

**Top Banner**

**Side ad spot #1**



**What is it?** Group Leisure Online is the official website from Group Leisure magazine. The new and improved website offers an easy-to use layout and better navigation options, as well as more video and photo content. Visitors can enjoy the latest travel ideas, offers and advice, exclusive articles, event listings, a searchable directory and Reader Club area.

**What's its frequency?** The website is updated every day.

**How many people visit?** The website already receives thousands of visits each week, but with improved search engine optimisation tools running behind the new content management system, the site's visibility will be even better.

**What is its targeted readership?** The Group Leisure website is for group travel organisers primarily, but contains useful information for any group travel trade professional, including coach operators.

**What is the impact from Group Leisure Online?** The website offers the latest internet technology and software, but allows you to advertise online at low cost. Take advantage of a high impact, dynamic platform and choose from flash animated or static advertising, depending on your budget. The industry's leading names have advertised online with us, including The Tussauds Group, Travelsphere Holidays, Warner Leisure Hotels, English Heritage, Woburn Abbey, Group Line, P&O Ferries and Saga. Banner advertising is based on three, six or 12 month bookings, which offer exceptional branding value with click-throughs to your web address of choice.

**Banner advertising**

Banner	Home Page	Section Home Pages	Page Specific
		(Directory, Articles, News, Events Diary, Reader Club, Speak Out, Group Leisure Awards):	(have your advert alongside a specific article, review, news story, etc):
<b>Top Banner</b> 728(w)x90(h)px (animated flash or gif):	3 months - £825 6 months - £1,440 12 months - £2,470	3 months - £620 6 months - £1,130 12 months - £1,860	3 months - N/A 6 months - N/A 12 months - £350
<b>Side ad spot #1</b> 300(w)x250(h)px (animated flash or gif):	3 months - £670 6 months - £1,130 12 months - £1,850	3 months - £425 6 months - £745 12 months - £1,175	3 months - N/A 6 months - N/A 12 months - £350
<b>Side ad spot #2</b> 300(w)x250(h)px (static):	3 months - £515 6 months - £930 12 months - £1,550	3 months - £360 6 months - £670 12 months - £990	3 months - N/A 6 months - N/A 12 months - £250
<b>Side ad spot #3</b> 300(w)x125(h)px (static):	3 months - £485 6 months - £885 12 months - £1,250	3 months - £260 6 months - £470 12 months - £770	3 months - N/A 6 months - N/A 12 months - £200
<b>Bottom Left</b> 320(w)x125(h)px (static):	3 months - £360 6 months - £620 12 months - £930	<b>N/A</b>	<b>N/A</b>
<b>Bottom Centre</b> 320(w)x125(h)px (static):	3 months - £360 6 months - £620 12 months - £930	<b>N/A</b>	<b>N/A</b>

All spaces can allocate up to three adverts, which will rotate upon each page visit/refresh. A 50 per cent surcharge can be applied if you wish to have exclusive use of an ad spot. All prices shown are exclusive of VAT, which will be added at the current rate.

**Upgrade your Directory listing - £150 for an entire year...**

Our online Directory lists suppliers, attractions, venues, etc suitable for groups with contact details and a description. Enhance your editorial listing with a Premium Enhanced Directory Listing. This adds three important enhancements to your entry:

- Your entry will appear at the top of any relevant search result
- Your logo or a photo can be added to your entry
- A direct live link to your website can be added

## Sponsored Advertorial Features

# NEW!

A new way to get your message across to organisers of group trips, breaks and holidays.

### What do you get?

- An editorial feature of up to 600 words, including a photo
- Links to the website pages of your choice
- Your contact details included
- A Top Banner and Side Ad Spot #1 adverts alongside the article
- Your article is searchable online with us for at least a year
- SEO best practice from our editorial team
- Inclusion in the Group Leisure Weekly e-newsletter

### How does it work?

You agree the article before confirming the booking with the editor. Then, we ask you to provide us with an article of up to 600 words plus a photo, in an editorial format that appears within our Articles section of the groupleisure.com website.

The article will appear in our Current Articles list for a minimum of four weeks before being moved to our Sponsored Features page, where it will stay for a minimum of a year. The keywords linked to the article will make it fully searchable throughout its time online with us.

Plus, to complement the editorial, you will receive a Top Banner and a Side Ad Spot #1 alongside your editorial, both linking to the web address of your choice. Artwork will be supplied by you to specification or we can design something for you, based on a brief (charges apply).



## How much does it cost?

Our special introductory price of only **£696 + VAT** is an amazing offer for this much coverage.

What are you waiting for?

Contact the sales team for more information, to ask any questions or to make a booking.