



Steering our future,
inspired by the past.

Website marketing menu of opportunities

About Mayflower 400

2020 marks the 400th anniversary of the historic voyage of the Mayflower ship from the UK to the 'New World' of America.

The anniversary will commemorate the legacy of the passengers and crew who undertook the epic journey inspired by an unquenchable desire for freedom; and for who the voyage promised new found liberty. The national Mayflower 400 compact is a partnership of destinations with links to the story of the ship and her passengers.

There are over 30million descendants of the passengers and crew who sailed on the Mayflower. The Mayflower 400 UK national visitor project aims to reach out to the descendants and other ancestral tourists to invite them to visit England and be a part of the anniversary year.

About Mayflower400uk.org

Mayflower400UK.org is the official website for the Mayflower 400 UK activity. The website features:

- Destinations on the national trail including listing things to do and places to stay
- Mayflower tours and trips on sale via tour operators, tour guides etc.
- The national year long programme of events and cultural activity
- Travel trade tool kit for tour operators; including itineraries, videos and images
- National Mayflower 400 news stories and content for media enquiries
- Opportunities for volunteers across the national partnership

Advertise with Mayflower400uk.org

- ✓ Tour operators, travel trade, local communities, descendants, stakeholders and influencers
- ✓ To raise awareness of your brand in association with the official national partnership
- ✓ To reach international and domestic visitors and ancestral tourists and influencers.

As a not for profit organisation, any income generated through the website will be reinvested directly to support Mayflower 400 UK national programme delivery.

Website Audience



20,000

average sessions
a month



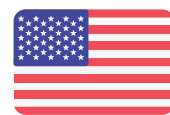
19,000

average unique
users a month



57%

of users are from
the UK



40%

of users are from
the US



3%

of users are from
the Netherlands

The website is optimised for use on all mobile, hand held and desk top services. Figures above correct as of September 2019.

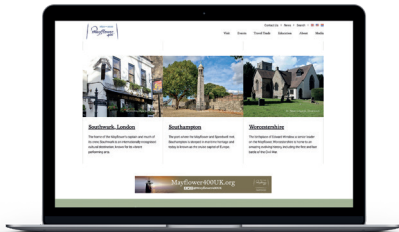
E: mayflower400uk@plymouth.gov.uk | W: mayflower400uk.org

Mayflower 400 UK @Mayflower400uk #Mayflower400 #Getonboard2020

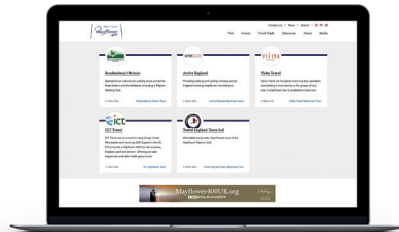
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Banner advertising opportunities

DIGITAL ACTIVITY: 720 x 90 pixels



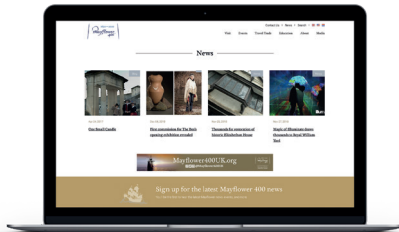
Visit (on all 12 pages)



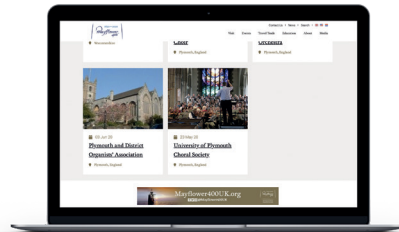
Tours on sale



Travel Trade (on all 6 pages)



About Mayflower



Individual event page

Costs

• 3 months	£150
• 6 months	£275
• 9 months	£395
• 12 months	£500

Conditions of booking:

- Mayflower 400 has final editorial control and the right to refuse advertisers.
- Clients are responsible for supplying artwork, images and written content to the correct specification.
- All prices are + VAT. Advertisements will be placed for 3, 6, 9 or 12 months from the go live date.
- Clients who have taken a banner ad on the Visit Plymouth website will receive a 10% discount.
- Payment must be received prior to the advertisement going live.
- Banner adverts on the website where multiple businesses book advertising slots (the maximum number of adverts in any rotation will be 4).

How to book

Please contact **Sarah Walters, Commercial Manager**, on **01752 304582** or email sarah.walters@plymouth.gov.uk for further information.

