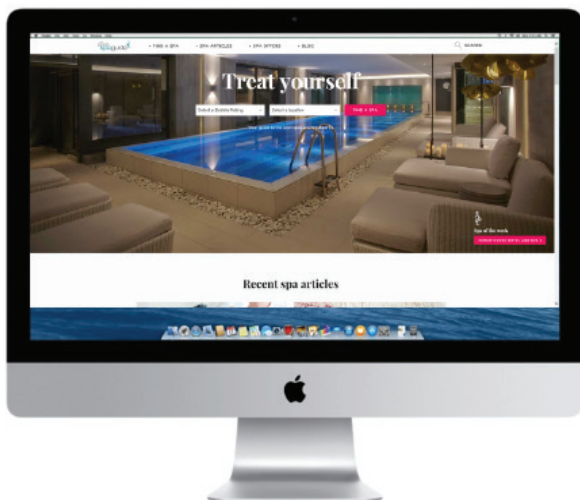


Good Spa Guide Media Pack 2023



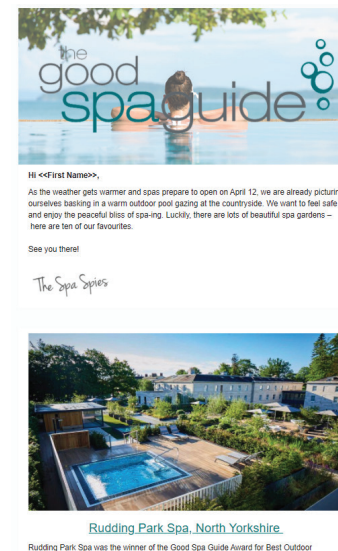
the
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spaguide





goodspaguide.co.uk

Bubbling with quality spa content, we are the indispensable website for anyone who books a UK spa visit. We are also expanding internationally, with luxury spa reviews from Jamaica to the Maldives.



GSG eNewsletters

Good Spa Guide eNewsletters reach 80,000 double-opted in spa goers with seasonal editorial emails, round ups with the best spa offers, and regular emails with all the latest spa news.





goodspaguide.co.uk

500,000 page views

230,000 users

100,000 awards voters

1,000+ spa contacts

136,000 social impressions

Our audience

97% are female

84% are between 21 and 49

Majority surveyed as **AB**

66% plan to go to a spa within three months

In their words

"The site is honest and has integrity, not influence by the spas themselves"

"I trust your reviews"

"Very helpful guide... always recommend it"

"My go-to website"

goodspaguide.co.uk rates

Website

Banner - £1,200 per calendar month

MPU - £1,000 per calendar month

We also run sponsored content and advertorial. If you want to get creative, please get in touch.

GSG eNewsletter rates

Email

Banner - £800 per email

Skyscraper - £600 per email

We also offer a bespoke email send to our consumer or spa databases. Get in touch for a quote.

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Product launches

If you have a new product that you are bringing to the market, talk to us about product trialing and comprehensive brand awareness packages across our site, social media and email.

Good Spa Guide Awards

As independent spa experts we're always being asked for our spa recommendations. In 2010, we launched the Good Spa Awards to shine a light on the best spas in Britain. The awards are very popular with more than 300,000 votes in 2022.

Sponsorship opportunities are available, please get in touch if you would like to get involved with our much-loved awards.



Creative projects

We love working on creative projects and one of our favourites was working with Rachel's organic.

We produced a guide to gloriously green spas which went out with their yoghurt pots. Get in touch to talk to us about new creative projects.

Competitions

Our ever-popular competitions offer spa stays, days and products as prizes. Up to 1,300 users regularly enter our competitions and if you offer a prize we will send you the data of each opted-in entrant.

Our users aren't just interested in spa prizes, they also love beauty products, travel and food. Offer a prize and get in touch with our AB audience.



Associate Partner

Event Partner

Category Sponsor

Over 300,00 votes

Over 100,000 unique voters

100 spas took part

90,000 social impressions

300 spa associates attend award dinner

2023 partnerships are available from the 1st December 2022. Contact Rebecca Holmes for more details: rebeccaholmes@goodspaguide.co.uk



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