

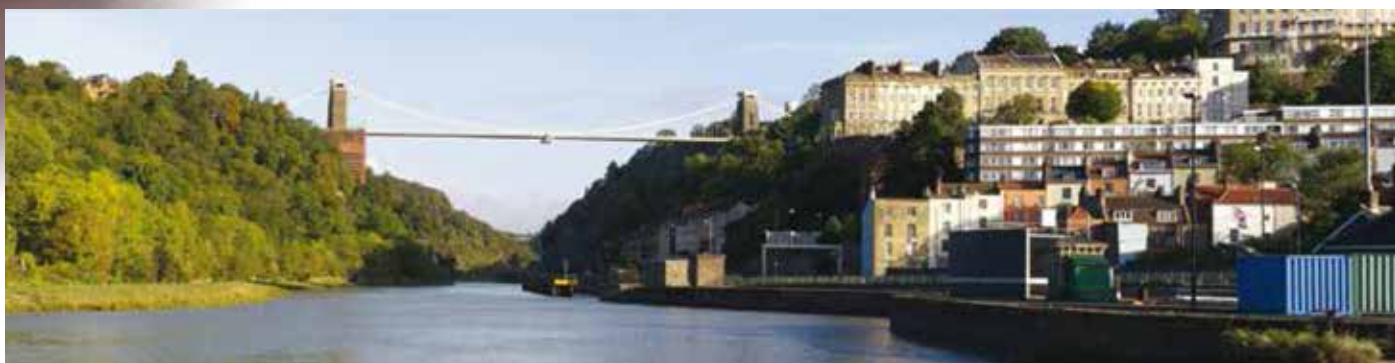


In association with  
**Bristol124-7**  
City life... 24 hours a day



**Media Pack 2012**

[www.bristolbites.co.uk](http://www.bristolbites.co.uk)



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## About Bristol Bites

Emily Knight, owner and editor of the highly successful Bristol Bites website, and Bristol24-7 – the award-winning online newspaper – have joined forces to bring you the definitive guide to food and drink in Bristol.



Our aim is not just to entertain, engage and inform visitors and residents, we want to support the fantastic food and drink industry in this great city.

Bristol Bites has now grown to become THE place for food and drink news, reviews, recipes and special offers.

- Attracting up to 12,000 unique visitors a month
- Followed by more than 4,600 readers on Twitter and 575 fans on Facebook

Meanwhile, the Bristol Bites Directory now has more than 300 restaurants, shops and markets listed and is gaining more than 1,000 unique visitors a month.

Our Bristol Bites Jobs site is also now attracting listings from some of the top outlets in the city, looking for staff at all levels to maintain excellence.

We are now ready to offer you the chance to promote your business with the best-value advertising and digital marketing packages around!

We offer all the latest standard advertisement sizes, and are happy to discuss any innovative formats you have in mind.

## Designing your advertisement

We accept all standard image and Flash-based advertisements (see our technical specifications at the end of this document). But if you would like us to design your advertisement, then we are happy to oblige:

**Image-based ad:** £50

**Flash-based ad:** £75

Our rates are the most competitive in the city, starting at just **£10 per month and never more than £100 per month**, and we offer a range of added value items to make sure you get the best value for money possible.

Read on, then contact us on:

**T:** 07887 514245

**E:** emily@bristolbites.co.uk

## Audience figures

### Main site, May 2012

**Unique visitors:** 12,836

**Visits:** 16,848

**Page views:** 27,921

**Average time on site:** 1 minute, 37 seconds

**Average page views per visit:** 1.66

### Business Directory, May 2012

**Unique visitors:** 997

**Visits:** 1,173

**Page views:** 5,667

**Average time on site:** 2 minutes, 11 seconds

**Average page views per visit:** 4.84

Contact us on:

**T:** 07887 514245

**E:** [emily@bristolbites.co.uk](mailto:emily@bristolbites.co.uk)

## Added value from Bristol Bites

At Bristol Bites, we know that you want more than just an advertisement placed on our website. You are placing an advertisement because you want to generate new business.

By understanding that, we offer all our advertisers the following extra services, to make sure you are getting maximum value for money:

Free promotion on our social media networks. During the period of your advertisement, we will:

- Place a free advertisement on the Food and Drink page of our partners at Bristol24-7
- Post three promoted tweets about your business via Twitter each week
- Post a sponsored post on our Facebook page
- Place a free Featured listing on the Bristol Bites Directory for the duration of your advertisement. See [directory.bristolbites.co.uk](http://directory.bristolbites.co.uk)
- Provide a 25% discount on any Bristol24-7 Digital Marketing service you ask us to provide – from a new website, to SEO, email marketing, social media consultancy, online advertising, digital design or PR. See [www.bristoldigitalmarketing.com](http://www.bristoldigitalmarketing.com) for more details
- A full, free analytics report of your advertisement's performance, showing how many times it has been viewed and how many times it has been clicked.

Contact us on:

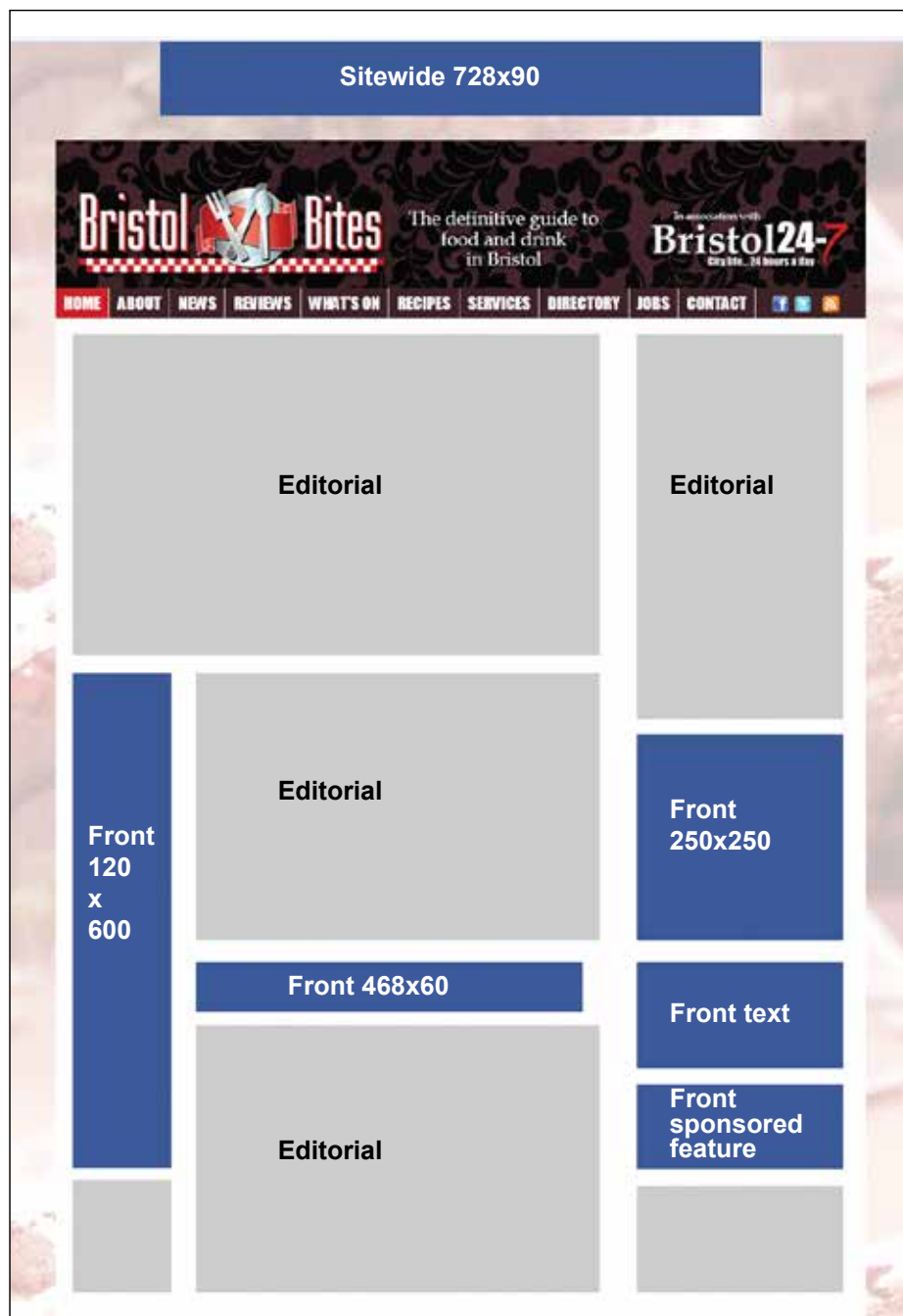
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## FRONT PAGE

Bristol Bites' front page gains the most hits of any single page of the website – thanks to our large and loyal audience coming back day after day!



### Advertising rates\*

Sitewide 728x90:  
£35/week; £100/month  
(ad appears on every page of Bristol Bites)

Front 250x250:  
£25/week; £75/month

Front 120x600:  
£20/week; £50/month

Front 468x60:  
£17.50/week; £45/month

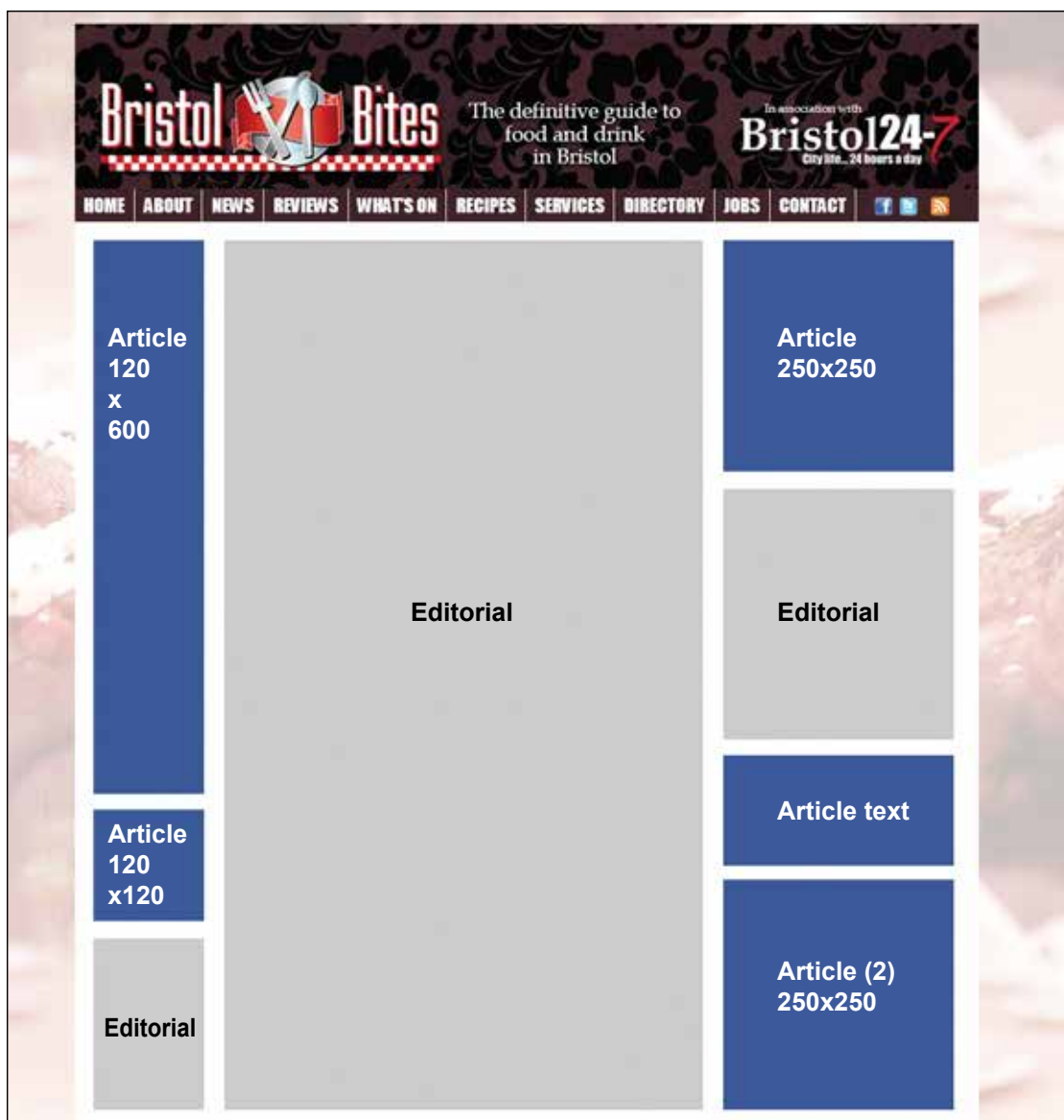
Front text:  
£15/month  
(160 characters maximum with one hyperlink)

Front sponsored feature:  
£75 with content supplied

*\* Discounts are available for longer advertising periods and for payment within 7 days via BACS. More advertising slots are available on request.*

## ARTICLES

Bristol Bites articles are read by more than 1,000 people every day – of which the majority visit directly via search engine listings and social media links. Get straight to where the audience is going by advertising next to each article that appears.



### Advertising prices\*

Article 250x250: £25/week; £75/month

Article 120x600: £25/week; £75/month

Article (2) 250x250: £15/week; £45/month

Article 120x120: £10/week; £20/month

Article text: £10/month (160 characters maximum with one hyperlink)

*\* Discounts are available for longer advertising periods and for payment within 7 days via BACS. More advertising slots are available on request.*

## NEWS AND REVIEWS

Bristol Bites' news and reviews are the most read part of the website and the core of our editorial service. Advertise on the news and/or reviews front page to reach our loyal audience.



### Advertising prices\*

News/Reviews 250x250:  
£20/week; £65/month

News/Reviews 120x600:  
£20/week; £65/month

News/Reviews (2)  
250x250:  
£12.50/week; £35/month

News/Reviews 120x120:  
£10/week; £20/month

News/Reviews text:  
£10/month  
(160 characters  
maximum with  
one hyperlink)

*\* Discounts are available  
for longer advertising  
periods and for payment  
within 7 days via BACS.  
More advertising slots are  
available on request.*



## DIGITAL MARKETING



**Web Design, SEO, Social Media, Email Marketing, Digital Design, PR**

*"In creating the Commonwealth Online website, you have been a great partner for the education team at the British Empire & Commonwealth Museum. Great job guys, many thanks!"*

**- John Mott, chief executive British Empire and Commonwealth Museum**

Thanks to our partnership with Bristol24-7, Bristol Bites offers a full range of digital marketing services, to give you the best chance of reaching new customers and provide you with the best value for money around.

### Web design

A website is more than just a shop window for your business or organisation. It is the place where you talk to your customers, take bookings, receive orders... it is the most important marketing tool at your disposal.

If your online presence is not compelling, attractive, powerfully-crafted, technically brilliant and providing a call to action, it's time to get in touch.

A core area of expertise for Bristol24-7 is web development and our top-quality graphic design. We can ensure that your key messages are delivered with visual flair, and the technical tools which will drive customers to you and your business.

Whether it is a corporate site, an e-commerce site, or a restaurant or hotel site that requires booking to be made online, we can deliver.



## SEO

You may have the most stunning visual website in your sector, but if it's not being found by both potential customers and the major search engines, there is no purpose. Ensuring your website is as key a part of your overall marketing strategy as any other is essential, and we have the best-practice skills to match your ambition.



In terms of delivering effective search engine marketing, a contemporary website needs to appeal to both people and search engines.

Here is where we excel... not only do we constantly monitor Google's requirements when ranking websites, we have the copywriting expertise of some of the best journalists in Bristol to ensure that the technical research we do is translated into engaging, people-friendly content.



## Social media

Social media, via the likes of Twitter, Facebook, blogs and YouTube, is one of the most powerful tools ever devised – in our humble opinion. It has already changed the way businesses engage and communicate with their customers, building loyalty, word-of-mouth recommendations and, most importantly, increased sales.

We have worked with the likes of the Daily Telegraph to use social media to generate traffic, loyalty and sales – as well as using it for best effect on Bristol Bites itself.



## Digital Design

Great design is essential when you are promoting yourself. The best engaging, creative design can not only catch the eye, it can sum up what you are about, who you are and why customers should choose you in a way 1,000 words cannot.

That is why we have brought together fantastic designers and producers to provide you with:

Graphic design: Our award-winner can provide you with a comprehensive range of top-quality material, including:

- Static and Flash artwork for websites
- Logo design
- Traditional brochure, newsletter and leaflet design

## Photography

We can call on one of the best photographers in the region to provide powerful, top-quality images that draw the eye and engage with potential customers... showing you off in the best light.

These images can be used online or offline, and will provide an essential resource for the future.

## Video

Engaging, polished videos can be one of the most powerful tools you can use to promote your message on your website.

We can call on specialists, who worked with the likes of Rick Stein, who will film and produce top-quality videos that will really help you stand out from the crowd.



## Email Marketing

Cost-effective online marketing can be as simple as a well-written, well-targeted and well-monitored email campaign to customers. But where to start?

We can provide you with:

- Professionally designed emails that catch the eye
- Emails securely sent at exactly the right time
- Emails with high deliverability rates that avoid spam filters
- Emails that include social media links to help spread your message further
- Powerful copywriting that sparks customer action
- Detailed monitoring reports, so you can see who is opening and acting on your email



## PR and Media Campaigns

Our team includes journalists who have worked (and still are) working at the very highest level of the industry. That means we know good PR when we see it... and why we are able to deliver you some of the most effective, value-for-money media work around.

Whether you are a business or a charity, we have the skills and the contacts to get you noticed across both traditional and online media.

*"Bristol24-7 were fantastic assets to Oxfam's regional and national campaigning operations. Their journalistic skills, training and professional online communications knowledge and experience enabled both staff and supporters to reach new audiences and build support for our issues."*

**- Roger James, Oxfam South West team leader**

For more information about our digital marketing services,  
visit **[www.bristoldigitalmarketing.com](http://www.bristoldigitalmarketing.com)**

## SPONSORSHIP



If you are a fan of Bristol Bites, then why not look into sponsoring us?

A sponsorship package will include:

- Exclusive premium banner slot on the front page
- Regular comment articles featuring your company
- Sponsored promotions of your company on our social networks
- Featured listing on the Bristol Bites Directory

### Sponsorship rates\*

**3 months:** £450

**6 months:** £750

**12 months:** £1000

*\* Sponsorship deals must be paid in full at the start of the sponsorship period, but discounts are available for payment within 7 days via BACS.*

## TECHNICAL INFORMATION

Please send your creatives by email to [advertise@bristol247.com](mailto:advertise@bristol247.com)

### Image-based ads

Images in GIF, JPG and PNG format are accepted. Animation is allowed, with a maximum of three loops or one minute, whichever is the shorter

Maximum file weight is 60KB for Ad Space 1 ads and 40KB for smaller ads

We can serve website ads from third-party ad servers.

Bristol24-7 readers use a variety of browsers. You should make sure that all creatives function uniformly in Internet Explorer, Firefox, Opera, Safari and Chrome.

All creatives are subject to approval. Our readers are important to us and important to the success of your campaign, and we don't want to irritate or annoy them. Bristol24-7 reserves the right to reject creatives that don't meet our quality standards and to withdraw creatives in the event of significant adverse user feedback.

### Flash ads

Maximum file weight is 60KB for Ad Space 1 ads and 40KB for smaller ads, with up to 100KB of additional files.

Additional files (SWF or FLA) must either load 'politely' (after the hosting page has fully loaded) or on user interaction (onmouseover/onclick)

Please supply clickTag'd SWF files with a URL to be used for clickthroughs

Please supply a fallback image to be served in the event the visitor can't view Flash

Creatives should function uniformly in Flash versions 7-10 and consume at most 20% of CPU resources on an average system

All audio must be user initiated (onclick). For creatives with audio, a clear on/off or mute button must be present (initially off)

Flash ads must not expand without prior agreement, and in any event expansion must be user-initiated by onclick or onmouseover/onmouseout

### Lead times

Please allow two business days for image-based creatives and three business days for Flash/rich media. We will always try to traffic your campaign faster if required, but cannot guarantee to do so.

