



# DESTINATION INSPIRED

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## PREMIUM SPONSORSHIP

**Kingfisher Visitor Guides** is the UK & Ireland's premier travel destination publisher, with over 180,000 unique visitors searching for, and engaging with, our unique destination content each year.

The Kingfisher Visitor Guides **website** is an attractive, relevant and brand-safe environment to align your business name and heritage to our unique destination content, enhanced by takeover display ad units, premium sponsorship content articles and co-branded, specifically-targeted Facebook ad campaigns.

### **Our Premium Sponsorship and Your Business**

Elevate your business with Kingfisher Visitor Guides' standout travel content. Our UK & Ireland team of writers and designers can help support your local marketing objectives with an inclusive sponsorship package that makes you **an integral part of our story**.

### **Premium Sponsorship Features**

#### **12-month Destination Section Ownership**

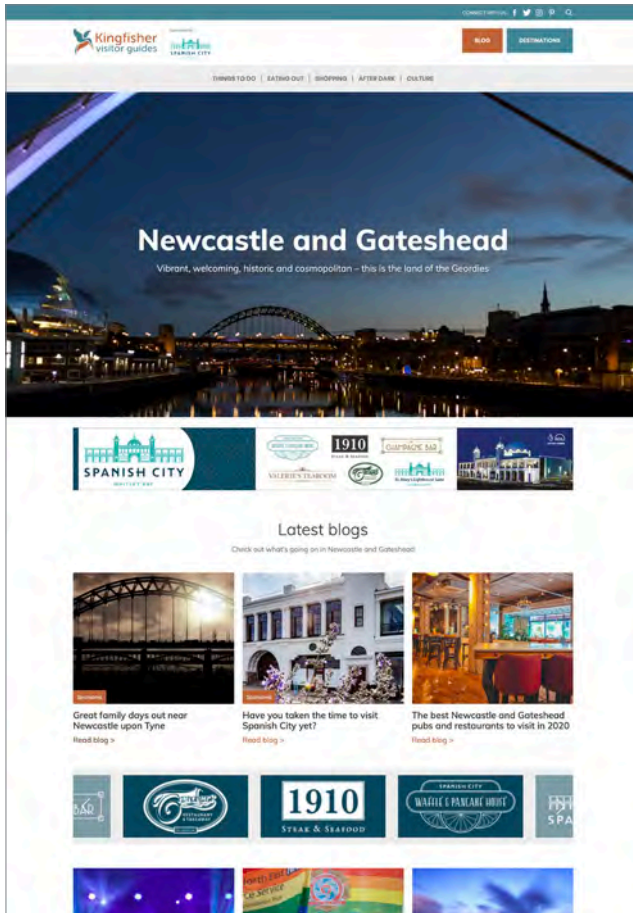
Your company logo and 'sponsored by...' tag to appear in prime position at the top of each sponsorship section page.

#### **12-month Destination Section Banner Takeover**

All display ad units within selected sponsored section to be occupied by your ad creative.

*Rates overleaf >*

# PREMIUM SPONSORSHIP RATES



## 2 x Premium Sponsored Content Campaigns

Up to 750-word original content article written by our expert content marketing team to include 5 links, 4 images and 1 video placement. Promoted across the Kingfisher Visitor Guides website, including placement within our premium, above the fold carousel. Content distribution strategy to include co-branded social media advertising to a target audience planning to visit or already visiting your destination.

## 4 x Co-Branded Targeted Facebook & Instagram Campaigns

Our Social Media team to expertly craft a series of Facebook Ads, identify and target your required travel-bound audience, and implement a strategic co-branded campaign to drive the required conversions.

**£1995 + VAT**

To work together on delivering your message contact:

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The UK & Ireland travel destination experts