

Harrogate Informer Advertising

What we do

A leading online-only news platform in North Yorkshire.

A primary readership in Harrogate and Knaresborough with a secondary readership covering the whole of the Harrogate District.

Launched in January 2011 and grown year on year.

Publish a full range of news with a focus on community.

The go-to website for news in Harrogate!

The only locally-owned news platform in Harrogate .

Talk to the community and work actively to improve standards of media reporting.

How people find us online

People read our news in a variety of ways.

Direct Traffic – many know the website well and visit the site many times a day for updates.

Google – We rank highly in Google and are also proud to be part of the Google News network. We often feature at the top of searches.

Social Media – Facebook and Twitter are a portal in directing readers to the main news website and also hosts additional content such as video and picture galleries.

- 16,000 Twitter followers
- 20,000 followers on Facebook over multiple pages

How many people support the website

Average 8,000 pages viewed per day.

Peak at around 34,000 pages viewed per day.

Most viewed video 2.1 million views.

Readership is split 70% mobile and 30% desktop.

- 50% of readers are in Harrogate and HG postcodes
- 20% from Leeds
- 20% London
- and remaining 10% worldwide. We have a regular reader from the Easter Islands!

Advertising with us

Online advertising with us is very straightforward.

There is a desktop and mobile friendly.

We use two standard advertising sizes:

- a large 970x250 that sits at the top of every desktop web page
- and a 300x250 unit that features throughout the desktop news site (within the news item itself and in the right column)

The 300x250 features on the mobile versions.

We recommend running both units to gain the best exposure

Why online advertising ?

Both paper readership and radio listener hours are on the decline.

Online is the best value for money of all platforms.

It offers flexibility in targeting, getting the best result for your budget.

News reading habits have changed with a general move to online news.

Advertising online works alongside social media campaigns and allows them to work more effectively.

Online allows a reader to click and be taken to a webpage or social media page – that is something very powerful.

Working with us supports a local businesses, supporting the development of community news.

The cost

The basic rate is £10 for every 1,000 times your advertising graphic appears online.

We generally apply discount for new business, charities or volume orders.

To get you online we need:

1. Advertising Graphics
2. Total budget
3. Spend period

Graphics can be submitted as jpeg, GIF or HTML format or we can bundle the graphics in with the order.

£100 = 10,000 exposures

£200 = 20,000 exposures

£500 = 50,000 exposures