



Media Pack

familiesrecommend.co.uk

Families Recommend Limited
www.familiesrecommend.co.uk

Familiesrecommend.co.uk is word of mouth for the 21st Century.

A fresh review site, providing opportunities for families to search, find inspiration and share their favourite activities, venues or services with other discerning families.

Launched in Spring 2009, Families Recommend is the concept of husband and wife team, Sarah and Lee Sharp. Together they have created a popular forum for families to come together and share their favourites. In just over one year, the site has grown in size

and popularity, due to its simple and clean design.

With over 45,000 page views since launch and significant growth since April 2010, the site is a popular online resource for families.

The website provides a place where visitors can find new ideas, share experiences and save money. It's about giving families an informed choice.

As well as the main website, there is also the successful Families Recommend Blog. Set up originally as a place to talk business, it has quickly become a popular outlet for

guest bloggers, commissioned blogs and business interviews. Forward plans include guest blogs from well respected sites including Bounty.com, DadTalk.co.uk and Baby Loves Disco.

Advertising on the web site is simple and cost effective. Starting from just £15 ads can be targeted to focus on particular regions or categories. Couple this with a good social media following and customised Search Engine Optimisation work; advertising on familiesrecommend.co.uk is good for your business.



Benefits of advertising

When you visit familiesrecommend.co.uk you see how the number of adverts on the site is limited in number. We like the clean, simple and uncluttered design of our site. And our visitors do too. We will keep the site this way, by limiting the number of adverts - but increasing the impact for the businesses that take one of these limited spots.

This means that your ad will not be lost in a sea of other adverts. On some pages we only allow one ad per page, and on others we limit the number so you can choose and know exactly where your business will be visible.

Familiesrecommend.co.uk is about supporting families to get the best experience and the best deal. In the current economic climate, families are looking for new ideas and value for money. They want to make an informed choice. Let us help them find that from you.

The benefits of advertising with familiesrecommend.co.uk are:

- You can reach the people who are already searching for better family experiences and products.
- We do advertising on a weekly basis. No tie in contracts or long term expensive deals. You choose what you want, when you want it.
- It's a cost effective approach – we are online 24 hours a day and you don't need to wait for your advert to roll off the press. Your advert can be online in 24 hours of agreeing / receiving your instruction and payment.
- We have a substantial social media following on Facebook and Twitter and as part of all our packages will promote your business via social media too.
- We are proactive with our Search Engine Optimisation and for businesses who have a review and take an advert with us, we will prioritise the optimisation of your review page.

Customer : Musical Minis

Name: Debbie Caygill

Familiesrecommend history: Review: 2009, Advertised: 2010

I placed an ad in the familiesrecommend.co.uk newsletter with a link to Musical Minis website. It was an easy process which involved a simple email, signing a form and emailing it all back. I would definitely advertise again as the website is growing with content all the time, and the number of visitors is increasing.



Advertising Options

Families Recommend is not about hundreds of adverts. The website offers only a specific number spaces for business advertisements, so that for those businesses who do advertise, the impact to the visitor is increased. Due to the limited number of ads the site allows, positions and timings are booked on a first come first served basis. Book early to guarantee you get the right location or positions on the site.

FRONT PAGE ADVERTISING

1. Banner Ad on front and every page on website.

No matter which page a visitor enters the site your ad will be visible. We only have one banner at any time, so you are not competing with any other business with this option. The banner sits at the bottom of every page.

Cost: £100 per week

2. Featured listing

If you have a review on the site, you can be a featured business on the front page. There will be only seven featured businesses on the front page at any time.

Cost: £35 per week

REGIONAL OR CATEGORY PAGE ADVERTISING

1. Sponsor a regional or category page

Include a click through banner at the top of the page

Cost: £25 per week (top level)

Cost: £10 per week (sub level)

Cost: £7 per week (info pages)

2. Featured listing.

If you have a review on the site, you can be a featured business. There will be only ten featured businesses on these pages at any time.

Cost: £20 per week

OTHER OPTIONS

1. Sponsor or feature in Newsletter

We have a regular email newsletter to our registered users. Also available to read via web site and promoted on Facebook and Twitter.

Cost: £75 for Sponsorship

Cost: £10 per feature

2. Personalise / Customise your own review page.

Customise the page where your reviews are held. Promote your business with photos, logo, offers to those who are reading all about you.

Cost: £30 per year static banner

Cost: £200 per year clickable banner
(with 4 changes per year)

3. Promote your event on our events pages

If you have an event which you need to publicise, include an ad on our regional events pages.

Cost: £15 per week

4. Create an ad for you for the site

We can help create simple ads for you from your own logo / design / photos.

Cost: from £20 per ad

Site analytics

Visitors Overview

1 Apr 2009 - 31 Jul 2010



45,000

Page Views

April 2009 - July 2010

12,000

Visitors

April 2009 - July 2010

60%

Increase in page views

July 2010 compared to June 2010

125,000

Forecast page views

August 2010 to July 2011

Familiesrecommend.co.uk has seen significant growth in visitors and page views since March 2010. Related to publicity surrounding its first birthday celebrations and the focus on 'Staycation 2010' in June, the numbers just keep growing. Following the success of 'theme months' the site will focus on the following:

Sept 10 – Education and learning. All ages and abilities. Including adult learning, child education, preschool classes, tuition and learning through fun!

Nov / Dec 10 – Festive families. Lead up to Christmas, gifts, ideas for unique presents, different cultures, family quirks and winter activities.

Jan 11 – Frugal families. Post Christmas financial hangover, how to budget, save money, great deals and money off!

Mar 11 – Healthy families. Healthy eating, outdoor activities, keeping fit, new babies, pregnancy, parenting, accessories, family illness.

Jun - Aug 11 – The great outdoors. Featuring staycation and foreign travel. Holidays, day trips, holiday experiences, specialist suppliers, clothing, accessories.

Contact: Sarah Sharp

Families Recommend Limited
3 Algernon Drive
Backworth, Newcastle upon Tyne
NE27 0RN

Registered in England Company No. 6670478

tel: 077 66 732 759

email: sarah@familiesrecommend.co.uk