

**Gedling Eye**

# Media Pack 2025





# About us

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**Gedling Eye** is now considered the go-to website for borough news and information.

Our independent site has been providing news and information to an online Gedling borough audience since 2015 and we continue to grow as more people consume their local information online.

Reaching tens of thousands of readers per month – we are the only online news and entertainment publication dedicated JUST to the borough – making us a great place to advertise in Gedling.

We offer a prime opportunity for local businesses and those further afield to reach a local audience in an impactful, affordable and quantifiable way.

# Our reach

**Readership – 92,000 uniques pcm**

**Page views – 920k pcm**

**Socials – 29,730 followers**

Our website and social media channels reach an incredible number of local people each and every week.

This offers a prime opportunity for Gedling borough businesses and those further afield to reach a local audience in an impactful, affordable and quantifiable way.

Over 5,000 articles are published each year covering a wide range of topics relating to all things Gedling borough.

Every article is available free of charge - we're committed to not introducing any paywalls to ensure news remains free for all.

# Advertising opportunities

## Display Ads

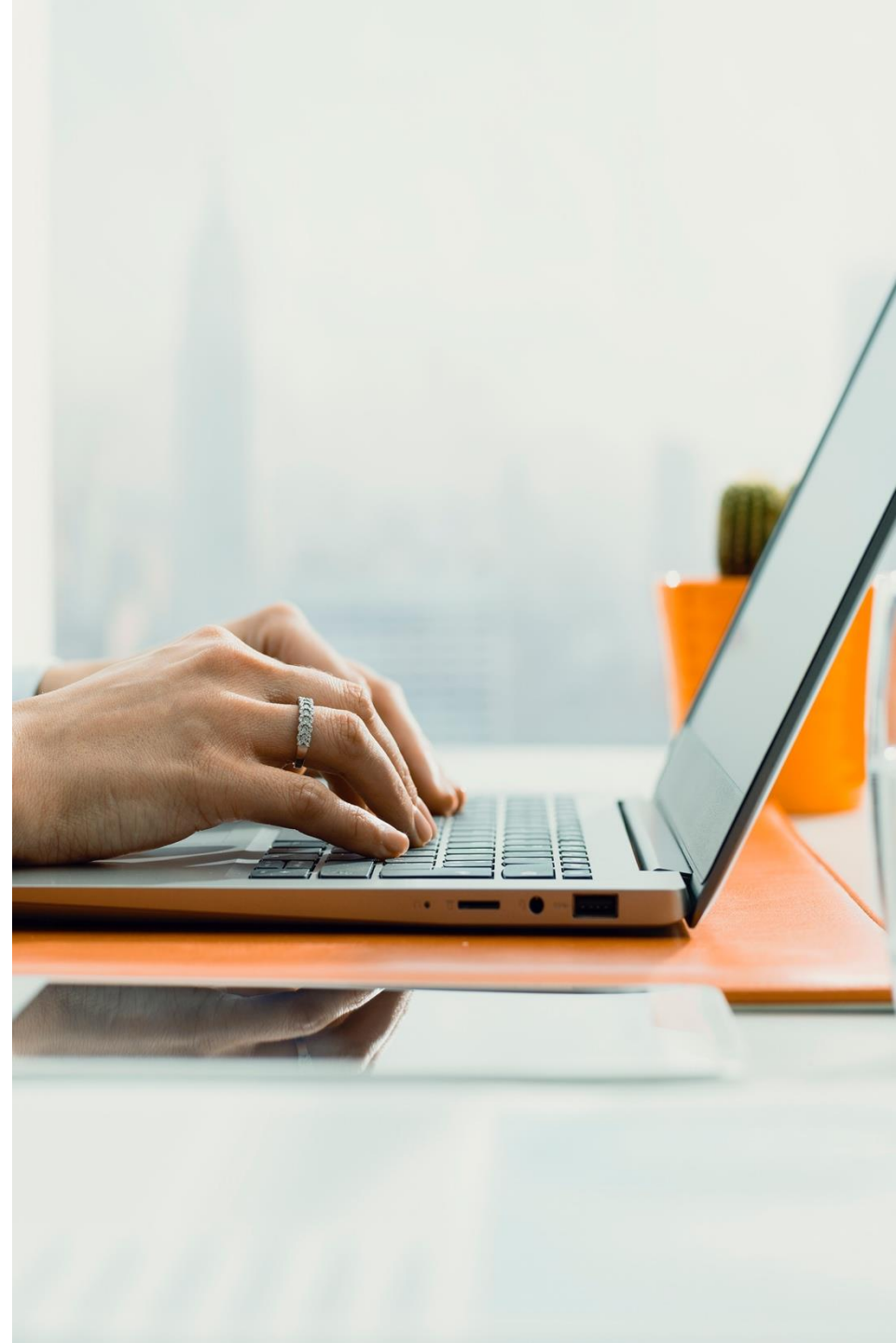
- **Leaderboard** - £200 PER MONTH 728x90px - Located in the header at the very top of every page
- **Central Banner** - £230 PER MONTH 655x225px - Located in a prime position at the top and bottom of each news article and on the homepage too.
- **Double MPU** - £265 PER MONTH 360x600px - Found to the right-hand side of the page on desktop and in-line after the third and eighth paragraphs on mobile devices, offering fantastic impact.
- **Site Takeover** - £400 PER WEEK

## Newsletter

- **Newsletter Header** - £50 PER WEEK / £180 PER MONTH 600x188px - Located in the header at the top of every newsletter. Exclusive position!

## Sponsored content

Article Placement - £75 ONE OFF COST Up to 600 words - Published once on the website, social networks and daily newsletter and featured on homepage.



# Specifications

- 1 - Leaderboard - 728x90px
- 2 - Double MPU - 360x600px
- 3 - Central Banner - 655x225px
- 4 - Site Takeover - 1920x250px

All advertisements will appear on both desktop and mobile devices.

They should: - Be in static JPG or GIF format and have the smallest file size possible

Include a target URL (hyperlink) Artwork should be sent to [advertising@gedlingeye.co.uk](mailto:advertising@gedlingeye.co.uk) at least 1 working day prior to the live date.

All takeovers should be received by 15:00 on Friday (all takeovers start/end on a Monday).

Not all of our clients have ready-to-go artwork. For just £50 +VAT, Gedling Eye can design your graphic advertisement to meet your brand specifications. This is a one-off charge and there is no amendment fee.

The screenshot shows the website layout with ad placements marked as follows:

- 1**: Leaderboard at the top right.
- 2**: Double MPU on the right side, below the article.
- 3**: Central Banner below the article.
- 4**: Site Takeover on the left and right sides, and a large one at the top center.

The article content is as follows:

## Beloved sensory garden in Carlton Hill overhauled thanks to cash from growth fund

By David Bratton | 15/02/2025 | Modified date: 17/02/2025

Comments 0

Bookmark | f | x | e

Get breaking news and a daily update sent to your WhatsApp by signing up [HERE](#)

PICTURED: Dr Hewitt reading the Braille plaque at the sensory garden on Carlton Hill

A rundown sensory garden in Carlton has been successfully refurbished, thanks to cash from the UK Government Shared Prosperity Funding (UKSPF).

Gedling Borough Council has been working with Nottingham-based contractors to develop the Garden for the Blind on Carlton Hill.

A variety of additions and improvements have been paid for with £28,000 from the UKSPF.

This investment will see the park receive new sensory planting, benches and a variety of new sensory elements such as harmony bells and tactile rubbing plates with nature images.