

# 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 **70,000 monthly website sessions** and **156,000 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

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**5.66M Tourism Visits** to Aberdeen in 2023

**10.9M Visitor Days & Nights** generated by visitors in 2023

Visitors spend **3.0 nights**, generating **£223M** on local accommodation

Staying visitors generate **£992M** for local businesses and communities

**£1.19BN** contributed to the local economy through visitor and tourism spending

# 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

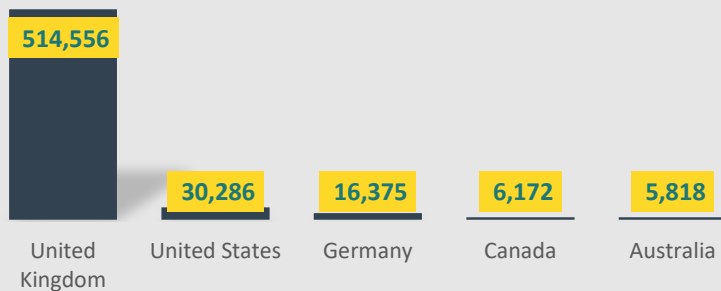
**70,000+**  
monthly  
visits

**55,000+**  
monthly  
users

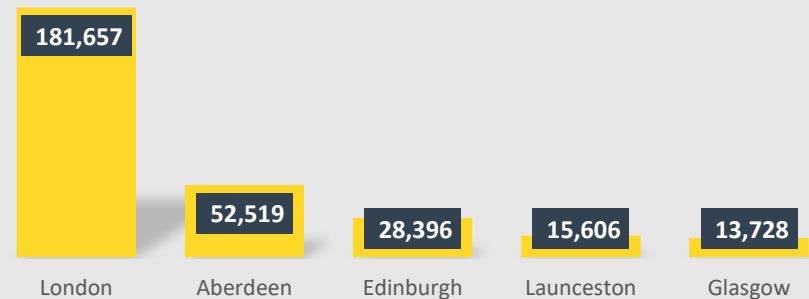
**156,000+**  
monthly  
views

# Audience Breakdown

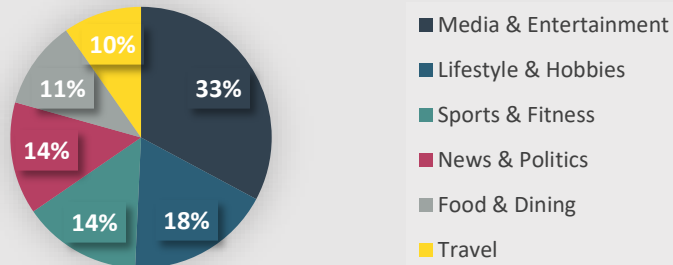
## Users by Country



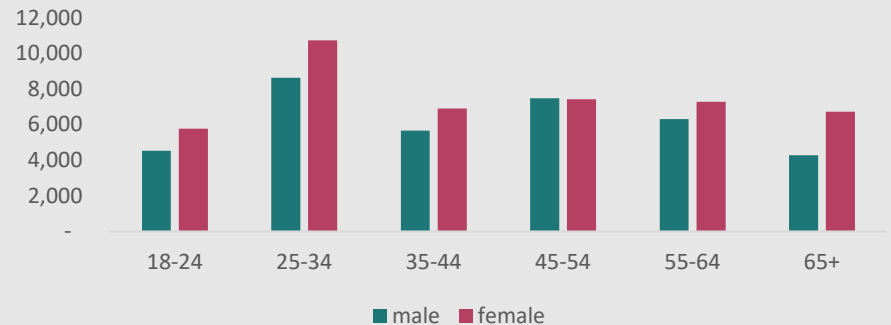
## Users by Town/City



## Users by Interests



## User by Age/Gender



# Engaged Audiences

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**Email Subscribers:** Engaged audience of more than **130,000+** subscribers with a high open rate of **32%** on average.

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**Social media community:** over 120,000 followers with a high engagement rate.

**57,000+**  
FB  
followers

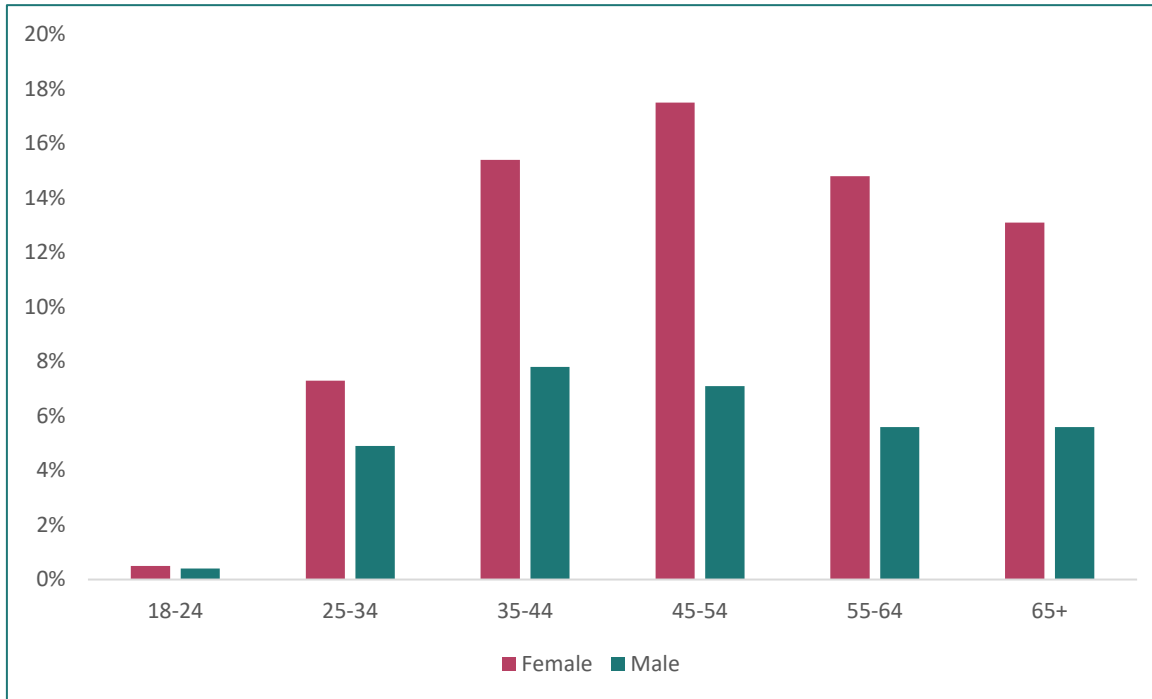
**38,400+**  
IG  
followers

**16,400+**  
X  
followers

**7,400+**  
LI  
followers

**1,200+**  
TT  
followers

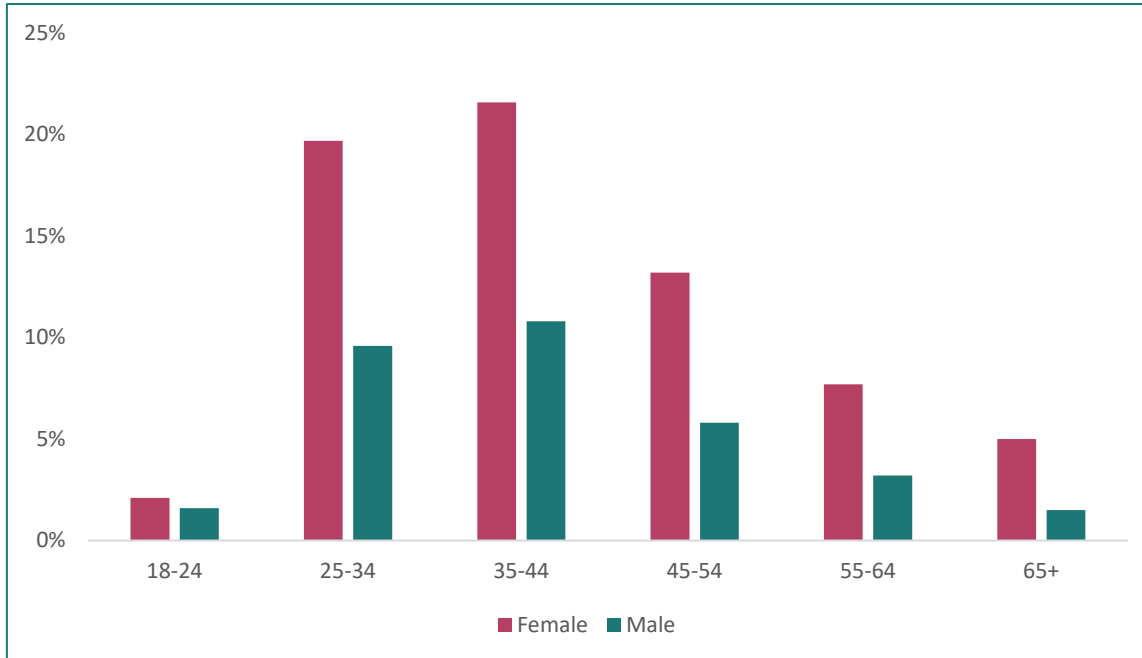
# Social Media Overview – Facebook



**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.

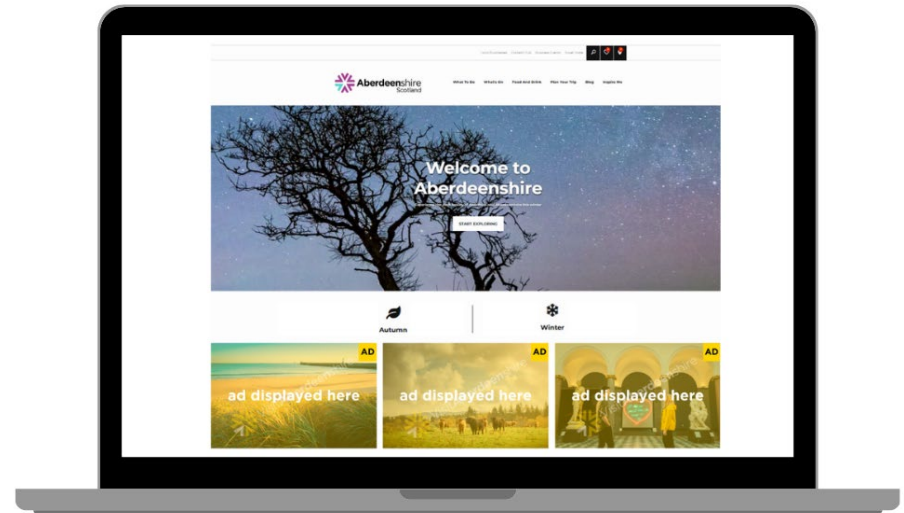
# Homepage

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VisitAberdeenshire's homepage serves as the welcoming starting point to the region, offering a highly visible space to make a lasting first impression.

The prominent placement ensures your brand connects with a targeted audience of engaged visitors actively seeking inspiration for their next trip.

**Cost: from £175+VAT**



# What's On Package

The What's On section attracts over **20,000 highly engaged monthly views** from visitors seeking unique experiences and events in Aberdeen and Aberdeenshire.

Highlight your brand to a highly engaged audience ready to explore the region.

## Gold package - £350+VAT

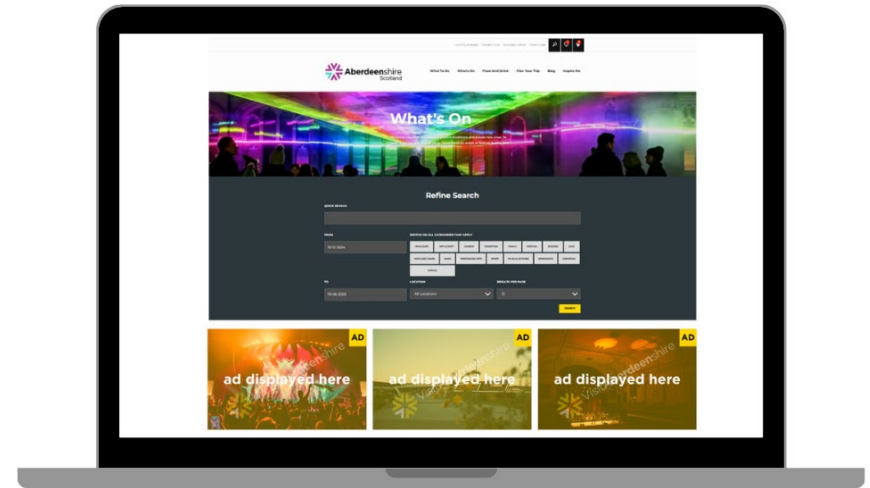
- Banner
- Featured listing
- Email featured event
- IG & FB story

## Silver package - £250+VAT

- Banner
- Featured listing
- IG & FB story

## Bronze package - £175+VAT

- Banner
- Featured listing



# Sponsored Content

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

This package includes a blog post, shared across social, followed by a 4-week targeted amplification to reach your desired audience.

**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.



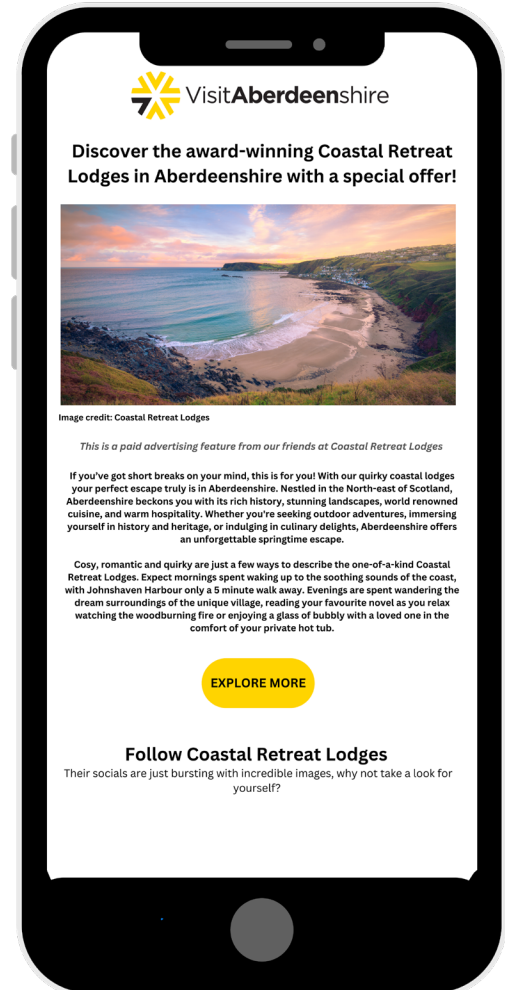
Image Credit: Coastal Retreat Lodges

# Exclusive Newsletter

Place your message directly in the inbox of engaged subscribers through an exclusive newsletter, targeted towards your key audience and designed to drive interest and clicks.

Choose from 5K, 10K, 15K or 20K recipients

**Cost: from £395+VAT**



# Newsletter Advertising

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Looking to get your message in front of a highly engaged audience?

With a high **open rate of 32%**, place your advert in VisitAberdeenshire's emails, reaching subscribers who are passionate about discovering the best of Aberdeen and Aberdeenshire.

**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



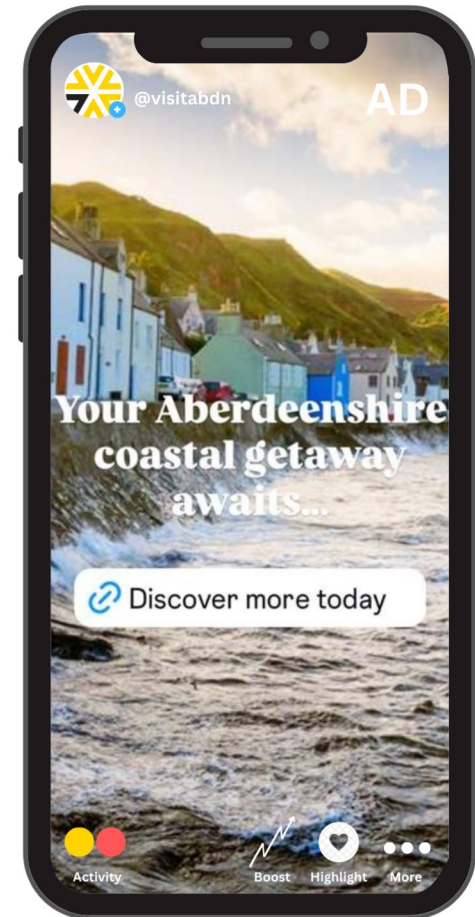
# Social Spotlight Package - Organic

Connect with a loyal and growing audience on VisitAberdeenshire's social channels.

Highlight your brand to an engaged community eager to discover the North-east of Scotland.

Your message will be shared directly with our followers, driving awareness and engagement naturally through our trusted platforms.

**Cost: £150+ VAT**





# Social Spotlight Package - Paid

Take your campaign to the next level with a two-week amplified campaign targeted to the audience of your choice.

Using paid social advertising, we'll ensure your message reaches beyond our organic followers, delivering enhanced visibility and engagement with a highly targeted audience to maximise your impact.

**Cost: £295+ VAT**



# Content Hub – Reach B2B Audiences

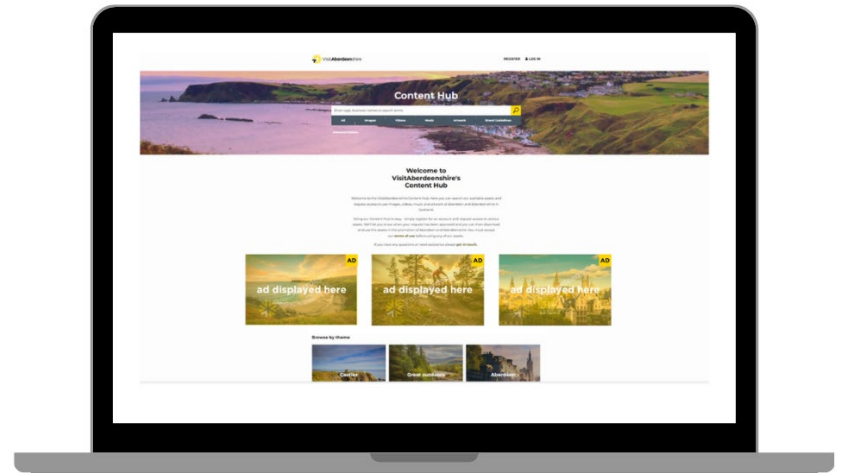
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VisitAberdeenshire's Content Hub is the ultimate resource for businesses and organisations seeking stunning images, captivating videos, and bespoke artwork that highlight the beauty and vibrancy of the North-east of Scotland.

## Advertise on the Content Hub

Looking to connect with businesses and organisations passionate about promoting the North-east? The Content Hub offers a unique opportunity to get your brand in front of a highly targeted B2B audience.

**Cost: £250+ VAT**



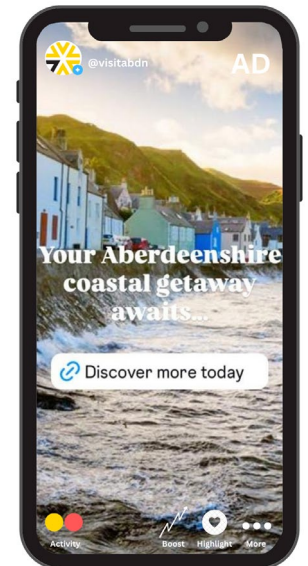
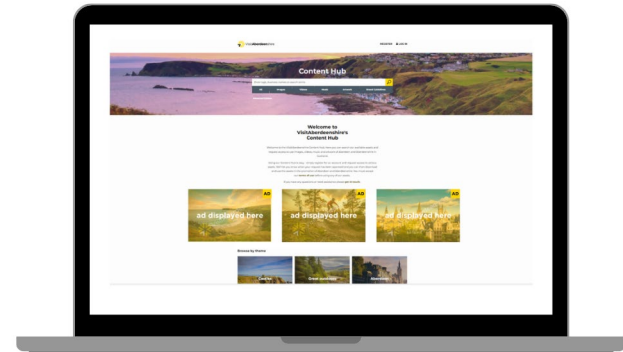
# Tailored Advertising Packages

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At VisitAberdeenshire, we understand that every business is unique. That's why we offer tailored advertising packages designed to meet your specific goals and requirements.

Whether you're looking to raise brand awareness, drive traffic, or generate leads, we'll collaborate with you to create a solution that delivers results.

**Get in touch today to discuss how we can help your business stand out with a bespoke package tailored to your needs.**



# 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-week

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

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## Facebook

File format: JPG, PNG

Dimensions: Post – 1080x1080px | 1080x1350px

File size: 8MB max.

Character count: 40-80 characters (recommended limit)

Duration: *from* 48 hours – 3-weeks

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

## Instagram

File format: JPG, PNG

Dimensions: Grid - 1080x1350px | Story – 1080x1920px

File size: 150KB

Character count: 125 characters (recommended limit)

Duration: *from* 48 hours – 3-weeks

Additional req: Artwork, 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)*

## 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.

# Testimonials

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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