

Summer Campaign

June 2023– September 2023

Digital platforms:

Email

Social

issuu

[VisitLancashire.com](https://www.visitlancashire.com)

Visit Lancashire Summer Campaign

Summer is on its way and we are ready to welcome back visitors with open arms. Whether its families, couples or small groups of friends, they are ready to create fun filled memories, and we know of course, that the best place to create those memories is Lancashire!

That's why this year our summer campaign will include a bumper summer guide focusing on experiencing your 'Greatest Days' in Lancashire, also to coincide with the new film release of the same title filmed in Clitheroe. This will focus on those once in a life time experiences, creating memories and enjoying all that Lancashire has to offer.

You could be featured alongside articles such as Greatest Days Out, Year of the Coast 2023, Movie Star Treatment, Accessible and Family Friendly.

Activity will engage both existing audiences as well as those who have not considered our great county before.

If you need more reasons to advertise check out our 2022 results below;

76 page digital Adventure in Lancashire Summer guide – [see here.](#)

44,881 page impressions of the guide

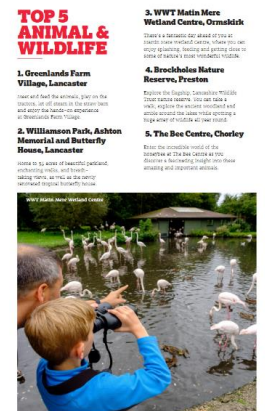
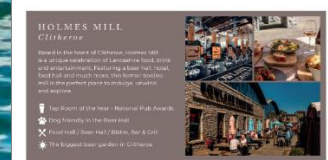
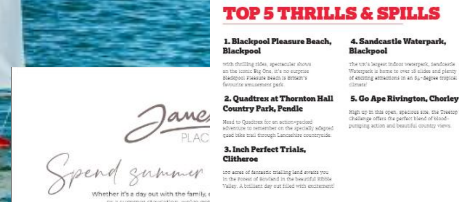
Average time spent reading guide 2:37 minutes.

Visitlancashire.com received 720,763 page views on visitlancashire.com

Summer partner pages and events – 24,243 page views on visitlancashire.com

3 dedicated summer e-newsletters – avg. open rate 32%

Visit Lancashire social media channel potential reach - over 1 million followers



Visit Lancashire Summer Campaign

Headline* partner package

We are also offering two partners the chance to headline the campaign for £700+VAT

- Logo on contents page
- DPS advert/advertorial in digital guide
- Product placement on campaign page
- 'Highlight' placement on campaign landing page
- 4-week placement on the 'Don't Miss' feature within the top navigation on homepage
- Inclusion on one e-newsletter
- Minimum two tweets and two Facebook posts
- Featured in summer round ups on Instagram stories
- Blog feature

Targeting: Families, couples and small groups looking for fun filled days out, exciting short breaks and holidays in Lancashire.

Ideal for: Accommodation, attractions, experiences, food and drink.

Digital Guide activity package		Member rate
Premium*	Full page advert/advertorial in digital guide 'Highlight' placement on campaign landing page 2-week placement on the 'Don't Miss' feature within the top navigation on homepage Product placement on campaign page Inclusion on one e-newsletter Minimum two tweets and two Facebook posts	£500
Standard*	Half page advert in digital guide 'Highlight' placement on campaign landing page Product placement on campaign page Minimum two tweets and two Facebook posts	£250
Basic	Product placement on campaign page	£50

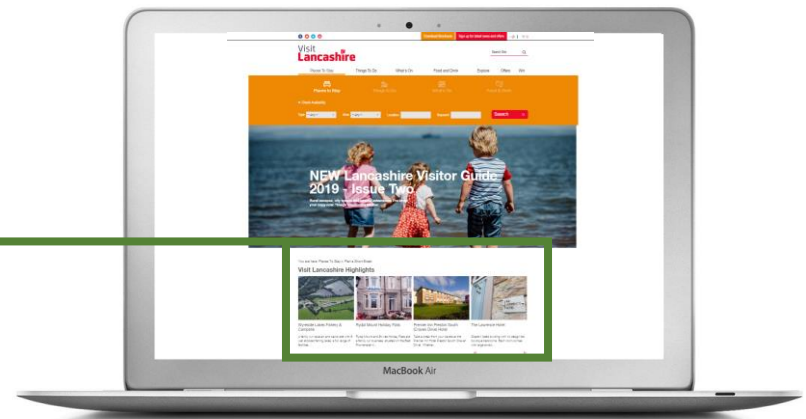
* Boost package available for £50 – sponsored social media post on Visit Lancashire Facebook and Instagram channels.

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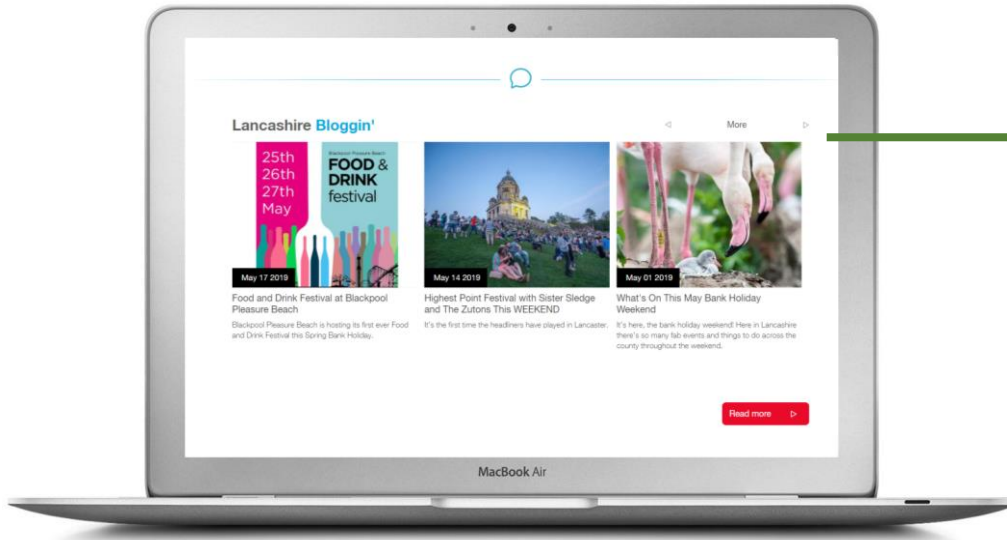


Don't miss feature on top navigation on home page

'Highlights' section of campaign landing page



Visit **Lancashire** Summer Campaign



Lancashire blog

Product displayed on campaign landing page

