NewcastleGateshead

Local Visitor Economy Partnership
Recognised by VisitEngland

NewcastleGateshead digital advertising offers and packages

newcastlegateshead.com

NewcastleGateshead is a Visit England-accredited Local Visitor Economy Partnership (LVEP).

As a core city, our focus is on attracting national and international visitors to stay longer and spend more in Newcastle and Gateshead. We drive demand for overnight stays through the delivery of integrated campaigns, content, and media activity and we work with industry to amplify our reach.

Inspiring more visitors to experience Newcastle and Gateshead

Why advertise with us?

Our digital platforms are at the heart of inspiring visitors to explore and experience the very best of Newcastle and Gateshead – before they arrive and throughout their stay.

Through our consumer website, social media channels, and email marketing, we offer comprehensive digital advertising packages designed to amplify your reach in national and international markets.

Reach almost 8 million via social media and 1 million website visitors annually.

Our digital platforms

Our digital platforms inspire, inform and convert visitors into bookings.

When you advertise with us, you're placing your business in front of an engaged and travel-ready audience at exactly the right moment.

WEBSITE ADVERTISING

Place your ads on high-traffic pages to inspire visitors.

SOCIAL AND VIDEO CONTENT

Tap into our social media audiences compelling, shareable content.

EMAIL MARKETING

Deliver your message straight to the inboxes of thousands of subscribers.

Our reach

2.2 million+
Website views

1 million+
Website users

125,000+
Combined social media followers

8 million
Instagram views*

38,000+
Email subscribers

2.2 million+
TikTok views*

37%
Email open rate

2%
Email click rate

7 million+
Facebook views*

75 million
Impressions via Google search

*Apr 25-26

Website advertising

newcastlegateshead.com is the go-to platform for anyone planning a trip to Newcastle, Gateshead and the wider region.

With a seamless, user-friendly experience and over 1 million visitors annually, generating over 2 million page views, it offers outstanding visibility for your business among a highly engaged national and international audience, including visitors from Australia, United States, Netherlands, Ireland and Germany.

Over 1 million website visitors annually, generating over 2 million page views.

Search rankings

Our website ranks highly on Google, we ensure it is optimised for SEO and that its engaging content reaches relevant audiences.

The website currently ranks 1st on Google for the following key search terms:

- Places to eat Newcastle Quayside
- Family friendly things to do
- What's on Newcastle
- Shopping Newcastle
- Events in Newcastle

AI visibility

Our website is increasingly being recommended by AI platforms like ChatGPT, Perplexity and Claude, with AI referral traffic growing more than 10x over the last year.

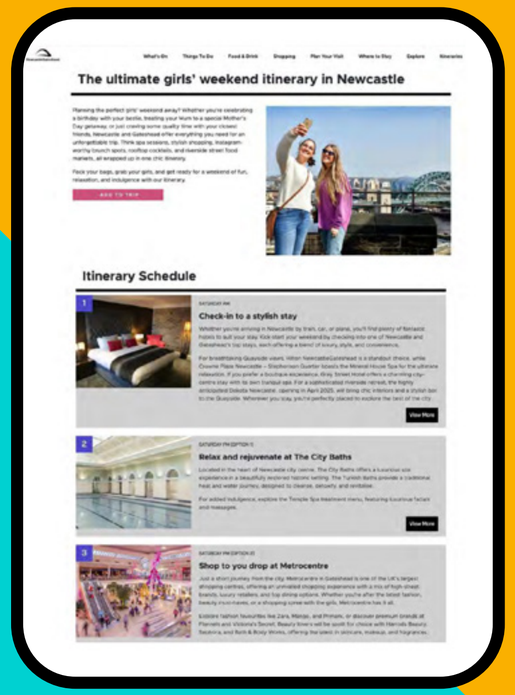
Visitors arriving from AI platforms are highly engaged, spending over two minutes on-site on average and interacting with content more than the average website visitor.

Our event guides, transport information, itineraries and local recommendations are regularly surfaced by AI tools.

Helping partners and advisers gain visibility in the next generation of travel discovery.

Website advertising options and price list

Don't just be a destination; be part of the journey



FEATURED ITINERARIES

£315

Highlight your business as a standout component in one of our themed itineraries. By opting for a list feature, you're securing a slot within an itinerary, ensuring your business shines alongside other notable activities and establishments.

ITINERARIES TAKEOVER

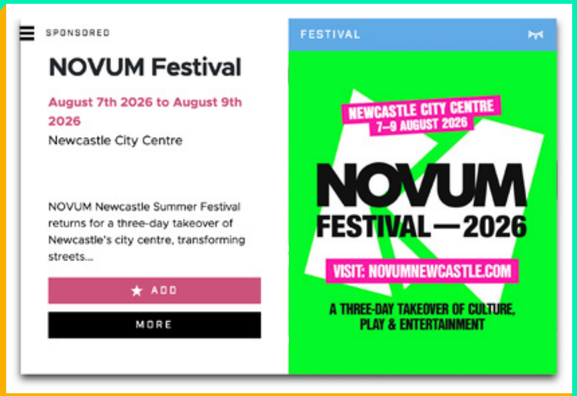
£450

Design a custom itinerary that highlights the diverse venues, events, and experiences your business offers. This takeover gives you complete control over what is showcased in your dedicated itinerary.

SPONSORED EVENT LISTINGS

From £260

Feature your event with a sponsored listing on newcastlegateshead.com, appearing as the first event in our What's On section on the homepage and guaranteeing maximum visibility.



HERO BANNER ADVERT

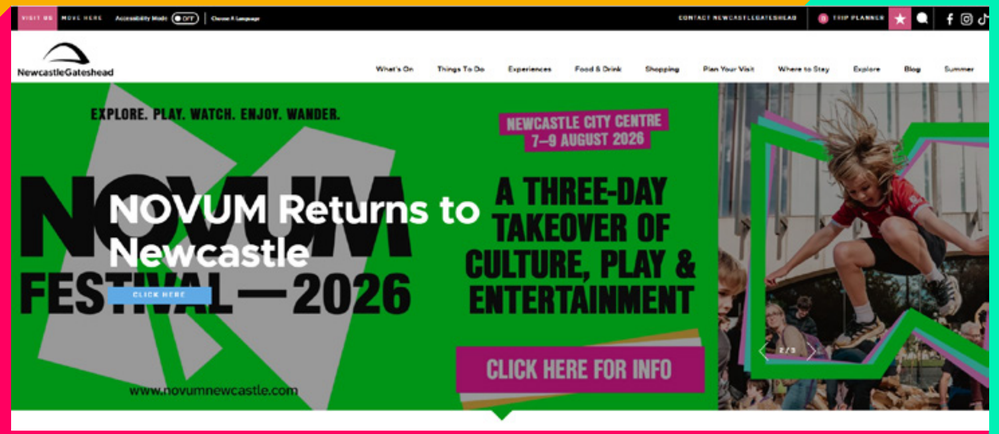
From £315

Capture prime visibility by advertising with a hero banner on newcastlegateshead.com.

STANDARD WEBSITE BANNER

£700

Boost your brand's visibility with a display banner on newcastlegateshead.com, prominently showcased on every page of the site for 6 months.



125,000+
followers

8 million
combined reach

Your brand,
our audience.

Social and video content

Our channels reach an active audience of over 125,000 followers, ensuring your message reaches an engaged social community.

We help advertisers increase visibility and drive engagement with new audiences through social-first content amplified beyond your own digital footprint.

Social and video content options and price list

ORGANIC FACEBOOK POST

£300

ORGANIC TIKTOK/ INSTAGRAM REEL

£550

SPONSORED POST

£750*

A sponsored post is a targeted and impactful approach to promoting your business via our Instagram and Facebook or TikTok accounts utilising ads to reach a wider audience.

*includes a £250 ad spend

SOCIAL COMPETITION

£1250

Utilise a shared following to engage audiences and align with a specific campaign to see immediate results – max four per 12 month period.

THE CONTENT PACKAGE

£750

Facebook Post, inclusion in relevant blog, mention in What's On newsletter and mention in Instagram Reel/TikTok roundup post.

THE SOCIAL PACKAGE

£1300

Get the most out of our social platforms with 4 organic TikToks or Instagram Reels to showcase your offer.

THE WHOLE PACKAGE

£1750

Large-scale event on your horizon? Don't miss the chance to cover every ground with our whole package - a solus email, sponsored listing and organic cross-platform socials post.

Utilise email marketing ads from NewcastleGateshead's database to connect with over 38,000 engaged subscribers

Email marketing

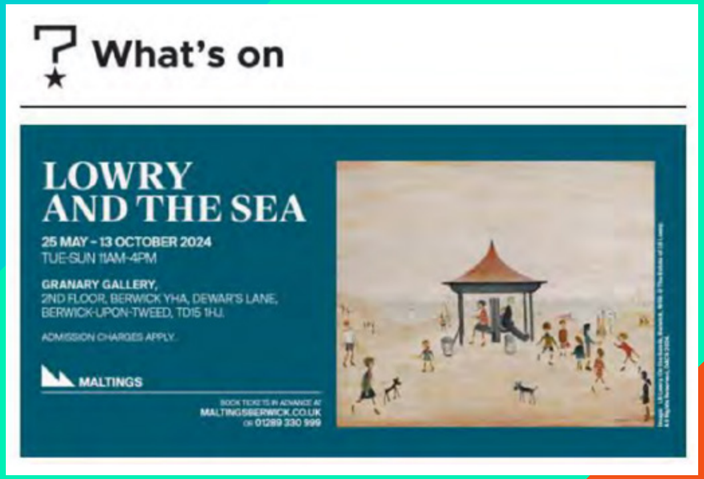
With an average open rate of 37% and a click through rate of 2%, your message will reach a responsive audience.

Email marketing options and price list

BANNER ADVERT

£315

Add a banner advert in our monthly What's On email.



SOLUS EMAIL CAMPAIGN

£700

Promote your upcoming events and offers with a dedicated solus email sent to our consumer database, ensuring your message stands out.

SOLUS EMAIL PACKAGES

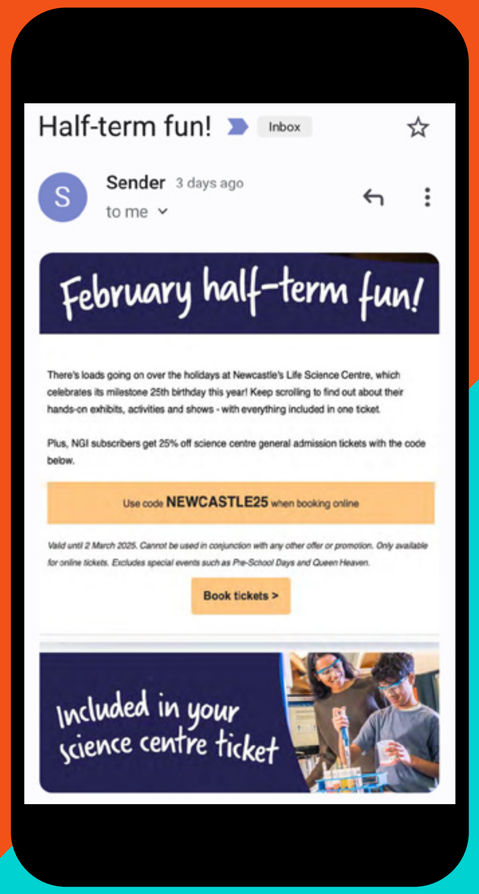
SILVER: £1950

3 email campaigns*

GOLD: £3700

6 email campaigns*

*per 12 month period



ENHANCED LISTINGS

EDITORIAL PRIORITY

DISCOUNTED RATES

As the Local Visitor Economy Partnership for NewcastleGateshead, we work with partners who want to be at the forefront of activity that attracts visitors. Through collaboration, partners benefit from year-round campaigns, networking opportunities, events and strategic initiatives that help grow their business and the visitor economy across Newcastle and Gateshead.

Experience North East England partners receive additional discounts on our advertising packages and benefit from greater visibility across newcastlegateshead.com, with dedicated profile pages, listings, and opportunities to be featured in blog articles, email campaigns, social media posts, and our comprehensive What's On events section.

The partner perks

To become a partner, please contact partnership@experiencenee.co.uk

What do our customers have to say?

"We regularly use the flexible, fast-turnaround advertising opportunities to effectively reach our target audiences."

"The range of digital advertising options works particularly well for promoting events and driving footfall."

"A solus email campaign supporting our new experience for families delivered a strong return on investment, achieving 380% based on discount redemptions."

Your goals, our recommendations

GOAL - INSTANT IMPACT

£700

Solus email campaign – single dedicated email to our database of over 38,000.

GOAL - BRAND AWARENESS

£700

Standard website banners – 6 months of strong visibility across our site.

GOAL - TOTAL EXPOSURE

£1750

The whole package – solus email + 4 week sponsored listing + social post + what's on banner.

Price list

		Quantity/time frame	Standard rate	Partner rate
Website advertising				
Hero banner advert		4 weeks	£315	£220
		8 weeks	£630	£440
		12 weeks	£945	£660
Standard website banner		6 months	£700	£500
Sponsored listings (What's On)		4 weeks	£260	£200
		8 weeks	£480	£350
		12 weeks	£700	£550
Itinerary list feature			£315	£220
Itinerary takeover			£450	£350
Social and video content				
Organic Facebook post		Per post	£300	£200
Organic TikTok/Instagram reel		Per post	£550	£375
Social competition	NEW	Max 4 per 12 month frame	£1250	£1000
Sponsored post (TikTok/Meta)*		Per post	£750	£550
Email marketing				
Banner advert		1 x feature	£315	£200
Solus email campaign (Single)		Per email	£700	£500
Solus email package (Silver)**	NEW	3 x emails	£1950	£1250
Solus email campaign (Gold)**	NEW	6 x emails	£3700	£2500
Packages				
The social package	NEW	Max 4 video per 12 month frame	£1300	£1000
The content package		High traffic channels: FB post, inclusion in blog, IG/TikTok round-up mention	£750	£500
The whole package	NEW	Solus, 4 weeks sponsored listing, organic social and banner in What's On email	£1750	£1500

To advertise contact Georgina Hume, Digital Manager at georgina.hume@experiencenee.co.uk

*Includes a £250 ad spend **Per 12-month period