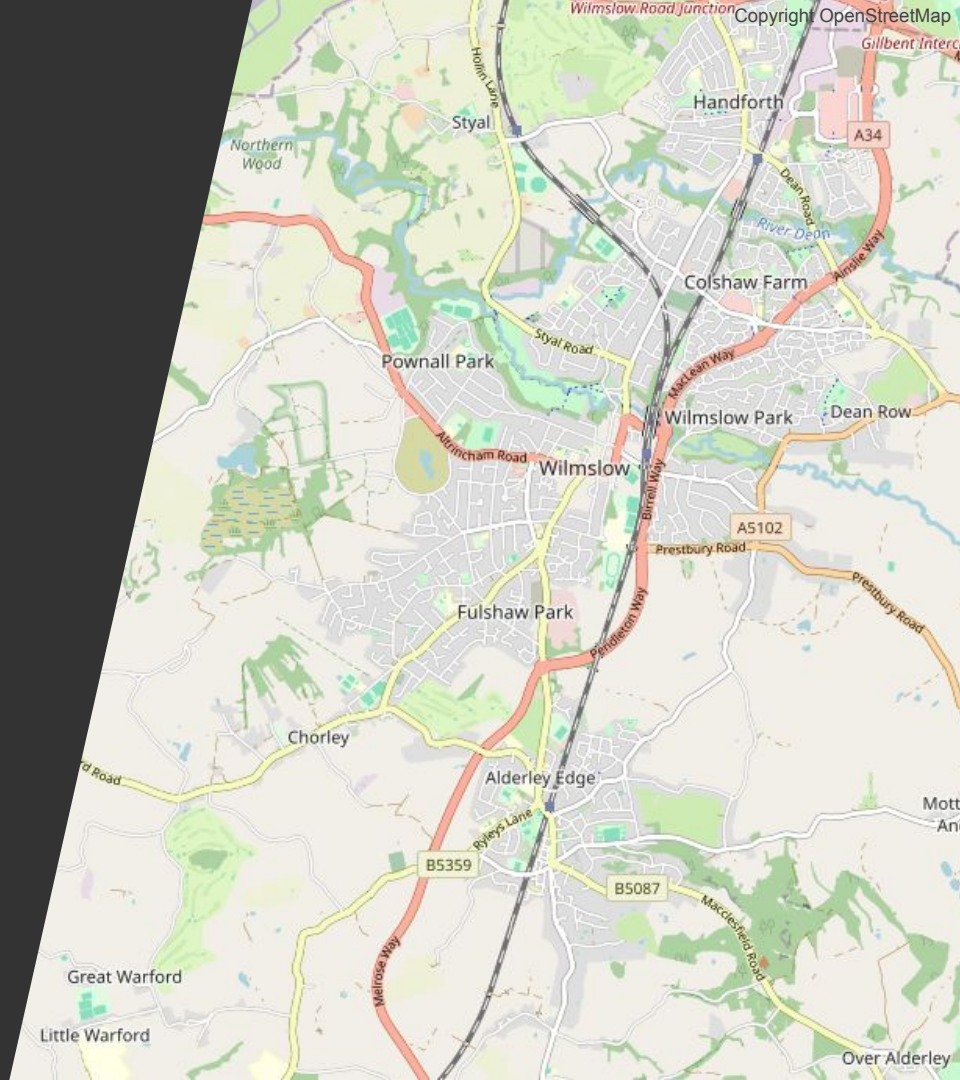


alderleyedge.com

wilmslow.co.uk

MEDIA KIT

Advertising & Sponsorship Opportunities



WHO WE ARE

We have worked with over 200 local businesses and organisations to deliver effective marketing campaigns

We operate digital hubs for the local communities of Alderley Edge and Wilmslow, specifically designed for those that live, work, and socialise in the area.

Since 2009 alderleyedge.com and wilmslow.co.uk have been redefining local media. Renowned for our timely, accurate and balanced reporting we are now firmly established as the must read source of local news in the affluent SK9 postcode.

We work with many forward thinking local companies and organisations looking for a better way to reach potential customers, build brand awareness or simply find a deeper connection with the local community.

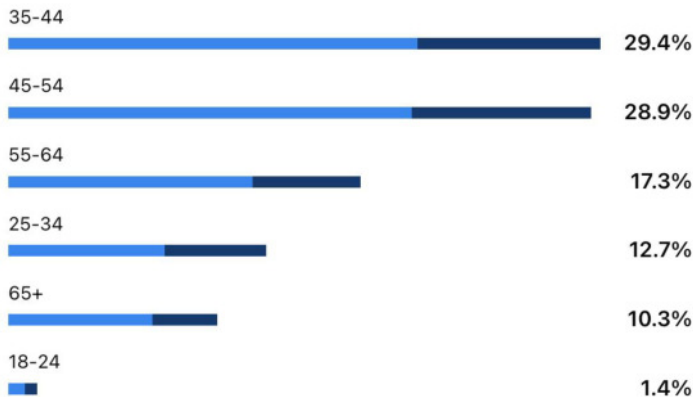


OUR AUDIENCE

Over the course of 16 years our web sites have become part of the fabric of the local community with a loyal and engaged audience. In August 2025, our sites received a total of 117K visits.

AGE & GENDER

● Women ● Men ● Unknown



alderleyedge.com

34.9k

Monthly Unique Browsers

46.3k

Monthly Visits

64.6k

Monthly Page Views

wilmslow.co.uk

45.7k

Monthly Unique Browsers

71.3k

Monthly Visits

107k

Monthly Page Views

Site traffic statistics for the month of November 2025 across all devices as measured by Umami Analytics. Age and Gender data from Facebook Insights.

OUR AUDIENCE

Our reach and influence extends beyond our web sites through our extensive social media and email activity



Our most engaged social channel is Facebook where we have 10k followers for wilmslow.co.uk and 5.9k for alderleyedge.com. During August 2025 Facebook total views were over 1 million with over 3k interactions.



Since 2010 we have built an extensive following on X (Twitter) with 10.4k followers for wilmslow.co.uk and 9.5k for alderleyedge.com.



With over 4k opt-in email subscribers receiving one or more of our weekly email newsletters, we send out over 200k emails every year. We run a meticulously maintained email list with over 99% deliverability.

New for 2025 – both our sites are now also active on  Instagram

OUR CLIENTS

Over 200 local businesses and organisations have chosen to work with alderleyedge.com and wilmslow.co.uk



Whatever your business, we have the audience, experience and technology to provide you with an effective marketing campaign tailored to your requirements. Grow your business and associate your brand with a trusted, more local perspective.



WHAT WE OFFER

Promotional Features

These are published in the same way as a news article on the homepage and receive very prominent coverage. Features usually remain on the homepage for at least 5 days and then drop onto the second page and then the third.

Promotional features are promoted on our social media channels and also appear in our weekly newsletters, which are sent out on a Tuesday for alderleyedge.com and Wednesday for wilmslow.co.uk.

£125 (+ VAT) for one site or £200 (+ VAT) for both.

WHAT WE OFFER

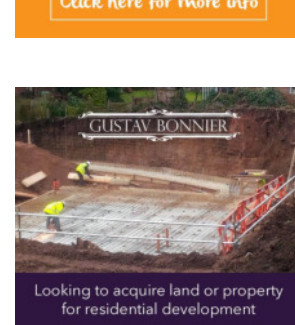
Banner Advertising

Number of impressions and duration of your campaign can be tailored to your objectives and budget. We recommend running 30,000-60,000 impressions per month for broad exposure.

Number of Impressions	Cost per 1000 Impressions	Total Cost
30,000	£14	£420
50,000	£13	£650
100,000	£12	£1,200
150,000	£11	£1,650

Served by  Google Ad Manager

Prices shown exclude VAT



Our annual visibility package provides local businesses with the opportunity to partner with alderleyedge.com and wilmslow.co.uk for a complete year for less than £70 a week.



WHAT WE OFFER

Annual Visibility Packages

The majority of our clients opt for one of our Annual Visibility Packages. These packages provide a year round integrated marketing service that goes well beyond just banner advertising.

We leverage all our of channels to provide your business with a cost effective and efficient means to communicate with the local community and beyond.

- A 12 month display advertising campaign across both sites.
- Promotional features published on the sites and promoted across our social media channels and email newsletters.
- A page in our Advertisers Directory and a mention on the homepage as one of our advertisers.
- We will list any events you hold in our events calendar and in the Featured Events section on the homepages.

WHAT WE OFFER

Annual Visibility Package Pricing

	Bronze Package	Silver Package	Gold Package
Advertising Impressions	360,000	480,000	600,000
Promotional Features	3	4	6
Advertiser Directory Listing	✓	✓	✓
Event Listings	✓	✓	✓
Social Media & Email Marketing	✓	✓	✓
Price	£3,600 Per Year	£4,500 Per Year	£5,400 Per Year

Invoiced on a quarterly basis, at the beginning of each quarter. Prices shown exclude VAT

In return for the 12 month commitment to working with us, these packages provide very significant cost savings on booking ad hoc campaigns.

The Gold package would cost £7,800 if its contents were booked separately. That is >30% discount!

LET'S WORK TOGETHER

Call Lisa Reeves on 07769 696344 or email lisa@wilmslow.co.uk

