



2020 media pack

East of England Online

ABOUT EAST OF ENGLAND ONLINE

Looking back over the years since EOE started in 2012, the business has grown far beyond my expectations with the launch of our second digital magazine and the expansion into the South of England in 2017, where I grew up.

I am thrilled with how our readers have embraced our site. And how loyal our advertisers and sponsors have been. Social media has rapidly grown since EOE was founded, and we have worked very hard on how best to bring all EOE's sites onto one portal, and surge forward with exciting new technologies.

The company remains East of England Online, but after a lot of work behind the scenes East of England Online moved eventswhatson.com and eastofenglandonline.com onto one all singing all dancing new online platform, and re-launched eventswhatson.com in the spring of 2018. Promotion and exposure across social media channels Facebook and Twitter are rapidly growing with the new automated technologies of the new platform, and since the re-launch the site continues to just get even bigger and better!

eventswhatson.com is becoming one of the leading sources for What's On and fuels attendee engagement, ticket sales and advertising solutions for all types of events from sporting to music across 17 counties.

"The next phase ahead is set to be very exciting!"

Chloe Giles,
EOE founder

East of England Online is an independently owned digital media company, based in Cambridgeshire, established in 2012.

Founder Chloe Giles has been greatly inspired by EMAP - East Midlands Allied Press, who originally set up as a regional local paper and magazine publishing company, and grew into a national success story.

East of England Online publishes regular digital arts & entertainment guides, and website eventswhatson.com. We offer a range of half price cost-effective online advertising solutions...



ABOUT EAST OF ENGLAND ONLINE'S FOUNDER



The Ely Standard Business Awards 2016



East of England Online is promoted and run by former online media consultant, and award winning media sales and marketing specialist, with over 23 years experience working in; print, photography, publishing, outdoor advertising and online media, in all aspects of design, sales and marketing.

Former winner of global giant Viacom Outdoor's Budget Buster award in 2002 for bringing in over a million pounds worth of business revenue in a year. Awarded at their National Sales Conference in Marrakesh.

Also, finalist of the 2003 National Handbag.com Business Plan Awards (sponsored by Ford Focus and in connection with everywoman.com) for former business 'Gee Gee Images', launched in 2003 and successfully sold in September 2010 (as a going concern).

East of England Online is promoted via optimised 'viral' marketing on the web using major search engines, the site is also connected to a huge network of sites, enabling the site to offer businesses and promotions prominence in all virtual places in the most cost effective way online regionally.

OUR WEBSITE

eventswhatson.com

and editorial content. The website comprises a listings database of over 20,000 events across the South and East of England. Unrivalled previews, reviews, interviews, photos and features, and offers its readers the opportunity to book independently and direct with advertisers and event organisers, this impartial booking service enables us to provide ticket purchasing for our readers at the best prices, and no commission is taken, our site is funded by the revenue from sponsorship, advertising and featured events.

East of England Online's website eventswhatson.com offers an essential guide to: film, music, theatre, dance, comedy, art, clubs, kids, shopping.....

I've
had a look
at the **EofE**
Online website and
think it is **very**
impressive and
useful



• East of England Online’s websites have AMP technology and are hosted on google, with 99% of traffic from the UK. They are free and promote independent local businesses.

Book 12 months **HALF PRICE**
(NOW £50 when you book online)
of all online market place advertising
in your chosen region’s / category pages.



eventswhatson.com

Reach a dedicated arts audience actively searching for ways to spend their time and money in a cultural capacity.

- Regional arts coverage
- Over 20,000 up to date events listed annually
- Events automatically drop off when they expire
- Dedicated audience of over 73,000 unique monthly users

- Mobile friendly responsive design

- Target advertising by location of the user, and keyword to reach the exact audience that you are looking for

- Editorial previews and reviews

- The East of England and South of England’s most up and coming events and entertainment guide

- FREE for readers to use

- FREE to submit and list your events

- Each event is auto posted to Facebook & Twitter for easy sharing!

- Half Price ‘Market Place’ or Gift Experience advertising consisting of a chosen category, link through to your website. (Worth **£100.00** for 12 months)

Add your Events **FREE:**
eastofenglandonlinewhatson.com/event-submission

INCLUDES:
Where to Stay advertising, Shopping, Eating Out, Gift Experiences and Attractions & Days Out advertising.

Exclusive email shots from **£500.00**

WHY UPGRADE YOUR FREE LISTINGS?
‘Featured’ listings offer more prominence and stand out from the other 20,000+ listings on scrollers by region / category!

WHAT’S THE COST TO ‘FEATURE’ EVENTS?
HALF PRICE!

(NOW **£10.00** one-off) to ‘feature’ one event (NOW **£5.00** one-off for Charities)

(NOW **£25.00** per year) to ‘feature’ up to four events with our ‘Featured Pro’ package which includes;

- One FREE online banner advertisement in your region on eventswhatson.com (worth **£120.00**).
- FREE editorial and images published on eventswhatson.com within our editorial previews and review pages!
- ACTIVE URL LINK - directly to your event, or ticket booking page. Exclusively available to our ‘Featured’ clients and Sponsors!

‘FEATURED PRO’ is a must for all event organisers, theatre, exhibition & show promoters!

The difference between a ‘FREE’ listing and a ‘FEATURED’ listing

FREE listing

Free.....	✓	Event appears in selected category.....	✓
Half price	✗	Event is auto posted to Facebook & Twitter	✓
Upload and submit your event with an image to site.....	✓	Event automatically drops off when event dates expires	✗
Active url link to your event / ticket booking page from your listing on eventswhatson.com	✗	One featured event displays on a main scroller.....	✗
Event appears in the region of your event	✓	FREE editorial and images published within our editorial previews and review pages	✗
	✓	FREE online banner advertisement (worth £360)	✗

FEATURED listing

Free.....	✗	Free	7
Half price	✓	Half price	3
Upload & submit your event with image to site	✓	Upload and submit your event with an image	3
FREE online banner advertisement (worth £360)	✓	Active url link to your event / ticket booking page from your listing on eventswhatson.com	3
Event appears in the region of your event.....	✗	Event appears in the region of your event.....	3
Event appears in selected category.....	✓	Event appears in selected category.....	3
Event is auto posted to Facebook & Twitter	✓	Event is auto posted to Facebook & Twitter	3
Event automatically drops off when event expires	✓	Event automatically drops off when event dates expires	3
Active url link on all listings	✓	FREE online banner advertisement (worth £360)	3
One featured event displays on a main scroller.....	✓	Unlimited featured events display on a main scroller ..	3
FREE editorial and images published within our editorial previews and review pages	✓	FREE editorial and images published within our editorial previews and review pages.....	3
One FREE Half Page advertisement in our Digital Magazine (worth £125).....	✗		3

ALL FEATURED events include an active url link to your event / ticket booking page from your listing on

Book **HALF PRICE SPONSORSHIP** (NOW £99 when you book online)

Additional benefits include: FREE online editorial previews and reviews, plus more...

Align your brand with **eventswatson.com**, the leading events and entertainment website, with an exclusive sponsorship package. Sponsorship offers the unique opportunity to be linked in directly with editorial content, bringing authority and prominence to enhance the profile of your brand.

Reach and benefit from the **eventswatson.com** incredibly loyal and culturally engaged audience. East of England Online provide an unrivalled professional, and hassle-free service. Working with first class sponsorship partners!

eventswatson.com sponsorship partners receive:

- Sponsorship gives you exclusivity of an area on **eventswatson.com**
- Logo featured at the top of chosen online page on **eventswatson.com** on your choice of region / category page, or along the footer of your chosen close-up's previews and reviews pages, (subject to availability), and a link to your website exclusively for 12 months!
- FREE 'Market Place' advertising consisting of a chosen category, link through to your website. (Worth **£100.00** for 12 months)
- All your listings upgraded to 'featured', and shared socially via facebook & twitter!
- One FREE online banner advertisement in your region on **eventswatson.com** (worth **£360**)
- Editorial on our website

COVERING:

East of England:

Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Leicestershire, Lincolnshire, Northamptonshire, Norfolk and Suffolk.

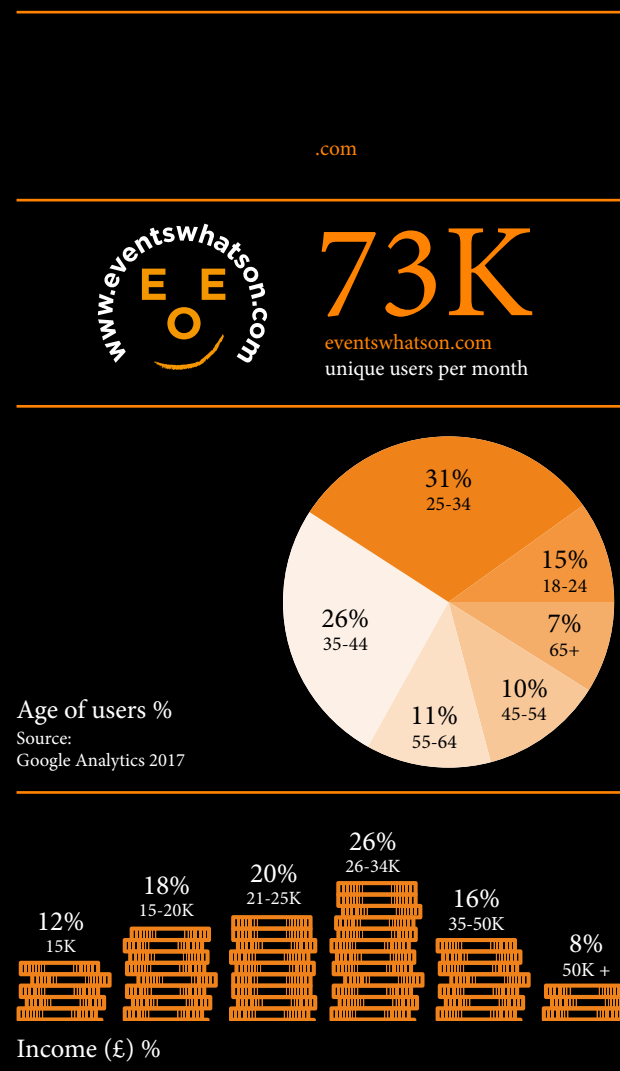
South of England:

Berkshire, Buckinghamshire, Hampshire, Kent,

Advertise online to thousands of

potential customers

Digital readership has risen to over 50% in UK, with one



59%

Female readers



41%

Male readers



Benefits of advertising on **eventswatson.com**

HALF PRICE WHEN YOU BOOK
12 MONTHS ONLINE

eventswatson.com readers' main reasons for visiting the website are 'to plan a night out' and 'to find out what's on'. They are actively seeking information about how to spend their free time and disposable income, and are highly receptive to relevant advertising messages. So, advertising on **eventswatson.com** is a great way of guaranteeing visitors see your business first and that you are at the fore front of their minds when they are planning their events and days out!

With **73,000** monthly visitors who consume **120,000** pages of content each month **eventswatson.com** is THE place to get your events, festivals, gigs, experiences, days out and attractions noticed.

We offer optimised advertisement areas placed in prominent spots and blended perfectly with the content in a professionally looking online lifestyle website.

All adverts (not to be confused with featured events that display on a carousel / scroller) are static and unless specified will be positioned in the most appropriate positions. i.e if you load the page now, you see AD1, if you refresh the page you will see AD2 and so on.

60% of visitors are using mobile. **eventswatson.com** is 4x faster on Mobile devices with Google AMP!

Prices start from just **£10.00** per month, and the main display advertising options on **eventswatson.com** designed to capture our visitor's attention are:



Banner ads are flexible: book monthly or annually, and by position, region, category, event, article, previews, reviews, market place pages etc

- 1 BANNER ADS**
Header ads on top right
Leaderboard 728px x 90px (**£90.00** per month or **£540.00** 12 months). Visible on all pages.

Ideal for: Event Organisers/Promoters, Days Out & Attractions, Seasonal Businesses and any that don't fit into our 'Online Market Place' categories!

- 2** Full banner 468px x 60px (**£30.00** per month or **£180.00** 12 months). Visible when visitors click on individual articles.
- 3** Below article, content bottom ads
Full banner 468px x 60px (**£10.00** per month or **£60.00** 12 months). Visible when visitors click on individual articles.

SKYSCRAPER ADS

- 4** Small skyscraper multi-column ads
Small Skyscraper 120px x 240px. (**£10.00** per month or **£60.00** 12 months). Visible on all editorial pages, or all event pages, can be region specific.

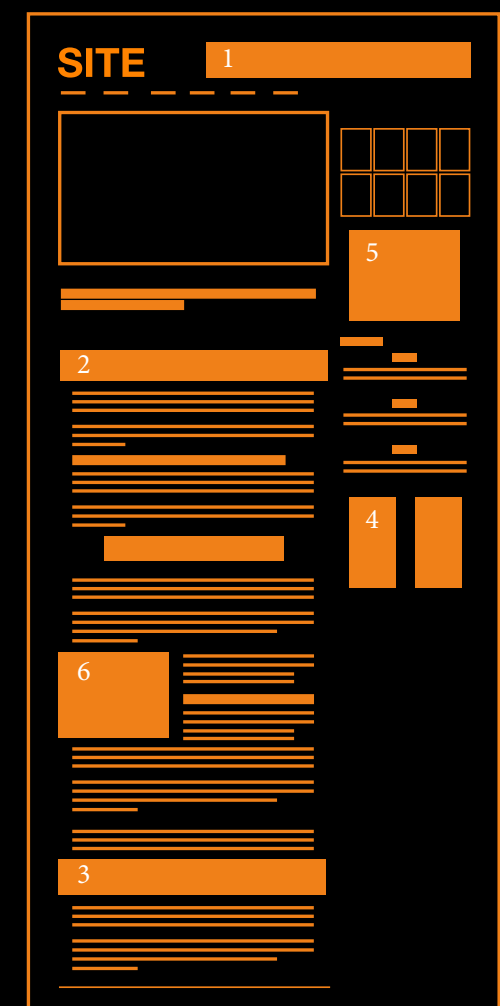
BLOCK ADS

Large rectangle sidebar ads widget

- 5** Large Rectangle 336px x 280px (**£30.00** per month or **£180.00** 12 months). Visible on all editorial pages, or all event pages, can be region specific.

Small rectangle aligned inline ads

- 6** Rectangle 180px x 160px (**£20.00** per month or **£120.00** 12 months). Visible on all editorial pages.



eventswhatson.com Online Advertising Technical Specifications

- Ads pixel non-animated static ads with click-through link
- Small text should be avoided as banners will be scaled down to approx. 300px wide for mobile devices

Impressionable Media

- All ad scripts/images and resources must be served via HTTPS
- Flash files cannot be accepted
- Pop-ups and pop-unders are not accepted anywhere on site
- Ads must be compatible with IE, Firefox, Chrome and Safari
- Ads that repeatedly flash or give a strobe effect are not allowed anywhere on site
- All adverts with sound must be muted by default
- Link text should be descriptive of the page which is being linked to and make sense when read out of context. In particular, avoid phrases such as 'click here' as these can create accessibility issues for users of alternatives browsers such as screen readers as well as trigger spam filters in email.
- The term 'click' is also becoming increasingly antiquated as the number of people using non clicking touchscreen devices increases. These rules also apply to text within images.
An example of appropriate link text would be: 'book tickets on our website' as opposed to 'click here to book tickets' or 'book tickets here'

HTML5 Adverts

- Images must not be supplied as SVG
- Images must be referenced directly within the HTML and not within an external JavaScript or CSS file (this is because File Macros can only be used within the HTML)
- Every campaign must supply both desktop (620x80) and mobile (600x120) versions
- Static GIF/ JPEG – Max file size 90KB
- Desktops / tablets (620x80 pixels / no animation)
- Mobile version (600x120 pixels / no animation)
To make better use of the high resolution displays

available on mobile devices (such as Apple's Retina display) we can use larger images. When viewed on a mobile phone display where the pixels are 50% smaller these images will appear at half the physical dimensions compared to a desktop computer

- Whilst the file may be larger, this only aids in the sharpness of the text and edges. Consideration needs to be given to the size of any text, graphics or logos in relation to the final display size. Zooming out to 50% in Photoshop is a quick way to approximate the final look whilst creating these adverts
- Approximation of the display size on a mobile (in reality text and edges would appear sharper)
- **EOE** only provide digital Proofs of advertisements that we create with our banner ad design service. This is a free service for 12 month banner ad bookings, otherwise we charge **£15**, after four revisions you will be charged **£5** per revision. This must be paid before design work starts.



Advertise online to thousands of potential customers
Digital readership has risen to over 50% in UK, with one in two Brits now reading digital content online!

East of England Online's stylish digital guides, celebrate the East, and South of England. Full of superb editorial features, and focusing on
What's On 365 days of the year with a thriving Arts & Entertainment section.

Stay In The Know And Engage With A Savvy Digital Audience.

East of England Online's digital guides have a socially active readership who know how to have a good time, with the great majority accessing our content on mobile devices!

- Regional arts coverage
- Dedicated subscribers with culturally active lives of over 25,000+ active recipients
- Our audience are highly receptive to advertising due to their loyalty to the **EOE** brand!
- Mobile friendly responsive design
- Regular FREE digitl guides for the East of England and South of England
- Open rates range between 42% - 77%
- Click rates range between 12% - 47%
- Peak readership 70,000+
- A4 digital magazine
- Leading London journalists, contributors and Award Winning Sales and Marketing people
- Definitive guide to what's on across the East of England and South of England

Our Aim To Our Advertisers:

- We ensure that our customers get the time and assistance they deserve
- We will produce all adverts to the best possible standards
- Readers can click and link direct to your website through our online editions
- Providing the perfect online platform for those wishing to target consumers within the East of England & East Anglia, surrounding Counties, and now also the South of England!
- Cross marketing platforms - twitter, facebook, pinterest, google, email marketing, radio and outdoor advertising!
- Put your business right in front of the region's readers

- Optimised 'viral' marketing on the web using major search engines.
- Optimised Market Place to get your business found online, increasing site traffic, web presence, and shop footfall...

SPRING GUIDE

Emailed out in March
Focusing on Festivals!

SUMMER GUIDE

Emailed out in July
Focusing on Days Out and Attractions!

CHRISTMAS GUIDE

Emailed out in November
Focusing on Christmas & Pantos!

FREE Competitions

These are a great way of engaging with our receptive audience.

All competitions are published by East of England Online are available on eventswhatson.com in our proven house style which allows us to deliver key messages using your brand guidelines, logos, images and text.

Each FREE prize draw / give away competition on eventswhatson.com gets:

- Dedicated area for four weeks on eventswhatson.com

DIGITAL GUIDES CIRCULATION

25K+

70K+

READERS



Digital Guide Publication Dates:

Spring guide March
Summer guide July
Winter guide November

Copy deadline for banner advertising in our digital guides:

14th of the month, 6 weeks prior to the publication date

Some points to note:

Favourable reviews cannot be bought.
Prices are not subject to VAT. Being below the vat threshold we're currently vat exempt
Terms and Conditions, and Privacy Policy are available to view online.

Please contact us at:

email: chloe@eventswhatson.com

phone: 07986 850960

twitter: twitter.com/eventswhatson_

facebook: facebook.com/eventswhatson

Please give us a call to discuss your requirements in detail on: 07986 850960

You can also book half price advertising through our SSL Certified website, pay and submit events online 24/7. Checkout our 'Advertise Pages', and 'Submit Events' on eventswhatson.com

Secure online payment using Stripe, all cards accepted when you book online.

To get involved, or to arrange banner advertising in our Digital Guides please get in contact on:
07986 850960

