noticed today with an effective banner advert.

## Website traffic channels



**Our website serves over  
50,000 households  
in Torbay**

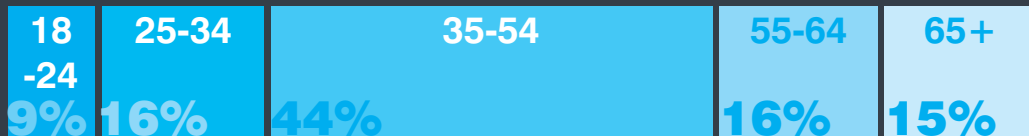
and is held in high regard as a source of information and advice for our residents and visitors. The site is a hub for accessing knowledge, experience, expert advice and inspiration for entertainment in the bay. Ideal for running promotional campaigns, and engaging with your local customer base.

# Our website reach

## Gender profile



## Age profile



## Our website visitors are:

- Residents
- Tourist visitors – international and domestic
- Businesses – Over 5000 local businesses
- Public bodies
- Families
- Mariners
- Educators - over 40 schools in Torbay
- Socialisers
- Retailers
- Pet owners
- Motorists
- Property owners and tenants
- Gardeners
- Sports enthusiasts
- Commuters

## Interests

Food & Drink/Cooking & Recipes	8.61%
Travel/Bus & Rail	8.81%
Jobs & Education/Jobs/Job Listings	10.21%
Internet & Telecom/Email & Messaging	10.60%
Real Estate/Real Estate Listings	11.17%
Arts & Entertainment/TV & Video /Online Video	11.76%
Home & Garden/Home Furnishings	12.72%
Sports/Team Sports/ Football	13.19%
Arts & Entertainment/Celebrities & Entertainment News	14.96%
Autos & Vehicles/Motor Vehicles /Motor Vehicles (Used)	21.78%
News/Weather	23.61%
Travel/Hotels & Accommodations	46.06%



# Social media – Torbay Council



**2923**

likes



**8751**

followers



**1289**

followers

Home Moments Notifications Messages Search Twitter

**TORBAY COUNCIL**

TWEETS 11.1K FOLLOWING 180 FOLLOWERS 8,751 LIKES 377 LISTS 15

**Torbay Council** @Torbay\_Council - 1h

Our free event on 18 May is the perfect way to find out about wellbeing services in the Bay [ow.ly/4mW0vq](http://ow.ly/4mW0vq)

**wellbeing at work**

Managing Wellbeing in the Workplace

18 May 2016 10am to 3pm

TORBAY COUNCIL

Who to follow: Mummascribbles @mumma..., Mum Muddling Through @..., New Mummy Blog @NewM...

Trends: #Uncharted4, #PokemonSunMoon, #FarewellBoteyn, #TravelTuesday, #Charlytuesday, #TDC16

# Our offer

## Banner advertisements 720x90 pixels in size

Your advert will be the only fixed advertisement readers see on the page. Each advert is prominently placed on each webpage, designed to be as eye catching as possible.

Your advertisement can include links directly to your website to drive additional traffic to your own website.

Desktop and mobile enabled as a powerful tool to promote your business.

Popular sections available such as planning online, business services, recycling and waste, enabling you to engage with your target audience.

Need some help designing your advert? Torbay have an in house Marketing and Communications team who can help at competitive rates.

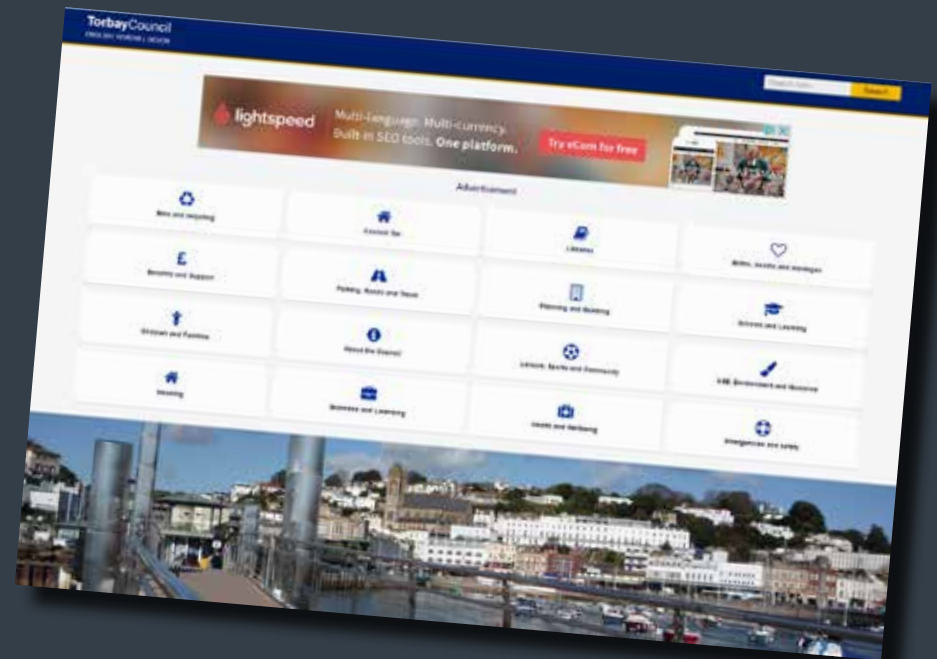
Just provide us with your artwork in JPEG or PNG file format and our experienced team will do the rest.

We always strive to make sure our advertisers get the best service and the greatest exposure to your target audience. Typical advertisers on our site have included British Gas, Public Health England and Eurostar.

You can expect competitive pricing and a high standard of after sales care.

Digital marketing is a growth area and your content will be accessible to all via web, tablet and smartphone.

Analytics on traffic your advert has accessed available.



## Rate Card

### Home Page

Introductory offer £250.00 fixed fee per advert for the first month, thereafter £350.00 fixed fee per advert per month

### Non Homepage

Introductory offer £150.00 fixed fee per advert for the first month, thereafter £250.00 fixed fee per month

Bookings taken in monthly blocks for any duration you choose.

Talk to us about other advertising options and marketing materials.

Payment can be made by cheque, BACS or card, if you need a purchase order number on your invoice just let us know.

# Website advertising policy

We are keen to encourage advertisements on our site. However, because of our responsibility as a local authority, there are some restrictions on the adverts we will accept.

We evaluate the suitability of all advertisements before including them on our site and all advertisements are accepted at our absolute discretion. Acceptance of an advertisement and its inclusion on our site does not represent any recommendation or endorsement by us of the product or service being advertised.

We reserve the right to refuse to publish an advertisement, or to withdraw a published advertisement without notice.

The guidance below is periodically reviewed and may be amended at any time. We may impose additional restrictions on adverts appearing on particular pages or sections of our website. You can view our website advertising policy at [www.torbay.gov.uk/advertisingpolicy](http://www.torbay.gov.uk/advertisingpolicy)

Torbay uses the Council Advertising Network to deliver advertising across the website. CAN is a network of local authorities working to generate income from our resources from appropriately sourced advertising.

Torbay Council cannot accept responsibility for claims made by advertisers on our website.





# Contact us



To place your advert on Torbay Council's website, please get in touch:

Julie Kniveton

Business Development Manager

[Julie.kniveton@torbay.gov.uk](mailto:Julie.kniveton@torbay.gov.uk)

01803 207953

Torbay Council

Town Hall, Castle Circus, Torquay TQ1 3DR

[www.torbay.gov.uk](http://www.torbay.gov.uk)