

# Advertise with VisitAberdeenshire

Engage with a captivated audience across the UK, drawn to Scotland's North-east.

2025 advertising kit

# About VisitAberdeenshire

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As the official tourism organisation for Aberdeen and Aberdeenshire, VisitAberdeenshire is dedicated to connecting visitors with the unique landscapes, vibrant culture, and rich heritage of Scotland's North-east.

We are a trusted not-for-profit organisation driving demand to the region through impactful marketing and highlighting unforgettable visitor experiences.

With over **72,000 monthly website sessions** and **124,000 monthly views** and an engaged audience across the UK, our platform offers a unique opportunity to place your brand in front of visitors actively planning their next trip to the region.

Maximise your visibility today and be part of the story that brings visitors to Scotland's North-east.

# Regional Impact Tourism 2024

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The economic impact of tourism in the region was almost **£1.3B**

**6.3 million** tourism visits to Aberdeen and Aberdeenshire

Visitors stay an avg. **2.3 nights**, spending **£232M** on local accommodation

Day visits to the region generate **£211M** for the local economy

Visitor activity and associated spend supports **16,000** full time equivalent jobs

# Our Audience

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Reaching visitors across Scotland, Greater London, and North England, our digital platforms inspire new and returning visitors to discover authentic experiences in Aberdeen and Aberdeenshire.

## Visitabdn.com monthly website stats

**72,000+**  
monthly  
visits

**55,000+**  
monthly  
users

**124,000+**  
monthly  
views

# Audience Breakdown

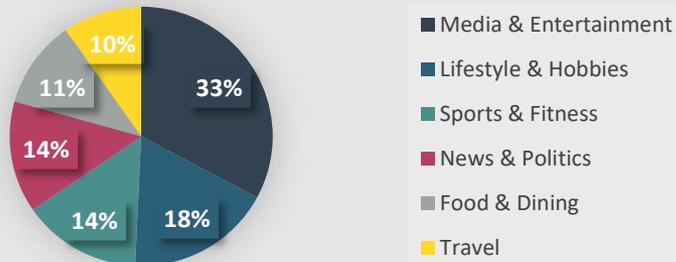
## Users by Country



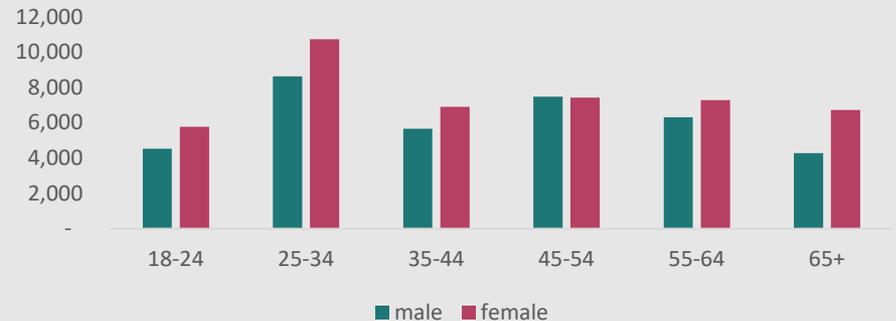
## Users by Town/City



## Users by Interests



## User by Age/Gender



# Engaged Audiences

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**Email Subscribers:** Engaged audience of more than **131,000+** subscribers with a high open rate of **32%** on average.

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**Social media community:** over 106,000 followers with a high engagement rate.

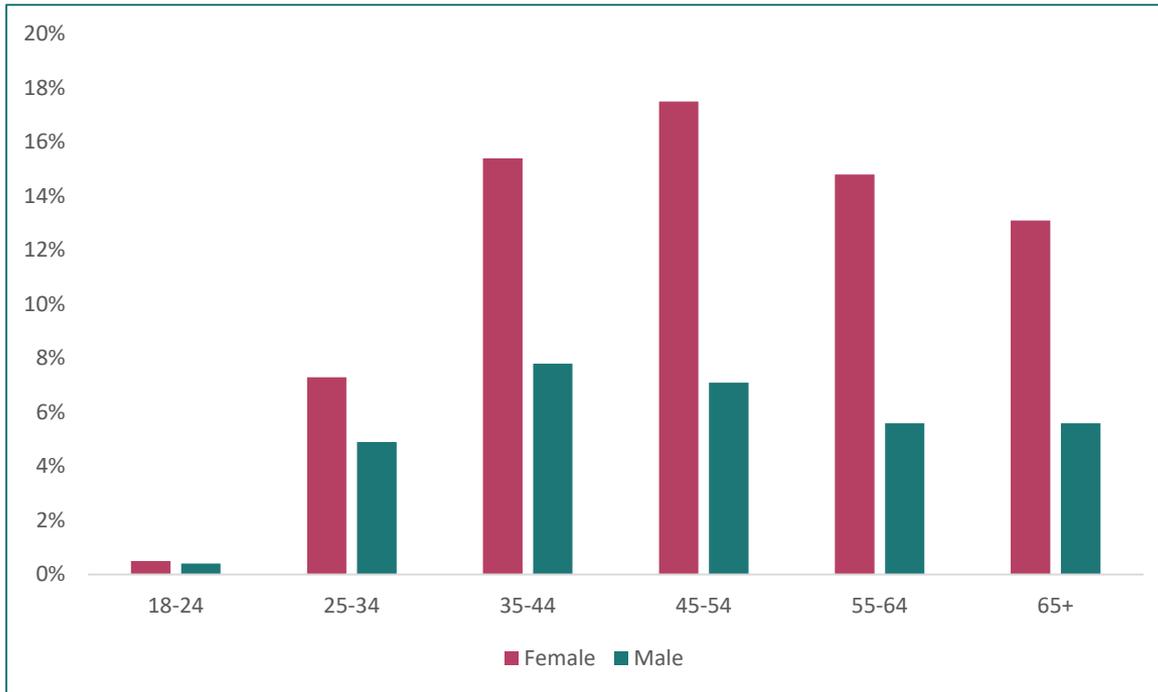
**57,000+**  
FB  
followers

**39,400+**  
IG  
followers

**7,800+**  
LI  
followers

**1,500+**  
TT  
followers

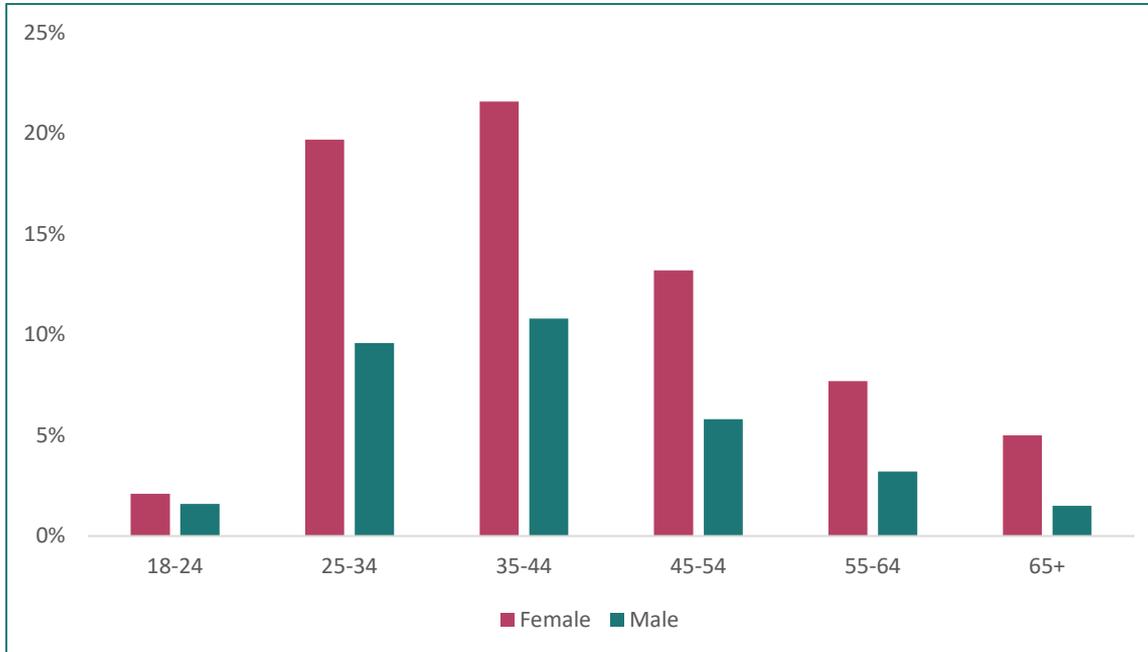
# Social Media Overview – Facebook



68.6%  
Female

31.4%  
Male

# Social Media Overview – Instagram



67.4%  
Female

32.6%  
Male

# Why Advertise with VisitAberdeenshire?

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**Trusted Destination Resource:** Be featured with the official destination management organisation for Aberdeen and Aberdeenshire

**Targeted Audience Reach:** Access a highly engaged audience already invested in travel and tourism in the North-east of Scotland.

**Performance-Driven Campaigns:** Our campaigns focus on actionable data to maximise your return on investment.

# Advertising Opportunities

Each package is designed to boost brand awareness, drive engagement, and connect with VisitAberdeenshire's audience effectively.

# Homepage Display Banner Advert

## ***What is the Homepage Display Banner Advert?***

The Homepage Display Banner Advert is a high-impact advertising placement on VisitAbdn.com, featured prominently on the homepage. It's one of the first things many visitors see, offering your brand prime opportunity to make a strong and lasting impression.

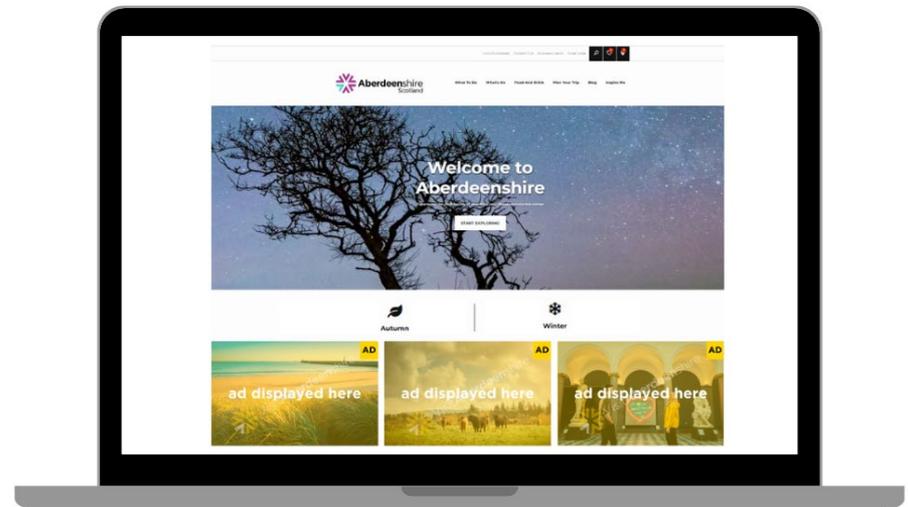
## ***Why it works:***

Our homepage attracts an audience actively planning or dreaming about a trip to the region. With prominent positioning and high visibility, this banner connects your message with a highly relevant audience at a key moment in their journey.

## ***What's included:***

- Display banner placement on the Visitabdn.com homepage
- Visible to thousands of monthly visitors with travel intent
- Click-through link to your website/campaign page
- Run dates and placement managed by our in-house team

**Cost: from £175+VAT**



# What's On Advertising – what is it?

## ***What is What's On advertising?***

The 'What's On' section is our most visited page, attracting over 27,500 monthly views from people actively looking for events and inspiration across Aberdeen and Aberdeenshire.

This high-traffic page is where locals and visitors go to plan their days out, weekends away or holiday itineraries, making it the ideal place to highlight your business.

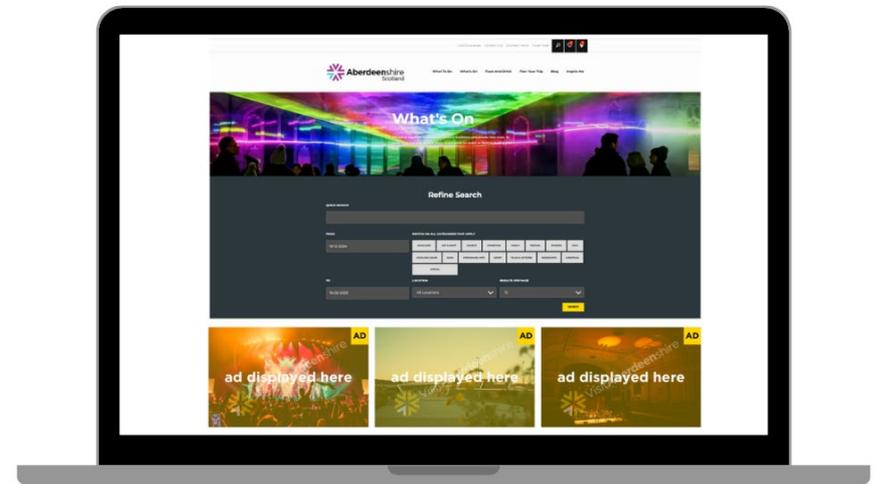
## ***Why it works:***

- Reaches an audience with immediate intent to explore, book and attend
- Seen by both local and visiting audiences
- Builds brand visibility for your business alongside trusted, relevant content

## ***Advertising options include:***

- Prominent banner display within the What's On section
- Featured event listings
- Social and email add-ons for even greater reach

***See next page for package details...***



# What's On Advertising

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## **Gold package - £350+VAT**

- One display banner within the What's On section
- One featured event listing
- One email feature in our targeted newsletters
- One organic Facebook and Instagram story

## **Silver package - £250+VAT**

- One display banner within the What's On section
- One featured event listing
- One organic Facebook and Instagram story

## **Bronze package - £175+VAT**

- One display banner within the What's On section
- One featured event listing

# Sponsored Content

## What is Sponsored Content?

Sponsored content is a form of paid advertising where your brand's story is featured as an editorial-style blog on our website. It's designed to engage our audience in an authentic and informative way.

Enhance your brand's reach with a strategic multi-channel campaign that amplifies your message across multiple platforms.

### What's included:

- A professionally written blog post crafted to inspire and inform, hosted on the VisitAberdeenshire's website
- Organic promotion across VisitAberdeenshire's highly engaged social media platforms (Facebook and Instagram)
- A 4-week targeted Meta paid campaign to reach the right audience based on interests, behaviours and travel intent.
- Access to our in-house marketing team with deep tourism expertise, specialists who understand when, where and how to connect your message with the people most likely to convert.

**Cost: £995+VAT**

Home → Blog → Your Aberdeenshire coastal getaway



## Your Aberdeenshire coastal getaway

2 February 2025

*This is a paid advertising feature from our friends at Coastal Retreat Lodges.*

If you've got short breaks on your mind, this is for you! With our quirky coastal lodges your perfect escape truly is in Aberdeenshire.

Nestled in the North-east of Scotland, Aberdeenshire beckons you with its rich history, stunning landscapes, world renowned cuisine, and warm hospitality. Whether you're seeking outdoor adventures, immersing yourself in history and heritage, or indulging in culinary delights, Aberdeenshire offers an unforgettable springtime escape.

### Coastal Retreat Lodges

Cosy, romantic and quirky are just a few ways to describe the one-of-a-kind **Coastal Retreat Lodges**. Expect mornings spent waking up to the soothing sounds of the coast, with Johnshaven Harbour only a 5 minute walk away. Evenings are spent wandering the dream surroundings of the unique village, reading your favourite novel as you relax watching the woodburning fire or enjoying a glass of bubbly with a loved one in the comfort of your private hot tub.



Image Credit: Coastal Retreat Lodges

# Exclusive Newsletter

## ***What is an Exclusive Newsletter?***

An exclusive newsletter is a bespoke email created and sent by VisitAberdeenshire on your behalf, featuring only your content. We tailor the message to resonate with a specific segment of our engaged subscriber base, helping you reach the right people with content designed to drive awareness, interest, and clicks.

## ***Why it works:***

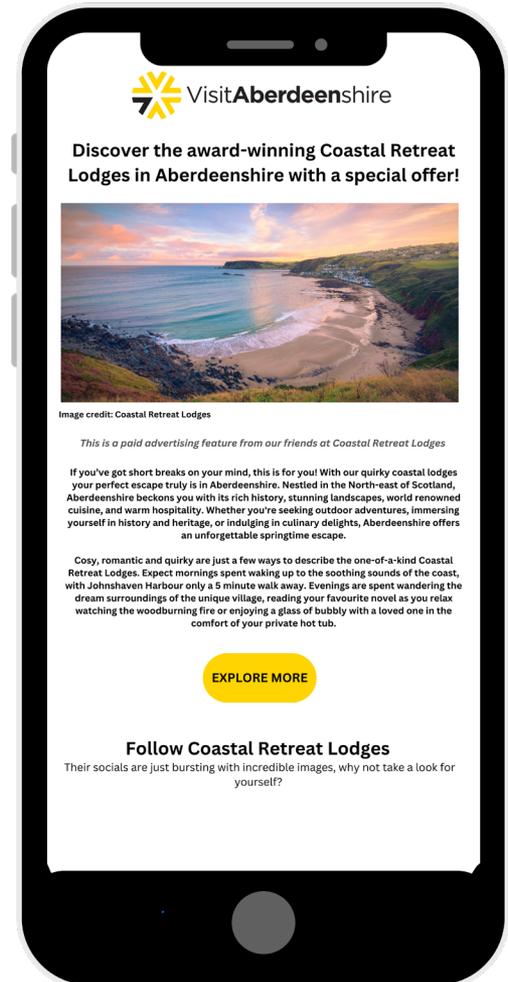
Our audience trusts us for travel inspiration and local insight. By placing your message directly into their inbox, you tap into that trust, gaining visibility with potential visitors who are already interested in the region and ready to discover more.

## ***What's included:***

- Content consultation and light editing by our team to optimise for best performance
- Professionally designed email featuring your exclusive message
- Sent to a targeted audience segment, agreed in advance
- Performance metrics including open and click-through rates

## ***Audience sizes and pricing***

- 5,000 recipients - £395+VAT
- 10,000 recipients - £450+VAT
- 15,000 recipients - £550+VAT
- 20,000 recipients - £650+VAT



# Newsletter Advertising

## ***What is Newsletter Advertising?***

Newsletter advertising places your brand in front of a highly engaged audience by featuring your image, message and link within our monthly consumer email. Reaching a large database of subscribers actively seeking inspiration for things to do and see in the region, this is a cost-effective way to increase visibility and drive traffic to your website.

## ***Why it works:***

Our monthly newsletter consistently achieves a strong open rate of above 32% - well above the industry average – giving you the opportunity to reach a qualified audience with genuine interest in the region. It's an easy, affordable way to boost awareness and clicks.

## ***What's included:***

- Placement of your advert (image, short copy & link) in our monthly email
- Delivery to a substantial and engaged subscriber base
- One click-through link to your website or campaign page
- Performance stats

**Cost: £250+VAT**



## **Make 2025 unforgettable**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**What's on**

YOUR AD HERE



# Social Spotlight Package - Paid

## ***What is the Paid Social Spotlight?***

The paid Social Spotlight package is a short-term, targeted advertising opportunity that boosts your message beyond VisitAberdeenshire's existing followers. This starts with an organic post on our Facebook feed, then receives paid amplification across Meta. This approach increases visibility and engagement by first reaching our loyal users, then expanding to a wider, carefully targeted audience.

## ***Why it works:***

This package puts your content in front of the people who matter most, whether that's potential visitors or locals based on interests, behaviours or travel intent. Unlike organic posts, paid social allows us to control who sees your message and when, helping you achieve greater impact and measurable results.

## ***What's included:***

- 1 promoted post (one image, short copy, link) across Meta
- 3 organic Instagram Stories (the same set of stories will also be shared on Facebook)
- Targeting setup and campaign management by our in-house team
- Campaign performance summary provided at the end.

## **Cost:**

- **One week - £195+VAT**
- **Two weeks - £295+VAT**
- **Three weeks - £395+VAT**
- **Four weeks - £495+VAT**



# Content Hub – Reach B2B Audiences

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## ***What is the Content Hub sponsorship?***

The VisitAberdeenshire Content Hub is a curated resource for businesses, event organisers and media professionals looking to access high-quality images, video and campaign-ready assets to promote the north-east of Scotland.

While traffic is modest, it's highly relevant – visitors to this section are engaged industry professionals with a vested interest in promoting the region.

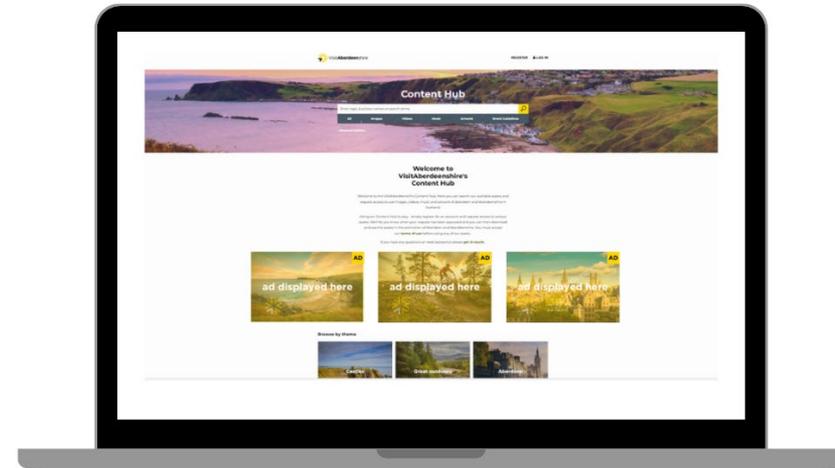
## ***Why it works:***

- Direct access to a targeted B2B audience
- Trusted by local businesses, travel media and partners
- Ideal for raising awareness within the regional tourism and marketing community

## ***What's included:***

- Display banner placement on the Content Hub landing page
- Your brand visible to businesses and partners actively seeking promotional assets
- A unique B2B awareness opportunity in a brand-safe environment

**Cost: £250+VAT**



# Tailored Advertising Packages

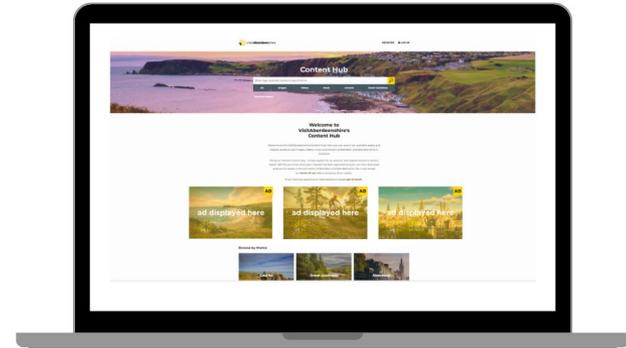
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## Looking for something bespoke?

At VisitAberdeenshire, we know that one size doesn't fit all. That's why we offer tailored advertising built around your specific goals, whether that's increasing brand awareness, driving website traffic or generating high-quality leads.

With our in-house tourism marketing expertise and knowledge of the region's audiences, we'll work with you to develop a solution that delivers real impact.

**Let's talk** about how we can help your business stand out with a custom package that meets your needs and budgets.



# Website Advertising Specifications

## Homepage | What's On

File format: JPG, PNG

Dimensions: 780x540px

File size: 150KB

Duration: *from* 2-weeks

Additional req: Artwork & URL supplied by client, 2x2cm AD disclosure will be placed top righthand corner. All advertising websites must be HTTPS-enabled.

## Exclusive newsletter

File format: JPG, PNG

Dimensions: 700x354px (banner)

File size: 150KB

Word count: 50-200 words

Additional req: Artwork, URLs supplied by client. All advertising websites must be HTTPS-enabled

## Email advert

File format: JPG, PNG

Dimensions: 468x60px | 300 x 250px

File size: 150KB

Duration: One time

Additional req: Artwork & URL supplied by client, 2x2cm AD disclosure will be placed top righthand corner. All advertising websites must be HTTPS-enabled

## Sponsored content

File format: JPG, PNG

Dimensions: 1080x1080px | 1080x1920px

File size: 150KB (images only)

Duration: Four-week campaign

Word count: 400 words max.

Additional req: Copy & URL supplied by client. All advertising websites must be HTTPS-enabled

Please note VisitAberdeenshire has a strict 5-working day turnaround policy  
All copy/artwork should be sent to [opps@visitabdn.com](mailto:opps@visitabdn.com)

# Social Media Advertising Specifications

## Facebook

File format: JPG, PNG

Dimensions: Post – 1080x1080px | Story - 1080x1350px

File size: 8MB max.

Character count: Post - 170 characters (recommended limit) | Stories for max. 10 words

Duration: *from* 48 hours – 3-weeks

Additional req: Artwork (1 image), short copy & URL supplied by client. 2x2cm AD disclosure will be placed top righthand corner.

## Instagram Story

File format: JPG, PNG

Dimensions: Grid - 1080x1350px | Story – 1080x1920px

File size: 150KB

Character count: Post - 125 characters (recommended limit) | Stories for max. 10 words

Duration: *from* 48 hours – 3-weeks

Additional req: Artwork (up to 3 images for stories), copy & URL supplied by client. 2x2cm AD disclosure will be placed top righthand corner.

- *Please note VisitAberdeenshire has a strict 5-working day turnaround policy*
- *All copy/artwork should be sent to [opps@visitabdn.com](mailto:opps@visitabdn.com)*
- *Where applicable all advertising performance will be reported back to the client within 5-working days of the campaign ending.*

## Digital Advertising Requirements:

In alignment with best digital practices and to ensure the security and trustworthiness of all advertising materials, VisitAberdeenshire requires that all advertising websites must be HTTPS-enabled. This is to guarantee the protection of user data and improve overall site performance. If your website is not HTTPS enabled, we will not be able to promote your website.

# Testimonials

VisitAberdeenshire and Mackie's of Scotland share a joint enthusiasm for the region we call home and were delighted with the response to our two exciting, feel good campaigns in 2019. Together we came up with content designed to promote Aberdeenshire's brilliant offering – from castles to chocolate! We achieved great results, increasing awareness of the Aberdeenshire region and Mackie's of Scotland brand along with a positive emotional response and desire to act – to visit Aberdeenshire or try our products. We hugely enjoyed working together to successfully promote Aberdeen and Aberdeenshire's food sector.

**Karin Hayhow,**  
**Marketing Director, Mackie's of Scotland**

The social media advertising package was a great success, significantly boosting followers on our new Instagram page and Facebook. We saw a worthwhile increase in engagement and bookings during and post campaign. VisitAberdeenshire made the process seamless with their helpful support and easy-to-follow content guide. Highly recommend.

**Natalie Lockerbie**  
**Accommodation Manager, Braemar Cabins**

Very positive and helpful input from everyone I dealt with. VisitAberdeenshire staff made it really easy for us to promote our event to a wider audience.

**Fraser Clyne,**  
**Run Balmoral**

Loganair and VisitAberdeenshire worked together on two successful marketing campaigns during 2019 to promote new services to Aberdeen. VisitAberdeenshire is a key partner for us in our promotional activity and we value the team's expertise, knowledge, and passion for the region.

**Kay Ryan,**  
**Chief Commercial Officer, Loganair**

## Let's create a successful campaign together.

By advertising with VisitAberdeenshire, you'll reach a targeted audience seeking accommodation, attractions, dining, and experiences in Aberdeen and Aberdeenshire.

Get in touch today to discuss a personalised campaign strategy.

**Gemma Laing**

Advertising Sales Executive

**e:** [Gemma.laing@visitabdn.com](mailto:Gemma.laing@visitabdn.com)

**t:** 07843 976 697