



www.totalguideto.com

statistics...



225,089
unique visitors per month



45,900
active site registrants



515,087
unique page views per month



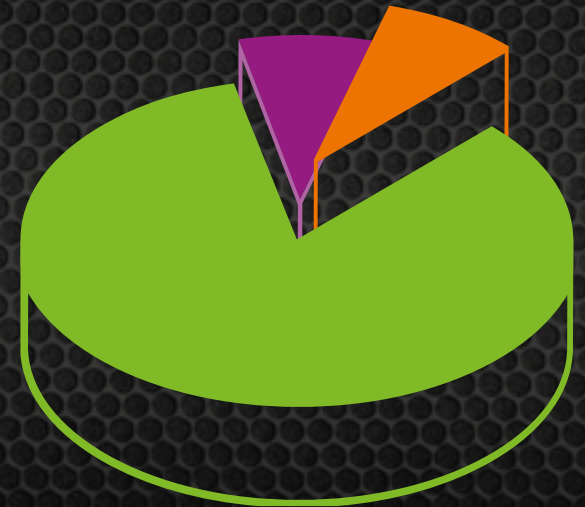
9,500+
business registrants



Over 35,000
fans & followers



204,827
average animated ad views



5 advantages of working with Total Guide to

wider coverage

With 225,089 unique visitors per month and 45,900 email registrants you really can get the coverage you are looking for!



targeted audiences

With Total Guide's and Sports sites our data comprises of males and females, business registrants, students, the local community and tourists from 18yrs+ meaning we can target your perfect audience every time.



easy to track and measure conversion

As an advertiser on Total Guide to you have the right to request a campaign report whenever you need. This means you can track your progress through out your campaign.

affordable

With TGt packages starting at just £10+VAT a month and the option to create your own bespoke package you're sure to find the perfect campaign for you!



speed

With your own account manager and experts in each field you won't find a personalised campaign go live faster than on Total.



Don't just take our word



take theirs...

Working with Total Guide to Swindon has given us an amazing opportunity to really tailor and perfect our digital marketing campaign. The team offer us great support and are always happy to help us with ideas to make sure we are using our package to its fullest. Digital exposure is of vital importance to us, with their help we have been able to target and reach out to our preferred demographic with ease. Because of their vast audience scope and marketing expertise, with Total Guide to Swindon we are able to connect with different sections of the community (be it students, parents or businesses); which makes our Total campaign a key part of our overall digital strategy. From our experience, we would highly recommend them for both their digital products and their customer service.

Debbie Reeve Crook, Swindon College

Advertising with Total Guide to Swindon has been like a breath of fresh air for us. They always keep our page up to date with our latest press releases, events and news. The team have been so friendly, efficient and approachable. The TGtS website has given us great confidence in advertising online and this is just the start of the adventure!

Marketing Team, New College Swindon

We have been advertising with Total Guide to since they launched, and we will continue for the foreseeable future. It is a fantastic tool in helping us reach our monthly sales targets and it provides great content for potential and existing members. They take care of everything for us so there's no time or effort needed from our side so we're saving valuable time and resources!

Nick Moreton, David Lloyd Leisure

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how...

Are you looking to promote your business, venue, event, product or service, to a large & targeted local audience? Then look no further!

We can help you to promote your business through brand awareness campaigns, lead generation, engaging content & advertorial, events, and offers & competitions on our local and interactive Total Guide to sites.

Whether you're an accountant or a restaurant, a festival or a shopping centre, Total has you covered.

Total Guide to sites

- Display advertising
- Guide inclusion & editorial
- Competitions & Special Offers
- Job advertising
- Photo Galleries
- Event listings
- Amplification on our social networks
- Email Marketing
- Event Management

Email, Social Media & Lead Generation

- Access to our email database (inclusion in our monthly email newsletters & dedicated email campaigns)
- Lead Generation – promote an offer, competition or white paper & we will provide you with a spreadsheet of all opt-ins (can be in the form of display advertising, email marketing, content or social)
- Social Media Management & Training Solution (monthly workshop, 121 or team training, full or part management, social set-up & optimisation)

...can we help you
grow your business?



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advertising packages

Packages starting at just £10+VAT per month for a basic listing through to £795+VAT per month for subsite sponsorship.

Choose the right package...

- Introductory Package**
Profile page inclusion, email alerts, offers and corrections, inclusion in TV email newsletters, Amplification of our social networks, Could panel allowing you to log in and update your adverts.
£395 +VAT for 6 months
£595 +VAT for 12 months
- Bronze Package**
Company profile with links, contact info, map, logo & 2 images in relevant areas, Conditional allowing you to update events & special offers, Automatic editorial in all relevant content & social offers, Amplification across top social networks & sites.
£125 +VAT per month
- Silver Package**
Editable front page featured advert (1 x 120px), Company profile with links, contact info, map, logo & 3 images in all relevant areas, Content panel allowing you to update events & special offers, Small business advert in all relevant areas, Automatic editorial in all relevant content & social offers, Amplification across our social networks.
£295 +VAT per month
- Gold Package**
Premium area sponsorship (1 x 120px), Complete control with links, contact info, map, logo & 4 images in all relevant areas, Content panel allowing you to update events & special offers & news, Automatic editorial in all relevant guides & content, Medium interest advert in all relevant areas, Monthly front page editorial, 4 x dedicated email campaigns, Bi-monthly inclusion in email newsletters, Amplification across our social networks & job boards.
£495 +VAT per month
- Platinum Package - Subsite Sponsorship**
Subsite sponsorship (1 x 120px) on every page of website (e.g. Links to company profile with links, contact info, map, logo & 6 images in all relevant areas), Content panel allowing you to update events, special offers & news, Automatic editorial in all relevant guides & content, Featured adverts in all relevant areas, Monthly front page editorial, 4 x dedicated email campaigns, Monthly inclusion in email newsletters, Amplification across our social networks & job boards.
£795 +VAT per month
- Job Advertising (CV upload and search, email alerts, control panel, view stats)**
£50 +VAT (1 x advert, duration - up to 3 weeks)
£20 +VAT (Job Membership Editorial featuring this bronze package)

For more information please contact Liz or Emily:
Swindon 01793 823000 | Bath 01225 300168 | Email liz@totalguideto.com | emily@totalguideto.com

Advert Rate Card

Use us, Tell us, Find us

Total Guide to 'The Clue's in the Title'

Where previous websites have taken your money & run, we're all about putting the power back in your hands - giving you an unrivalled opportunity to pick & choose how to advertise & learn with us.

How can we help your business?

Worried by how to tap in to your local audience? Wondering how to get the growing list of social networks, digital media & apps in one basket. All your marketing activity needs to be consistent to your business message consistently: tricky, especially if you're not used to it.

We know that you can't do it all yourself. Our marketing activity needs to be consistent to your business message consistently: tricky, especially if you're not used to it.

Use us... to promote your business exactly the way you want to, for expert social media management & training, & to learn more about e-commerce solutions.

Tell us... more about you & what's going on in your town, how we can make the most of your talents & expertise, & what you want to see on Totalguideto.com

Find us... out & about with our fingers on the pulse, bridging the gap between business & lifestyle in your area, & firmly on the cutting edge of modern media.

Services we offer

- Site sponsorship and advertising from £45+VAT to £195+VAT
- Email marketing - 45,000+ registrants, campaigns from £10+VAT - From £145+VAT
- Social media health-check, set-up, training and management options - From £145+VAT
- Job vacancy advertising from £50+VAT (See reverse)
- Mobile site
- Geomaps
- Promotion on our social networks (Twitter, Facebook, LinkedIn & YouTube)

Bespoke Ad-Hoc Packages

- Available for email marketing, editorial, event listings, competitions & offers, promo banners and animated ads. Call or email for your tailored package.

Please turn over for full rate card.



email marketing solutions...

We have thousands of local, active email subscribers

Our registrants have double opted in and we have collected detailed information from age and sex to hobbies and interests so we can send them targeted campaigns on your behalf!

- Total Guide to the month email newsletters
- Total Guide to Business e-bulletins
- Dedicated emails (targeted or to full list)
- Business to Business options
- Lead Generation campaigns



social media management & training

We help a variety of local businesses utilise the wonders of social media. Clients include local Nightclubs, Restaurants, Local Councils, IT Companies, Hair & Beauty Salons.

Social Media Training Workshops

- Team & group workshops
- 1:1 training sessions
- Training for Beginners, Intermediate & Advanced
- Cover all platforms including tips on paid for social ads & posts

from **£49+VAT** per session

Social Media Management

- Social Media Strategy Development & Execution
- Part & full management options
- Lead generation
- Weekly feedback & statistic updates

from **£495+VAT** per month

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strategic partnerships

We're big advocates of collaboration here at Total Guide to & enjoy great relationships & strategic partnerships with local businesses, sports clubs and local media.

In order to reach a diverse & even larger audience then why not pool together our resources?

Case Study

Bath Rugby & STFC

- Total Guide to STFC/Bath Rugby (match fixtures & reports, photo galleries, team interviews, event listings, guide content)
- Offers & competitions
- Inclusion in our email newsletters
- Amplification on our social networks

In exchange for

- Ad Boards
- Player Sponsorship
- Hospitality
- Inclusion on website & email newsletters
- Programme advertising



With 93,000 unique visits per month and a targeted audience of 94% males aged 45-54, could your business be benefiting?

Total Sport offers its readers unparalleled coverage of the region's three primary sports teams – Swindon Town, Swindon Robins and Swindon Wildcats.

We have a broad range of media output including editorial, photographic and video coverage, making us the perfect platform for you to engage with our audience.

With our exclusive columnists, including the Swindon and Great Britain speedway manager Alun Rossiter, Swindon Town fans' favourites and Swindon Wildcats star man Aaron Nell.

We offer immersive, behind-the-scenes coverage of Swindon's top sporting teams over a variety of digital platforms.

With packages including branding on exclusive interviews, videos, galleries and sport specific sponsorship, we'll be able to find a package to match your budget and campaign needs.



How do we promote ourselves

We believe in a varied and inspired approach to advertising!

Because we offer so much, we need to attract a wide and diverse audience – which means we have a multi-channel marketing strategy of our own. As well as ongoing in-house Search Engine Optimisation and Social Media marketing you can find brand Total Guide to everywhere!

- Train Station board advertising
- STFC, Bristol & Bath Rugby advertising
- Roundabout signs
- Event sponsorship
- Branded photographers & promo team
- Branded cars
- Business magazine branding & editorial
- Branded merchandise
- Posters, stickers & cards in local bars, restaurants & hotels



total
guide to

who we are working with...

