



# DESTINATION INSPIRED

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# SPONSORED CONTENT

As the UK & Ireland's premier travel destination publisher, **Kingfisher Visitor Guides** is perfectly placed to partner with your business in creating bespoke online content to help promote your brand, service and offer to a travel-ready audience planning to come, arriving in or already at the destination where your business operates.

Our original content is expertly crafted by the Kingfisher Visitor Guides content team, uploaded to **kingfishervisitorguides.com** and made available to our 150,000+ annual website visitors.

Additionally, for the first **SEVEN DAYS** of your content campaign going live, our content distribution team will run a **targeted promotional campaign** across social media channels.

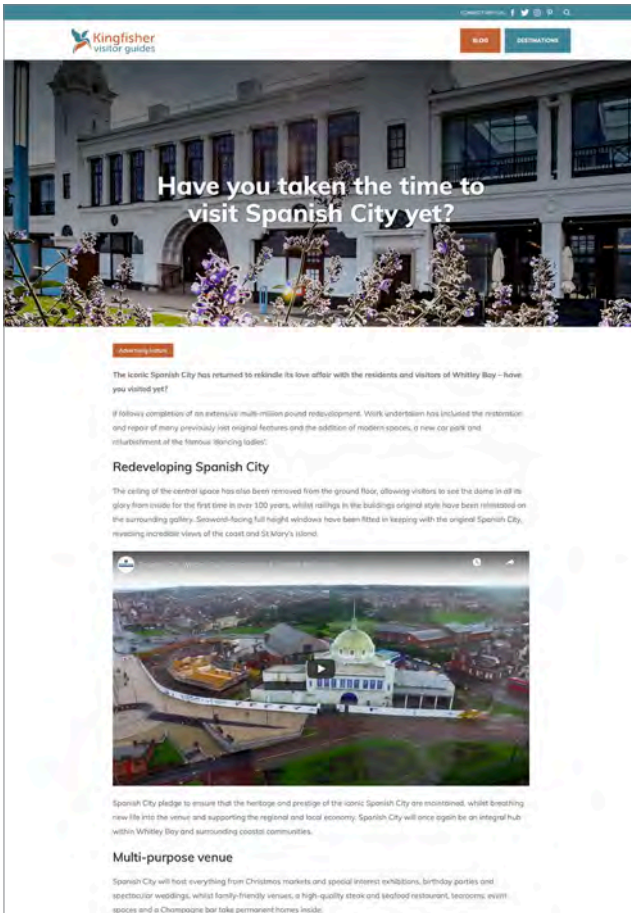
## **Sponsored Content and Your Business**

When looking to attract new customers content marketing is the art of selling without the sales pitch. Informative, entertaining, educational. **And always engaging.**

Our experienced team of content strategists will identify and target the right audience and deliver optimized content, creating a powerful vehicle to promote who you are, what you do and, importantly, why you are the **number one choice** when visitors are planning their itineraries and making their decisions for what to do in their chosen destination.

*Rates overleaf >*

# SPONSORED CONTENT RATES



## Sponsored Content – £395 + vat

- 300-word article written by our content team
- Uniquely created to promote your business objective to the right audience
- Can include maximum of 2 images, 1 video, 3 content links and social media icons
- Uploaded to the Kingfisher Visitor Guides website
- 7-day promotional campaign to a target audience to drive additional engagement
- Full end of campaign reporting

## Extended Content – £525 + vat

- Up to 750 words
- Max 4 links
- Max 5 images
- 1 video if required

To work together on delivering your message contact:

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The UK & Ireland travel destination experts