



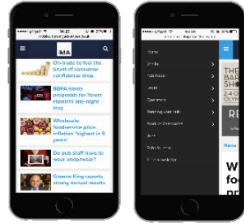
Digital Packages 2023

Our Digital Audience

THE inspiration for pub success since 1794
MORNING ADVERTISER

MorningAdvertiser.co.uk

153,365* unique monthly visitors



Digital Newsletters

31k email subscribers



Online Events



Property site

2.7k* monthly users



WE REACH
MORE THAN
300,000
PUB PEOPLE
EVERY MONTH



F2F Events

3k+ annual attendees



Social Media

90k combined followers



Podcast

566** listeners per episode



Video Plays

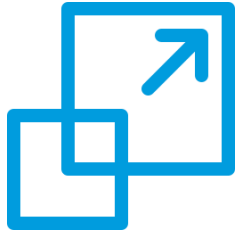
1.8k* monthly video plays



The Swan wins for Keeping the Community Entertained at the Great British Pub Awards

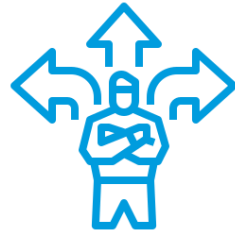
Why Invest in Digital?

THE inspiration for pub success since 1794
**MORNING
ADVERTISER**



SCALE & SPEED

Reach 12x more people than print, with no long lead times - start your campaign instantly



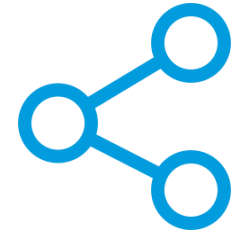
FLEXIBLE

Reach our audience wherever they are, optimise your campaign at any time



DIALOGUE OPTIONS

Create engagement with your customers through social or online events



SHAREABLE

Your potential customers can become your best sales people on social media



LASER TARGETING

Avoid wasting advertising on those who don't need it through segmentation



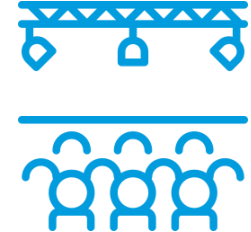
COLLECT DATA

Create a list of hot leads to call or email to bolster your ROI



TANGIBLE RESULTS

See impressions & clicks that drive traffic to your site and generate sales, justifying ROI



EXPOSURE

Make use of an engaged audience not previously exposed to your business



Brand Awareness

Brand Awareness

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MORNING ADVERTISER

Package 1 | Cost £3,150

- Billboard banner (1x SOV/ Rotation) across 1 section of the website for 7 days (except homepage)
- Medium rectangle (1 x SOV/ Rotation) across 1 section of the website for 7 days (except homepage)
- 1 week Leaderboard or medium rectangle banner on daily newsletter (Mon-Fri) that goes to over 31,000 subscribers
- 1 x Sponsored social post on Facebook



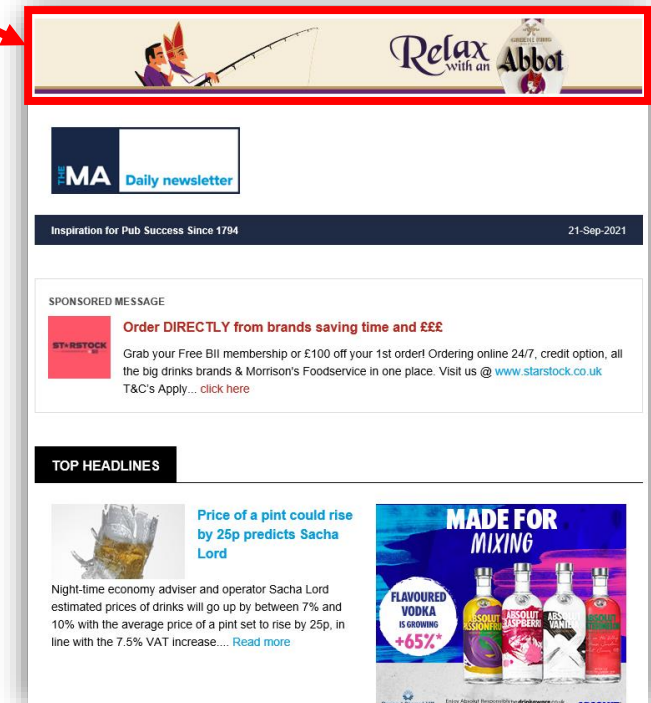
Billboard Banner



Medium rectangle



Social Posts



Brand Awareness

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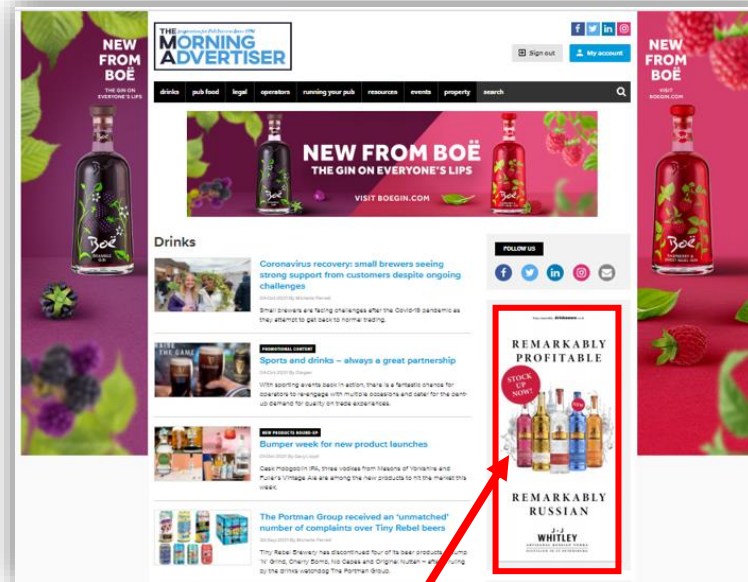
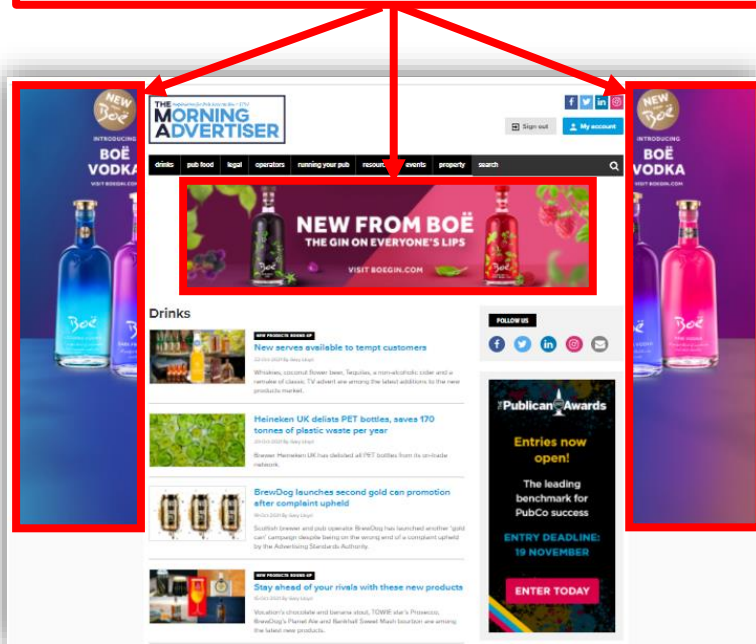
Package 2 | Cost £6,300

- Billboard banner (1 x SOV/ Rotation) on one section of the website for 7 days (except homepage)
- Exclusive Background Banners on the same section as Billboard banner to increase brand exposure on the site for 7 days (except homepage)
- Half page banner (1 x SOV/ Rotation) on 3 x sections of the website for 7 days (except homepage)
- 1 week medium rectangle banner on the daily newsletter (Mon-Fri) that goes to over 31,000 subscribers
- 1 x Sponsored social post on Facebook with £100 boost

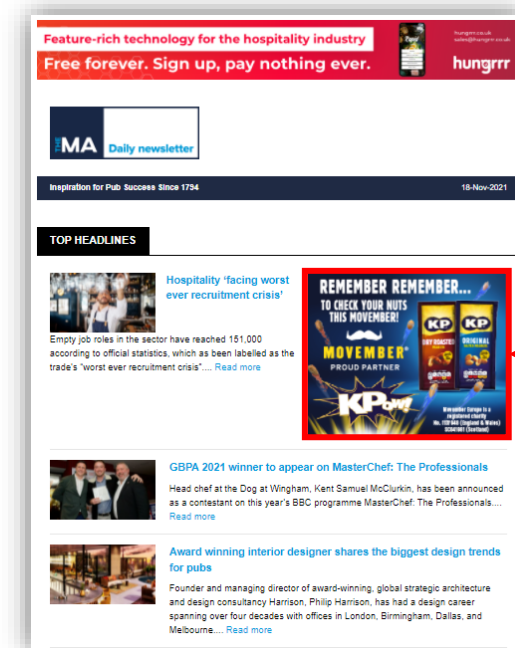


Social Posts

Billboard Banner and Background banner combination



Half page



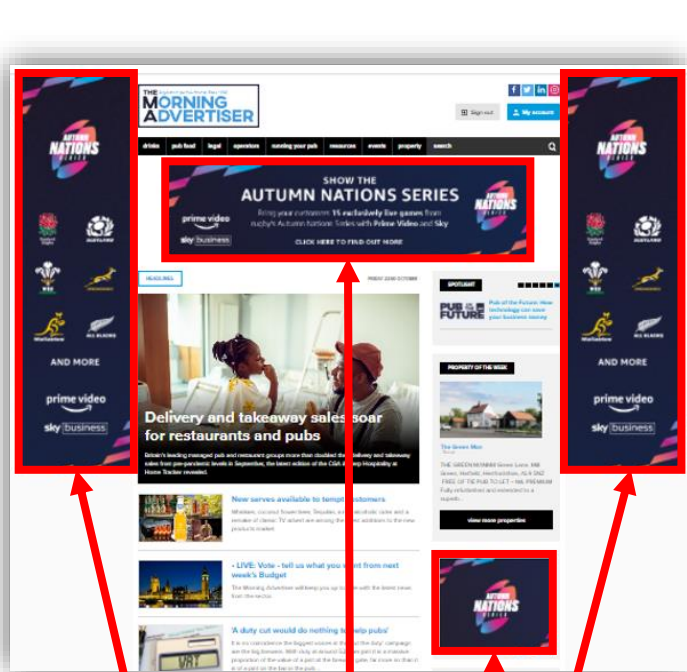
Medium rectangle on the newsletter

Brand Awareness

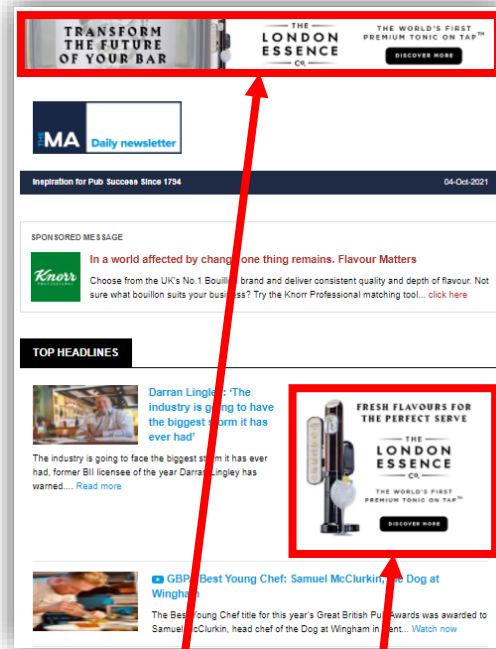
THE inspiration for pub success since 1794
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Package 3 | Cost £12,500

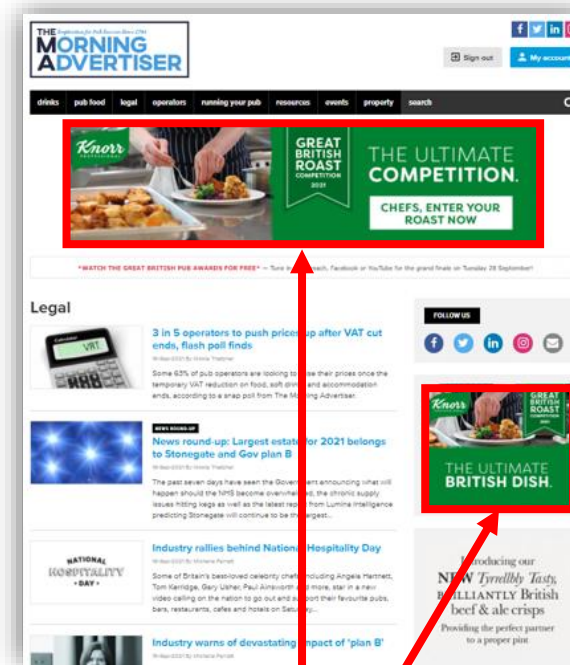
- Homepage takeover for 7 days which includes Background Banner, Billboard Banner and Half Page Banner
- 1 week leaderboard and medium rectangle banners on the daily newsletter (Mon-Fri) that goes to over 31,000 subscribers
- Billboard Banner and Medium Rectangle banner combo on two sections of the website (1 x SOV/ Rotation) for 7 days (except homepage)
- 1 x Sponsored social post on Facebook



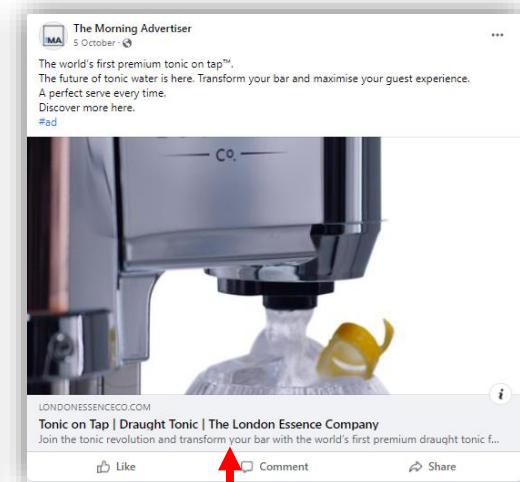
Homepage Section Takeover



Leaderboard banner & Medium rectangle combination on daily newsletter



Billboard and Medium rectangle combo



Social Posts



Thought Leadership

Thought Leadership

THE inspiration for pub success since 1794
MORNING ADVERTISER

Package 1 | Cost £3,650

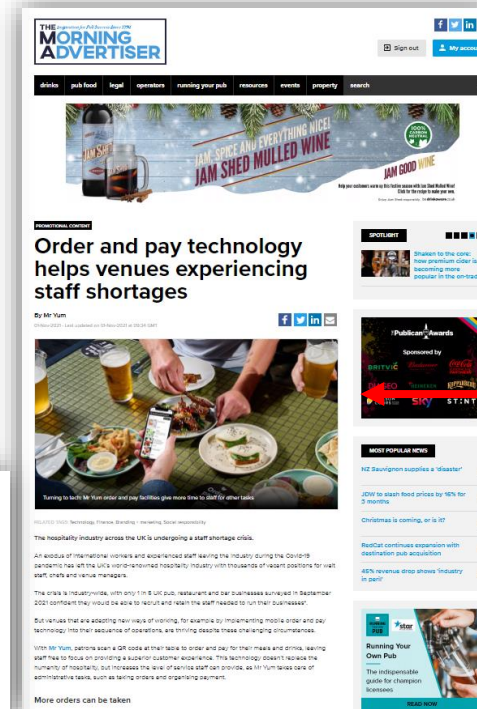
- Promoted Content supplied by client including images (advertorial)
- One day on the MA daily newsletter which goes out to over 31,000 subscribers Monday to Friday
- Promoted Content shared on MA's Twitter and Facebook channels
- Listed on homepage for 1 day minimum



Homepage promotion of article



Newsletter article promotion



Article written by client



Social Posts

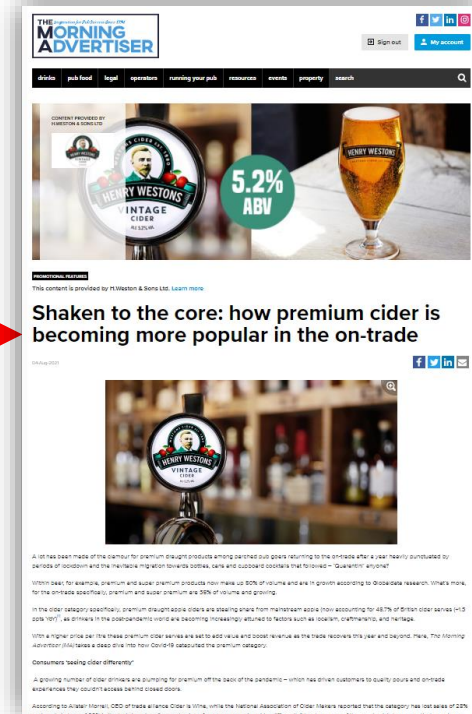
Thought Leadership

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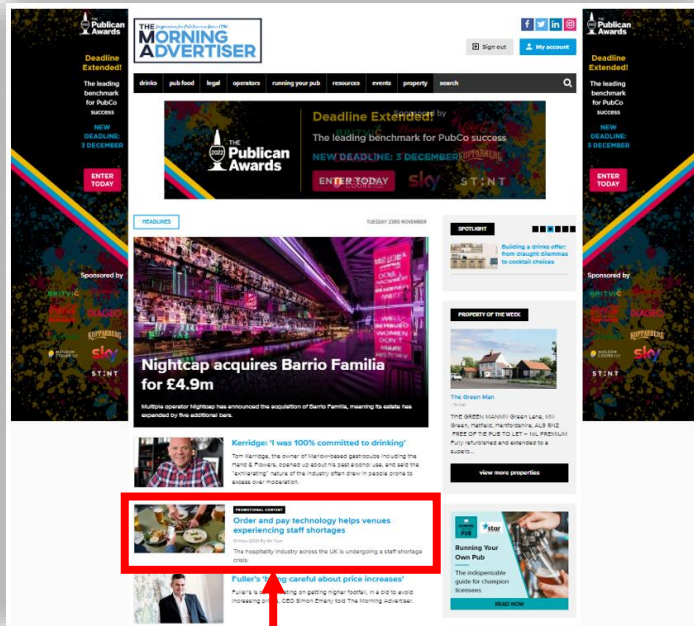
Package 2 | Cost £6,250

- Promotional Feature supplied by client including images (advertorial) and surrounding banners
- 2 x weeks promotion on The MA daily newsletter (Mon-Fri) which goes out to over 31,000 subscribers Monday to Friday
- 4 x weeks promotion on The MA homepage
- Promotional Feature shared on MA's Twitter and Facebook channels

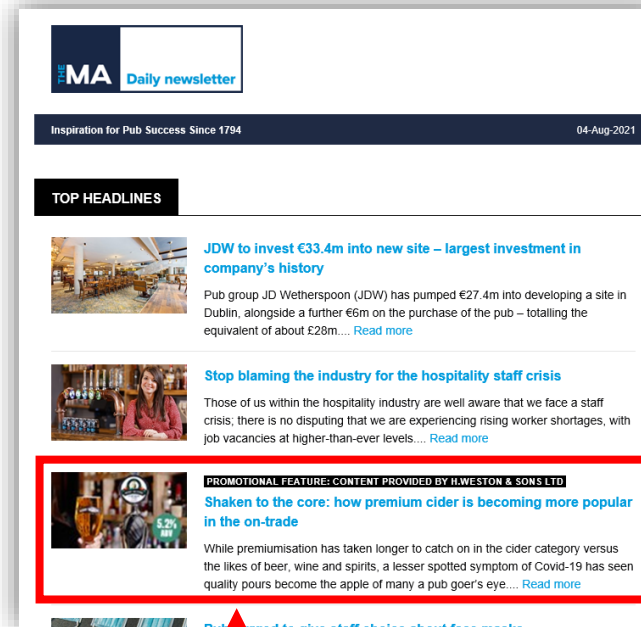
Promoted content piece



Social Posts



Homepage promotion of article



Newsletter article promotion

Thought Leadership

THE inspiration for pub success since 1794
MORNING ADVERTISER

Package 3 | Cost £12,500

- [Client Video](#) – 1 x Professional video fully edited and created by The MA and Pixelbox, hosted on sponsored content article written by MA editorial following an agreed brief
- Shared on MA's social channels – Twitter and Facebook
- Banner inventory surrounding the sponsored content article including video
- Top text advert on daily newsletter (Mon to Fri) that goes to over 31,000 subscribers to drive traffic to the video
- 3 x weeks on Billboard Banner (1 x SOV/ Rotation) on a section of your choice (except homepage)
- 3 x weeks of website text advert (1 x SOV/ Rotation) on a section of your choice

Text adverts
within articles

Mixed response

Another study of more than 300 sector executives from Barclays Corporate Banking found **39% of respondents said the VAT cut was keeping them afloat.**

One operator previously told *The Morning Advertiser* the VAT cut was more helpful for her two pubs than lockdown grants or the Eat Out to Help Out scheme.

Northamptonshire-based operator Louise Robinson said the reduction helped recoup the losses from when her businesses were shut.

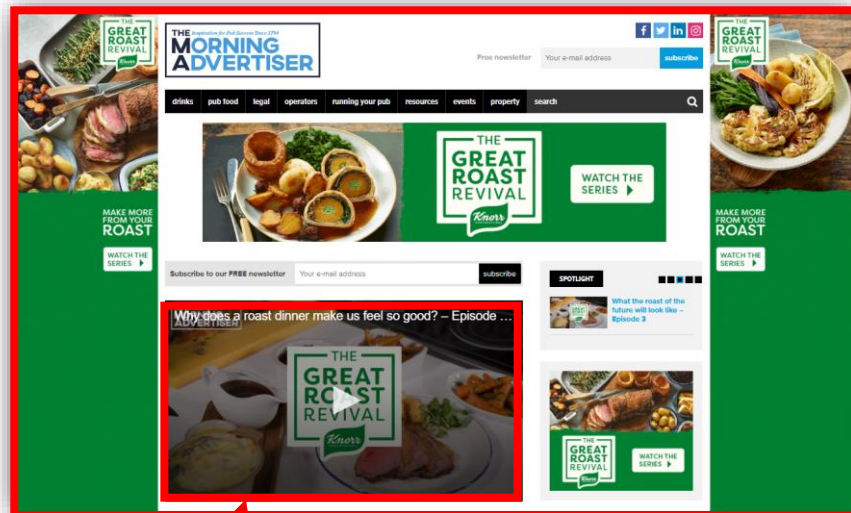
SPONSORED LINK

How To Get Your Roast Dinner Recognised Enter the Great British Roast Competition 2021.

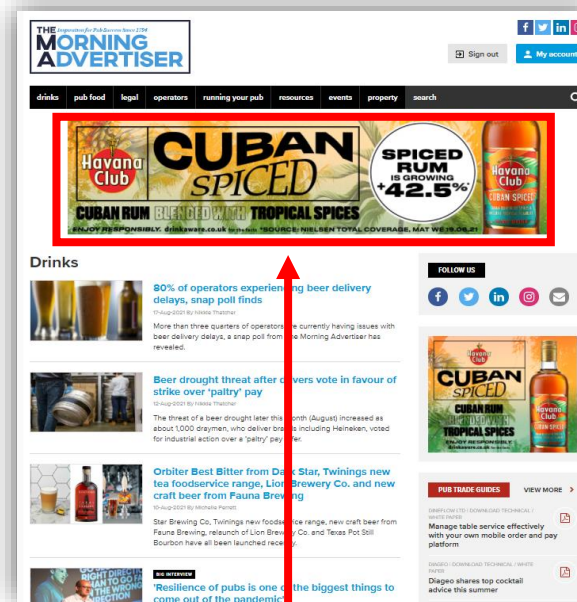
They're seeking the most exceptional roast dinners served out of home, as well as the chefs who craft them. This year, it could be you, Chef.... [Click here](#)

However, **wet-led pubs were disappointed** as the reduced VAT Rate excluded alcohol with one operator saying he felt "discriminated against".

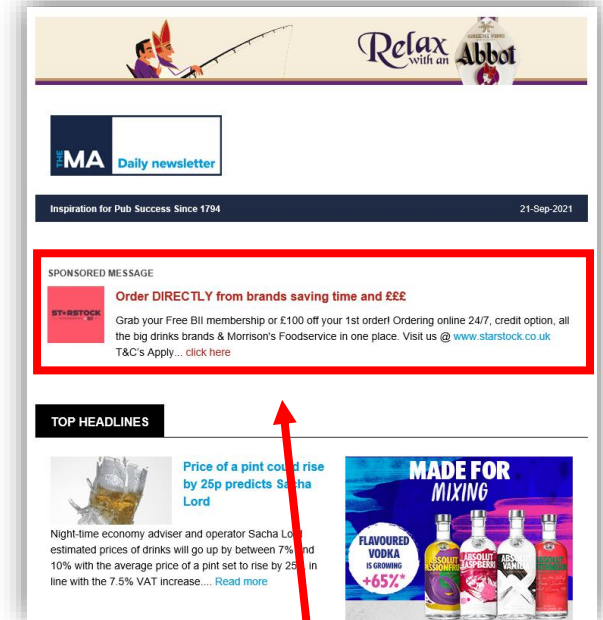
Furthermore, at the time, Admiral Taverns boss Chris Jowsey added: "Community pubs receive no benefit from VAT cuts on food alone."



Professional video with all advertising inventory positions



Billboard banner



Top text advert on daily newsletter



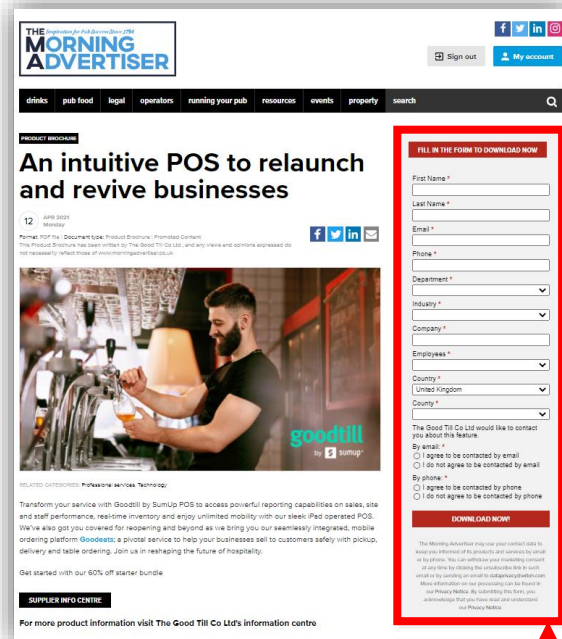
Lead Generation

Lead Generation

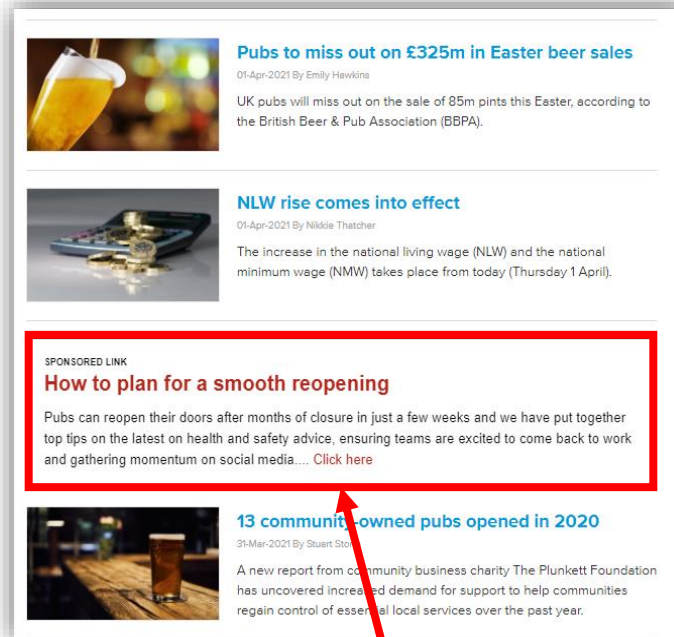
THE inspiration for pub success since 1794
**MORNING
ADVERTISER**

Package 1 | Cost £3,150

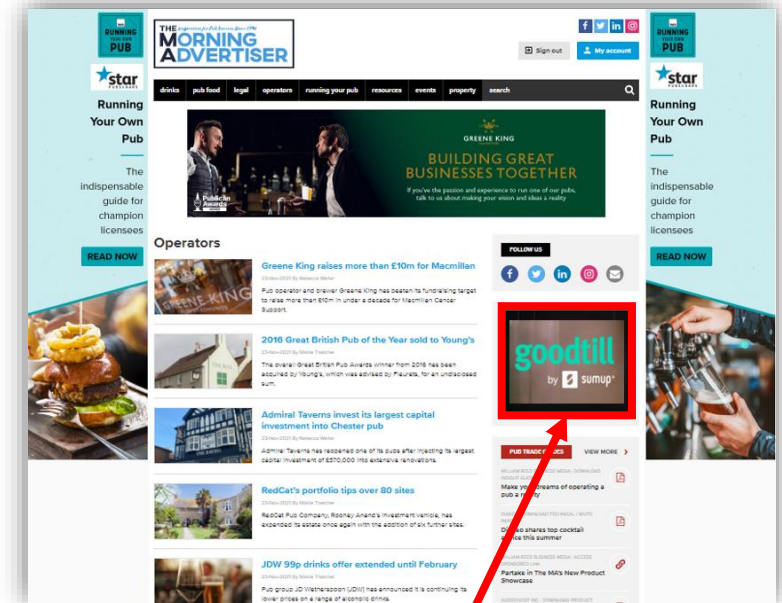
- Promoted product brochure
 - Hosting a PDF product/ services brochure on the MA website which readers supply their data to access. GDPR compliant leads provided
 - Website text advert for 1 week across one section (1 x SOV/ Rotation) of your choosing (except homepage) to link through to the downloadable document
 - Website Medium rectangle banner for 1 month across one section (1 x SOV/ Rotation) of choosing (except homepage) to link through to the download



Hosting of
brochure/product



Text adverts within articles



Medium Rectangle

Lead Generation

Package 2 | Cost £6,250

- Promoted downloadable report / guide
 - Hosting a PDF document on the MA website which readers supply their data to access. GDPR compliant leads provided
 - 1 x Lead-gen mailshot to chosen database. Eblast style newsletter that promotes your lead gen campaign
 - Website text advert for 1 month across one section (1 x SOV/ Rotation) of your choosing (except homepage) to link through to the downloadable document
 - Promoted on our pub trade guide widget on the right hand column of every page of the MA website

Pub Trade guide widget on homepage

The screenshot shows the Morning Advertiser website with a prominent article titled "The Home Delivery Opportunity". To the right of the article is a form titled "FILL IN THE FORM TO DOWNLOAD NOW". The form includes fields for First Name, Last Name, Email, Phone, Department, Industry, Company, Employees, Country, and County. Below these fields are checkboxes for "I agree to be contacted by email" and "I agree to be contacted by phone". A red arrow points from the caption below to the form.

Promoted downloadable report/guide

The screenshot shows an "INSIGHT GUIDE" titled "Which consumer trend will generate profit for you?". The guide discusses the importance of easy ordering, restaurant-standard takeaways, and food and drink delivery. It includes a Barrel & Stone logo and a "DOWNLOAD NOW" button. A red arrow points from the caption below to the "DOWNLOAD NOW" button.

Lead-gen mailshot

The screenshot shows two text adverts within articles. The first advert is titled "How to plan for a smooth reopening" and the second is titled "13 community-owned pubs opened in 2020". Both adverts are highlighted with red boxes. A red arrow points from the caption below to the second advert.

Text adverts within articles

The screenshot shows the "Pub Trade guide widget" on the homepage. It features a grid of articles related to the pub trade, including "Bill Licensee of the Year 2021 winner is crowned", "Woman at Night Taskforce to address issues facing women at work in 'milestone' moment", "2016 Great British Pub of the Year sold to Young's", "Greene King wins award for diversity and inclusion work", "M&B records sales growth in past eight weeks after losses in financial year", and "The podcast is back! The Lock In returns for series two...". A red arrow points from the caption above to the widget.

Package 3 | Cost £12,500

- Editorial Webinar – [Exclusive sponsor](#)
 - Branding in pre-webinar promotion to drive registrations
 - Minimum of one dedicated mailshot and 1 week top text advert on MA daily newsletter
 - Exposure (logo) on banners and e-blast registration campaign
 - A PDF handout within the webinar that viewers can download
 - Post-event e-blast sent to webinar registrants
 - Opportunity for sponsor to be part of the panel and speak on the webinar
- 1 x [Editors Spotlight](#) newsletter – Exclusive sponsor of a newsletter to promote the download and capture more leads
- 1 x month of text ads within a section of your choice (except homepage) to go to the landing page for handout download

"The fact nearly half of the workforce remain on furlough, with the closure of the scheme on 31 October is concerning."

"However, this is an extremely innovative and resilient sector, and it's vital that operators continue to think and act dynamically, particularly around the way they schedule labour to ensure they have the right number of team members in place, to deliver guests the experience they expect."

The decreased working hours is reflected by a drop in footfall, with Wireless Social's tracker finding that the national average was 39% below pre-Covid levels on 5 September, compared to 42% below the average on 26 September.

The weekend of 3 October also registered the lowest figures since early August, coming in at 46% below average levels.

SPONSORED LINK
How to increase table service efficiency & revenue
Download our free guide to improve table service efficiency and profitability in your venue through mobile technology... [Click here](#)

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RELATED TOPICS: Rebuilding the Pub Sector

Text adverts within articles

Hospitality Week

HANDOUTS

- MOLSON COORS - AUTUMN & WINTER 2020 BEST PRACTICE**
3.76 MB
[VIEW](#)
- CPL LEARNING - TRACK & TRACE**
1.30 MB
[VIEW](#)
- DAVEY CO**
969 KB
[VIEW](#)
- PERNOD RICARD UK**
[VIEW](#)

QUESTIONS & ANSWERS

Is 10pm curfew going to be lifted given the increasing pressure on government?

Are city sites with their high rents a thing of the past and is the opportunity in local sites that have been readily available in recent years

Enter question here... [NEW QUESTION](#)

ABSTRACT

With colder months fast approaching and the summer a pandemic washout, operators are facing a real challenge - how to recoup the summer losses during the traditional winter downturn amid the ongoing corona restrictions. The MA500 will be taking a look at some of the challenges facing businesses as the weather starts to turn and speaking to some top operators that have found some innovative solutions in a bid to overcome the hurdles faced.

Speakers:

- Ed Bedington, Editor, Morning Advertiser

VIDEO

MA 500 ONLINE
HEADLINE SPONSOR
MOLSON COORS
ASSOCIATE SPONSORS
UCC, UCH, ASP, LLOYD'S

ED BEDINGTON, editor - Morning Advertiser

Editorial-Led Webinar

E-blast & Editorial Spotlight to promote the download

THE MORNING ADVERTISER

Content provided by **Barrel & Stone**

INSIGHT GUIDE
Which consumer trend will generate profit for you?

Easy ordering, restaurant-standard takeaways, and food and drink delivery were three things that consumers craved in 2020. Which habits will continue to thrive in 2021 and how can pubs, bars and restaurants grow revenue from these?

In this new Barrel & Stone guide we reveal:

- Figures and forecasts about the 2021 hospitality landscape
- The potential profit and rewards in home delivery
- How Barrel & Stone can maximise the revenue from home delivery for your pub, bar or restaurant in 2021.

Provided by: Barrel and Stone Ltd
Type: Insight Guide
Format: PDF

[DOWNLOAD NOW](#)



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