

## Media Pack

www.glos.info

Up to 43,800 visits per month

Up to 100,000 page views per month



office@glos.info

Over 20,000 newsletter subscribers



@glosinfo

Over 20,000 Twitter followers



/glosinfo

Over 2,800 Facebook followers



glosinfo

Over 140,000 video views



glosinfo

Over 3,370 advertisers



glos.info

Over 2,700 followers



01242 236 608

Call us anytime!

Let us promote your business and events for you

## What is [www.glos.info](http://www.glos.info)?

[www.glos.info](http://www.glos.info) is a Cheltenham based, independent website run by the team who have brought online recruitment to Gloucestershire since 2001 on the website [www.GlosJobs.co.uk](http://www.GlosJobs.co.uk).

The [www.glos.info](http://www.glos.info) website is a value for money way to promote what you are doing, be it business, events, offers, competitions, news, views and more.

Our aim is to list "Everything Gloucestershire" and to be the most comprehensive guide to what's on in the county.

In 2017, we have opened the [www.glos.info](http://www.glos.info) shop opposite the Texaco Garage at Westall Green, Cheltenham, from which we can further promote you and your services.

## How to advertise on [www.glos.info](http://www.glos.info)

### Business listing - £40+vat per year

You can feature text of your choosing, images, contact details, Facebook and Twitter links, weblink, map and include a dedicated weblink back to your website which is **great for your Google ranking** and finding new clients.

You can also further promote your Facebook and Twitter profiles by embedding them in your listing page. As you spend time posting on social media, you can find new followers in this original way.

[www.glos.info/facebook](http://www.glos.info/facebook) and [www.glos.info/twitter](http://www.glos.info/twitter)

### Event listings – Free of charge

Basic events listings are free of charge. Simply email us the details and we will upload them for you. Below a basic listing and highlighted listing are shown.



#### **The Woman In Black**

**Everyman Theatre** - Cheltenham

[Click here for more details](#)

Highlighted event listings promote your events and are part of the Publicity Power Up:



#### **Ruby Wax – Frazzled - Listen to exclusive interview with Ruby Wax and Belinda from [www.glos.info](http://www.glos.info)**

**Cheltenham Town Hall** - Cheltenham

[Click here for more details](#)



/glosinfo



@glosinfo



office@glos.info



01242 236 608

[www.glos.info](http://www.glos.info)

## What does a [www.glos.info](http://www.glos.info) listing look like?

Here is a sample listing. An event would look similar with the dates included.

**Company name** →

**Publicity text - can be changed at any time** →

**Photos - from your website or supplied to us** →

**Call to action - what do you want people to do** →

**Company logo** ←

**Full contact details** ←

**Email address** ←

**Web address (great for Google ranking)** ←

**Google map** ←

**Embedded Twitter feed** ←

**Embedded Facebook feed** ←

**We upload the listing for you. Either send us the details or we pick up from your website**

## Why book Publicity Power Up?

Book your Publicity Power Up to increase your profile locally? Gain more clients, get more followers, increase brand awareness and, of course, get more people to your events.

Book your Publicity Power Up on [www.glos.info](http://www.glos.info) and your events or business listings will be:

1. Featured as a homepage listing for 2 days
2. Publicised on Twitter to 19,700+ followers and Facebook to 2,400 Facebook followers in a shout out
3. Highlighted on [www.glos.info](http://www.glos.info) and [www.GlosJobs.co.uk](http://www.GlosJobs.co.uk) as a "Listing of the day"
4. Promoted in our weekly newsletter that goes to 19,200+ subscribers

www.glos.info  
Everything Gloucestershire!

Publicity  
**POWERUP**





Only  
**£15**

Homepage listing  
More brand awareness

Twitter & Facebook  
shout out  
More followers

'Listing of the day'  
highlight  
More clients

Newsletter promotion  
More website visits

 /glosinfo  @glosinfo  office@glos.info  01242 236 608 [www.glos.info](http://www.glos.info)

Book a single Publicity Power Up for your business or event £15+vat

Or book a series using bespoke text with single or multiple messages

We offer special rates for:

- Book 52 Publicity Power Ups - weekly - 25% discount
- Book 26 Publicity Power Ups - fortnightly - 15% off
- Book 12 Publicity Power Ups - monthly - 10% off

We are happy to put together an individual plan for you to get across the marketing message you want to promote.

## How can I film and promote a video with [www.glos.info](http://www.glos.info)?

A video is a fabulous way to boost your search engine ranking and tell your story to potential and existing clients.

Our professional video producer will film a high quality video for you. A high quality professional 2 minute video is £350+vat. We do offer a bespoke service for a shorter or longer video and can feature your business and event in a very positive way.

You might like to view the 5 minute video we recently filmed for Gloucester Ski Centre;  
[www.glos.info/ski](http://www.glos.info/ski).

With our video packages, 6 months promotion on our relevant websites is included, which means that people will see your videos. You can also embed the video in your own website and relicense for future years.

To view the videos we have produced, please go to [www.glos.info/videos](http://www.glos.info/videos).

### Video clients include:



### A video listing:

#### Enterprising Women Conference - Video by [www.glos.info](http://www.glos.info)

Gloucester

Every year, Gloucestershire Enterprise Ltd run their annual Enterprising Women Conference. In 2014, the keynote speaker was Dr Dawn Harper. Other speakers included Nicky Williams, owner Betsy Benn and Nicky Godding, Business Editor, Cotswold Life's Business and Professional Life.



[www.glos.info](http://www.glos.info)

#### Contact Information:

Videos from [www.glos.info](http://www.glos.info)

The Park  
Cheltenham  
Gloucestershire  
GL50 2SU

Tel: 01242 700435

Email: [office@glos.info](mailto:office@glos.info)

Email yourself a copy of this

Click here to see all adverts  
from Videos from  
[www.glos.info](http://www.glos.info)

## Shall I run a competition on [www.glos.info](http://www.glos.info)?

**Why you should run a competition on [www.glos.info](http://www.glos.info)? Answer:** Lots of new people will visit your website in order to enter the competition.

It is no secret that the competitions page is one of the most popular pages!

We know that because Google analytics tells us and if you run a competition with us, you will know that too.

**Do you know how we know?** Well, when we run a competition, we ask entrants to answer a question and to click to your website to work out the answer.


This is great for your Google ranking as the more people who visit your website, the higher up the Google ranking you go, as Google thinks you have a popular website.

Also, if you choose to run Level 2 or 3 competitions, we can send a bespoke message to everyone who has entered, such as a 20% off discount code/voucher, a link to sign up to your newsletter or a personal message from yourself.

**So, what do you get when you run a competition? Answer:** Lots of exposure as outlined below.

## Competitions on [www.glos.info](http://www.glos.info)

Everything  
Gloucestershire

Your competition will include...	£50 +vat	£100 +vat	£150 +vat
Full contact details, logo & company bio	✓	✓	✓
Traffic back to your website	✓	✓	✓
 Homepage Feature for 2 Days Social Media Shout Out Newsletter Promotion Listing of the Day Highlight	✓ x 2	✓ x 4	✓ x 8
Bespoke email to runners up		✓	✓
Banner on Homepage & Competitions page		✓ 1 Week	✓ 2 Weeks
Managed Facebook Advert			✓ £25 +vat



## Can I list specific products in the Buy and Sell section?

We have a "Buy and Sell" classifieds section on [www.glos.info](http://www.glos.info). We have 60 estate agents listing property and over 40 car dealers uploading their vehicles.

There are two ways to sell through the site and you can sell anything!

### Commercial Seller – Unlimited Account

We can set up an account, so you can upload your own images and items, as well as managing your own account. We can offer an initial free of charge trial period, which will then be followed by a quarterly charge for advertising unlimited adverts.

### Private Seller – Free of Charge

You can send in individual items to sell and we will produce the adverts for you. Private listings are free of charge. So, **snap** a photo of the item, **send** us the text and contact details for the advert via email, along with the photo and **sell** the item through the "Buy and Sell" section on the website.



## What else can www.glos.info do for you?

**Run banner advert campaigns** on the website to increase brand awareness and clickthroughs to your adverts or website.

Homepage banner - £30+vat per week Banners within the website - £10+vat per week

**Promote offers and discounts** - in our offers sections

**Build good value websites** - to your requirements

**Improve the Search Engine Optimisation** - of existing websites

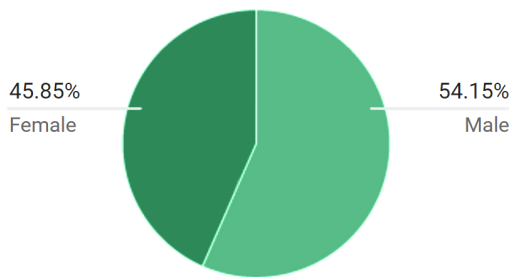
**Design and produce quality graphics** - with our trusted associate

## Who uses [www.glos.info](http://www.glos.info)?

This is what Google Analytics tells us about our users:

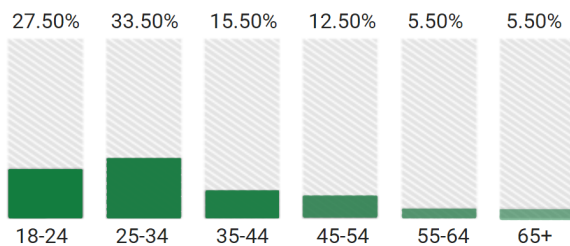
### Gender

100% of total sessions



### Age

100% of total sessions



### City

% Sessions

1. Cheltenham	21.02%
2. Gloucester	13.87%
3. London	13.50%
4. (not set)	7.96%
5. Birmingham	4.84%
6. Stroud	2.54%
7. Evesham	2.03%
8. Bristol	1.92%
9. Worcester	1.71%
10. Tewkesbury	1.49%

We can adjust your listings to help target particular sectors, as the wording and positioning of listings will affect who clicks in to view them.

## How many people visit your adverts?

We can supply statistics on how many times your advert has been viewed in the list page, how many times it has been clicked into and how many times your weblink has been clicked.

Your individual statistics show the number of times that:

- Your advert has been viewed in the list
- Your advert has been viewed
- Your weblink has been clicked



## What do [www.glos.info](http://www.glos.info)'s advertisers think?

They like what we do, but don't take our word for it, look at our testimonials page [www.glos.info/testimonials](http://www.glos.info/testimonials) or read some feedback below:

### Video testimonial:

Martin was a great guy to work with very focused and professional. He came to meet with us and after hearing my ideas he will be able to transform them into a fantastic video. He was very proactive, easy to book and the video was ready in no time. I will strongly recommend him and his work and I am looking forward to working with him in the future.

Centre Manager,  
Gloucester Ski &  
Snowboard Centre



### Events testimonial:

[www.glos.info](http://www.glos.info) have been great in supporting all Cheltenham Trust events. They are very flexible and respond to new events almost immediately. A good way to reach a wide cross section of Gloucestershire's audiences.

Tristan Mulholland,  
Communications &  
Audience  
Development  
Manager, The  
Cheltenham Trust



### Ticket discount testimonial:

[www.glos.info](http://www.glos.info) ran a special offer for 25% discount on tickets that was so successful that Graeme sent this message:

I just wanted to let you know that the glosinfo discount code is one of the most successful we've had this year... so much so people are still calling up for it. I've turned it on for another week if you want to push it out there again.

Graeme Merrifield,  
Wychwood Music  
Festival,  
Cheltenham



### Improved Google ranking:

I would really like my web design business on [www.glos.info](http://www.glos.info) as well, as your site has a really good effect on my Google ranking for my photography website.

David Savill,  
David Savill  
Photography,  
Cheltenham



### Video testimonial:

Martin at [www.glos.info](http://www.glos.info) produced a series of promotional videos for our Frightmare Halloween Festival and Father Christmas event. He worked towards our brief and achieved exactly what we were looking for. We are really impressed with the results, thank you.

Danielle Hannaford,  
Over Farm, Gloucester



### Publicity Power Up testimonial:

The Publicity Power Up resulted in a booking for our Introduction to Holistic Living course, which we were very pleased about.

Graham,  
The Isbourne College,  
Cheltenham



## How do we promote [www.glos.info](http://www.glos.info)?

We actively market [www.glos.info](http://www.glos.info) across Gloucestershire. From 2017, we have the high profile shop, opposite the Texaco garage at Westall Green, Cheltenham - open 9.30-5.00 Monday - Friday.



Recently, we had 50 Stagecoach buses in the county with our banner. We hand out [www.glos.info](http://www.glos.info) mugs and pencils wherever we go. We have distributed 48,000 leaflets across Cheltenham and 18,000 postcards across Gloucester.



We email 19,100+ users every week and over 3,070 advertisers regularly.

## GlosJobs.co.uk can help you to find new staff, apprentices and trainees...

[GlosJobs.co.uk](#) is a well-established, local, independent company, that can help you find the right staff and freelancers to progress your business, very cost effectively.



"[Glosjobs.co.uk](#) provides an excellent service and we received numerous applications from high quality candidates for our vacancy. As the team at GFirst that supports people who are looking for work, we know that GlosJobs is a respected and well utilised resource for job seekers"

**Job Advertising** - Advertise a single advert for £35+vat until the position is filled.

The £35+vat includes extra exposure on the **"New and Featured Jobs" banner** on every page of the [www.GlosJobs.co.uk](#) and [www.glos.info](#) websites for a day.

Boost it with the Premium Package for an extra £10+vat or highlighting for £15+vat for a month.

Alternatively, set up a trial account for unlimited vacancies starting at £200+vat per quarter.

**Banner Advertising** - a great way to highlight a particular job, event or training course.

£33+vat per week for homepage or £24.70+vat per quarter for banners within the site.

Each month, we log up to 130,000 visits and over 1,000,000 page views, so we can guarantee that your adverts will be seen by a large number of targeted job-seekers.

**Simply, email us your advert** and we will list it for you and send you a link, then raise an invoice. Applicants will be able apply direct to your inbox, within an hour of us receiving the advert.

Please call or email us to discuss your requirements.

## Talk to [www.glos.info](http://www.glos.info)

We are happy to discuss any ideas and requirements that you have. We are able to put together basic listings or more bespoke packages to help promote your business and events.

As we are a small, local team, we are responsive to your requirements and very happy to help. We look forward to hearing from you.

So, please:

Call: 01242 236608

Email: [office@glos.info](mailto:office@glos.info)

Find us on Twitter: [www.twitter.com/glosinfo](https://www.twitter.com/glosinfo)

Find us on Facebook: [www.facebook.com/glosinfo](https://www.facebook.com/glosinfo)



/glosinfo



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