

# ADVERTISING FACTFILE



PR5 RATED!

Founded in 2001 by our editor Steve Higson, ThePrizeFinder.com is one of the first and longest-running competitions portals in the UK. With consistent growth over the past 15 years we are the UK's biggest competition portal with solid PR5 status in the Google SERPs.

Hundreds of carefully-curated competitions and offers are added daily and the site hosts 2,500-4,000 competitions at any one time. With average session times of 13 minutes, our users are very engaged with the site. Content is accessible without registration but our free membership plan has many benefits.

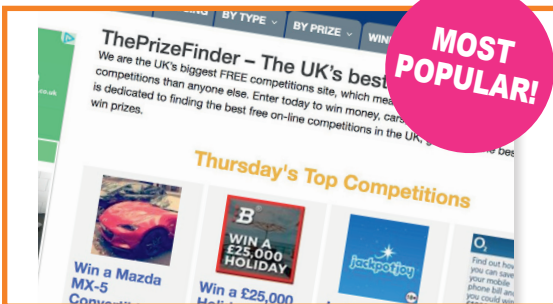
## SPONSORSHIP & ADVERTISING OPPORTUNITIES

Benefit from our PR5 search ranking and promote your brands to our audience with high-visibility positions across all site pages and email communications.

We offer premium advertising and dedicated email campaigns. All placements include free promotion across our social media channels. All prices exclude VAT.

## QUICK SITE STATS

- ✓ PR5-rated by Google Search
- ✓ 1,400,000+ total page views/month
- ✓ 200,000+ visits per month
- ✓ 70,000 unique visitors (all new visitor traffic is organic)
- ✓ 60,000 E-newsletter subscribers (opens in last 6 months)
- ✓ 20,000 Active User Accounts (active in last 6 months)
- ✓ 11 minutes per visit, Average Dwell Time
- ✓ 19,000+ Facebook fans
- ✓ 9,000+ Twitter followers

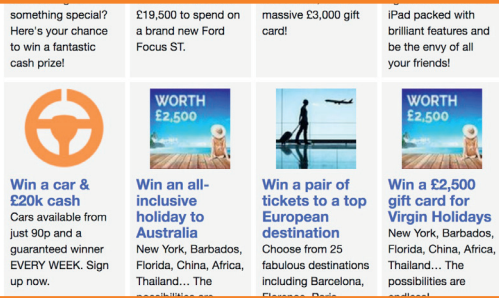


## Home Page Promotion – TOP FOUR POSITIONS

- Prime position on the home page under 'Today's Top Competitions'
- Over 120,000 impressions per month.
- Excellent clickthrough rates.
- From £250 per week

## Home Page Promotion – LOWER POSITIONS

- Position 5-8 on the home page under 'Today's Top Competitions'
- Over 120,000 impressions per month
- Excellent clickthrough rates
- From £200 per week



## New Competitions

**Win £500 of IKEA Vouchers**  
Promoter Getmeaticket.co.uk (more competitions)  
Closing date 07-10-2017 Midnight  
Instructions Enter your details  
Restriction UK Residents only - aged 18 or over

Win a family holiday to Orlando with tickets attraction of your choice

## Premium Listings

- Position your promotion at the top of the competition listings
- Premium placements within specific categories
- Excellent Open & Clickthrough rates
- From as little as £150 per week

## Enewsletter Advertising

- Prime positioning within our regular email newsletters
- Promote your offer to over 55,000 active subscribers
- Excellent Open & Clickthrough rates
- From £200 per listed competition



## TESTIMONIALS

### **SIMON DOUGLASS, CURATED DIGITAL SAYS...**

“I’ve only really had positive experiences using ThePrizeFinder for my clients. From running free competitions to paid for advertising and emails, the responses have always been targeted, very cost-effective, and the customer experience first class. ThePrizeFinder offer a very consultative and flexible service which allows us to get good results for our clients quickly. It’s a platform which provides a great way for us as an agency to get additional value for our clients”

### **PHILL DANGERFIELD, MONETISE SAYS...**

“The PrizeFinder are a consistent and reliable source of high-quality leads. Not only that, they are a pleasure to work with and are extremely responsive on any matter.”

### **PHILIPPA SALVONI, HEAD OF MARKETING, THE SOCIETY OF LONDON THEATRE SAYS...**

“ThePrizefinder has been invaluable in driving traffic to our annual Mega Prize draw and significantly boosting the number of entries we receive via their premium listings and newsletter ads.”