



# **MEDIA KIT**

# 2024



# Who We Are

## The UK's No. 1 pub lead generation website

FindMyPub.com is an independent lead generator for the leased, tenanted, and operator agreement pub sector. We help applicants find, view, and apply for pub opportunities via our online platform. As the UK's leading source of Pub Opportunities, we are the perfect platform to engage with your future customers.





# What We Do

## So much more than lead generation

FindMyPub.com works closely with our pub company partners, allowing them to control their parameters by agreement type or at pub level to ensure that we provide pre-qualified and closely matched applicants. In addition, our integrated intelligent Ai system is fully configurable, allowing pub advertisers to tighten or lessen their applicant parameters as they see fit via a bespoke online portal.

# How We Do It

## Embracing the latest technology

Our platform is fully automated, removing any time restrictions for enquiries – allowing applications in real-time without needing manual intervention. Our technology allows us to offer this service without losing the ability to diminish the quality control parameters that our clients require. Our tech team work continuously to make this platform both intelligent and super-efficient.

A warm, dimly lit bar scene. In the foreground, a man with a beard and glasses, wearing a dark jacket, is laughing heartily while holding a glass of beer. Next to him, a woman with long brown hair, wearing a dark patterned top, is also laughing. They are seated at a wooden bar counter. In front of them are several glasses of beer and water. In the background, a bartender with a beard and glasses is leaning over the bar, also smiling. The background is filled with shelves of various glasses, creating a bokeh effect.

## Why We Do It

### An uncompromising love of this industry

We aim to drive as much talent as possible into our nation's pubs – while offering our pub company partners a trusted service that gives them a flow of qualified applicants, saving them time and resources.

We believe that the pub industry and pubs are the bedrock of our communities and want to support the next generation of publicans in achieving their dreams of running a pub.



**1,800+** pubs advertised at any one time

**No.1** ranking in Google Searches & Organic SEO

**670+** pub enquiries made monthly

**2.2M+** page views on average per year

**35,000+** average unique users per month

**78,000** pub searches every month

**13,000** active applicants on our database

## Our Impact

### Reaching your target market

We are the UK's leading source of Pub Opportunities, the perfect platform to engage with your future customers! FindMyPub is an established and Industry recognised brand, having serviced the Tenanted, Leased, and Operator Agreement pub sector for the last 15 years. We are a trusted partner for all the major national pub companies, working with many breweries and private owners.

### Highly Targeted Audience

Tenanted, Leased, and Operator Agreement pub operators

### Active

Social media audience

# Who We Work With

**PUNCH**  
PUBS & CO

**star**  
PUBS & BARS



 **MARSTON'S**  
Where people make pubs.

 **VALIANT**  
PUB COMPANY

 **S4labour**

 **RedCat**  
PUB COMPANY

**admiral**  
Taverns



 **SHEPHERD NEAME**  
SINCE 1498  
BRITAIN'S OLDEST BREWER

 **CPL Learning**

**BUTCOMBE**  
BREWING CO

 **BII**  
BRITISH INSTITUTE OF INNKEEPING

**batemans**  
 **CRAFT BREWERS**  
SINCE 1874

 **BRAKSPEAR**  
ESTABLISHED 1779

**Everards**  
of LEICESTERSHIRE

 **HALL & WOODHOUSE**

 **HOOK NORTON**  
BREWERY

**HYDES** 1863

 **KINGDOM**  
Taverns

**PALMERS**  
BREWING IN DORSET SINCE 1784

**TIMOTHY TAYLOR'S**  
CHAMPIONSHIP BEER  
EST. 1850

**MR YUM**

 **WADWORTH**  
SINCE 1875

 **WELLS & CO**  
EST. 1876

**Stonegate Group**  
PUB PARTNERS

 **VALIANT**  
PUB COMPANY

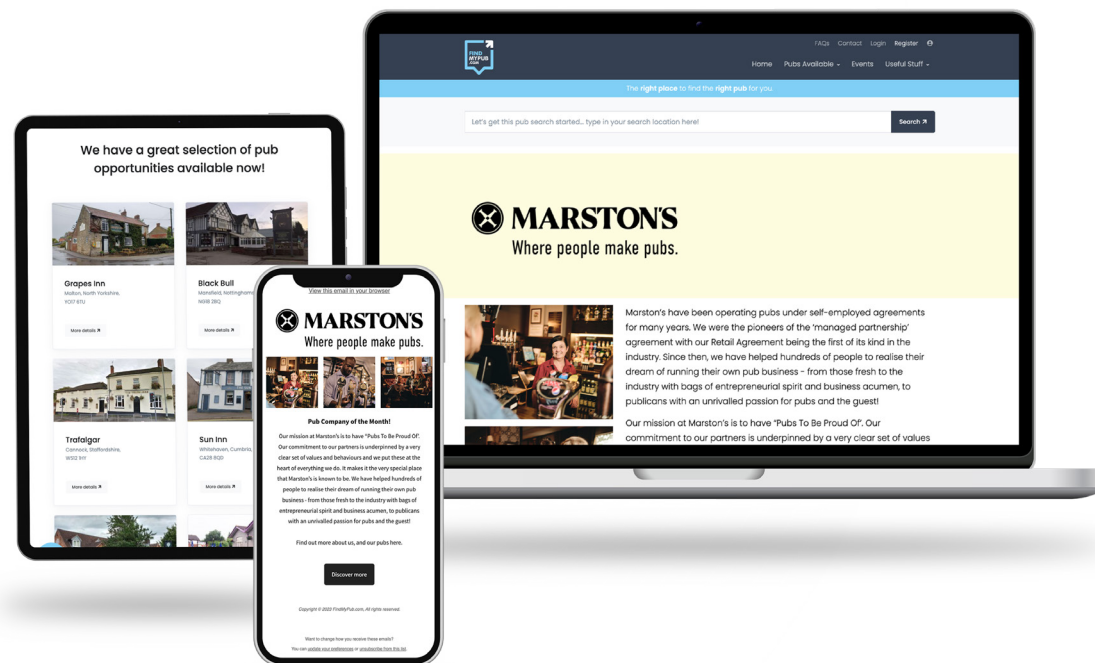
 **VIXEN**  
PUB COMPANY

 **THWAITES**  
BREWERS SINCE 1807

## Pub Company of the Month

An opportunity to talk about you and your brand. This homepage campaign provides you with a prominent platform with a Branded Landing Page, National Email and Social Media coverage. This is a place to show off your brand and agreements with videos, testimonials or whatever you want to share!

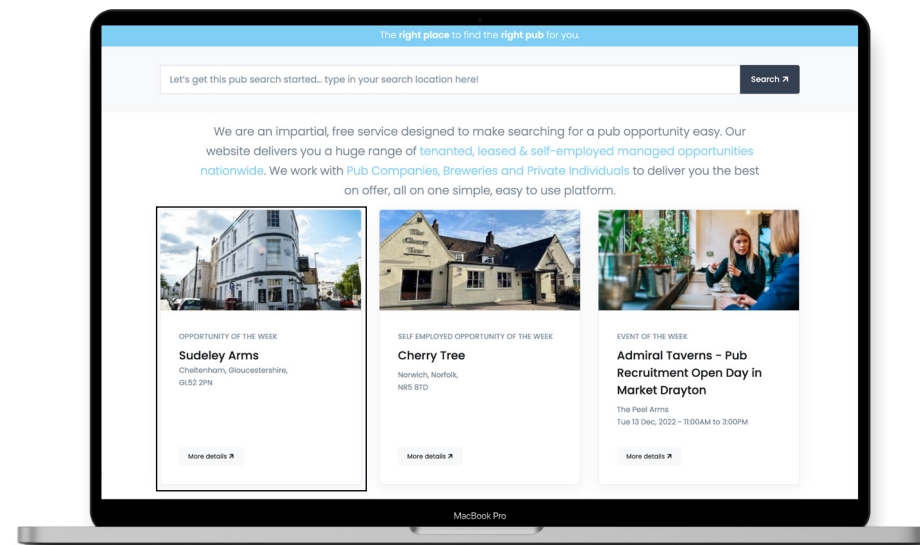
**£1,650**



## Opportunity of the Week

Prime position on the FindMyPub.com homepage. A highlighted advert to grab the attention of website visitors plus a Premium Listing in your county, inclusive of Social Media coverage for your Opportunity of the Week period. Inclusive of a Premium Listing the week following. Available for both Tenanted and Operator Agreement pubs.

**£550**

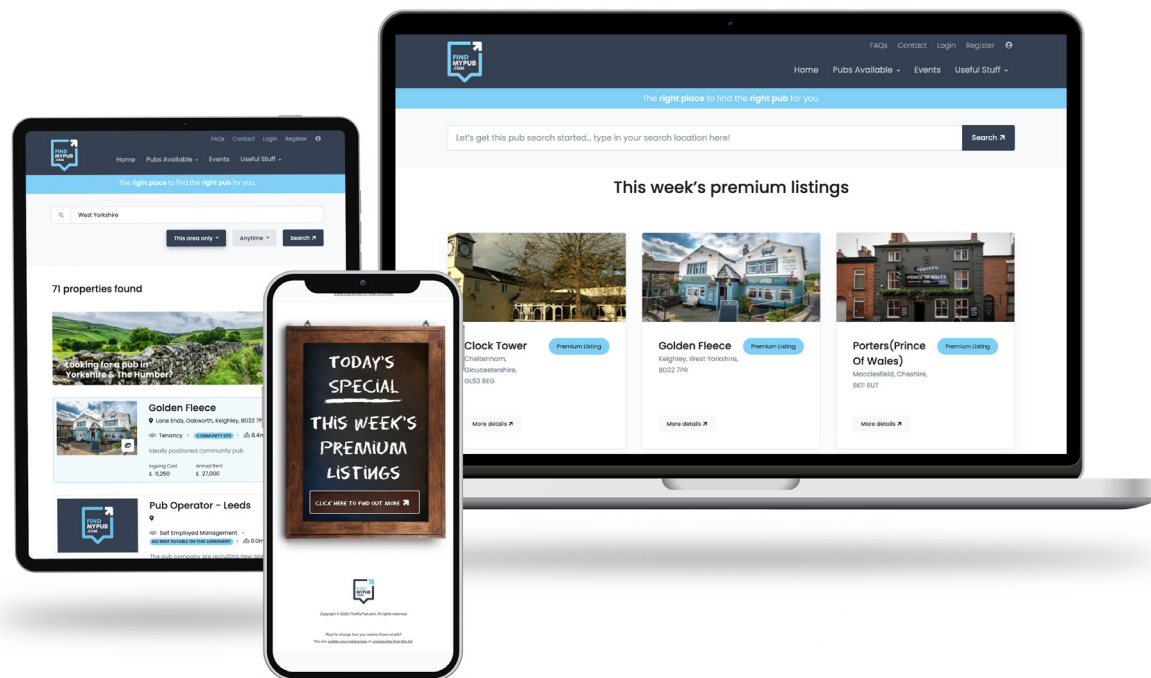




## Premium Listing

Offering premium position. Your advert is pinned to the top of county search results and included in a list accessed from the homepage throughout the Premium Listing period. Inclusion in a weekly Premium Listing Eshot sent to our national database.

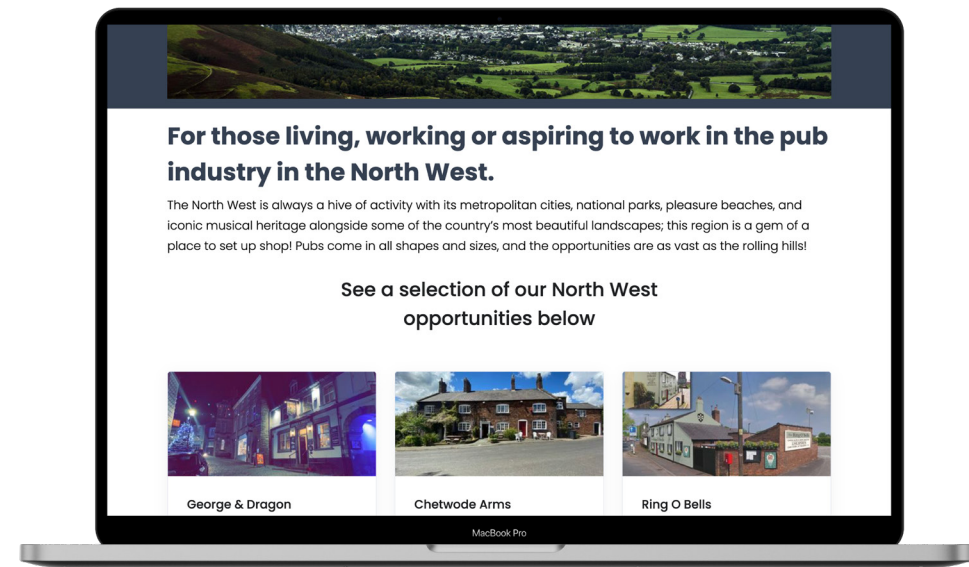
**£195**



## Regional Pub Pick

A prime page dedicated to the best pubs we have in a said geographical region is now offering up to 6 slots per region to highlight the best in the area for an entire month. This targeted page is part of a 'Best of the Region' promotional package that includes database targeting via an Eshot, website targeting via a Search Banner and Landing Page, plus Social Media coverage.

**£345**

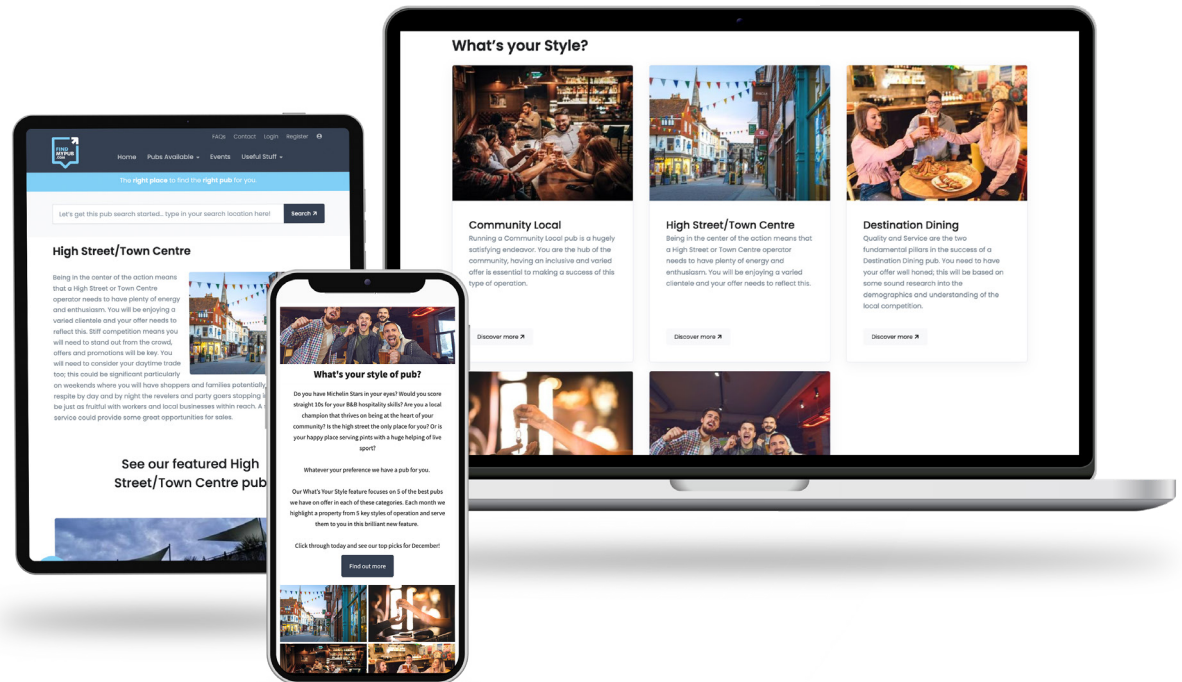


## What's Your Style?

Promote your prime opportunities by trading style. Choose from 5 specific operating styles. Community Local Pubs, Destination Dining, High Street, Pubs with Letting Rooms and Sports Led Pubs. A targeted campaign, reaching not only a regional match, but also a trading style match!

Intensive 4-week exposure with a homepage position! Your nomination is highlighted on the What's Your Style page for the month. Inclusive of 1 Premium Listing and a TA Email sent to people looking for that style of pub in that area.

**£495**





## Boost My Pub

Target sticky pubs with a “BoostMyPub” package, consisting of a Premium Listing and a county-specific TA Email, we will target both website visitors and a defined and highly targeted segmentation of our database to ensure your pub is elevated to its highest potential.

**£495**

## Featured Listing

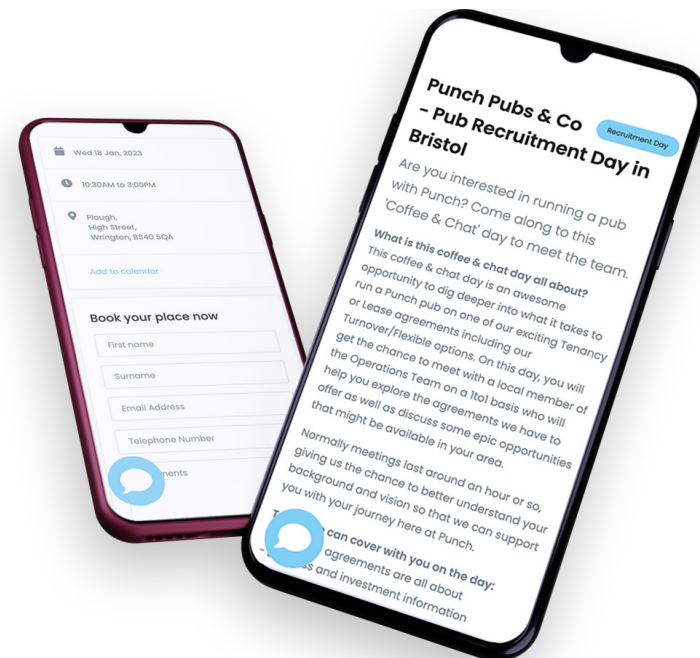
Highlight your post with a bolder frame to increase visibility. Drive more enquiries with this prominent display.

**£110**

## Calendar Event Listing

Your event added to our online event calendar.

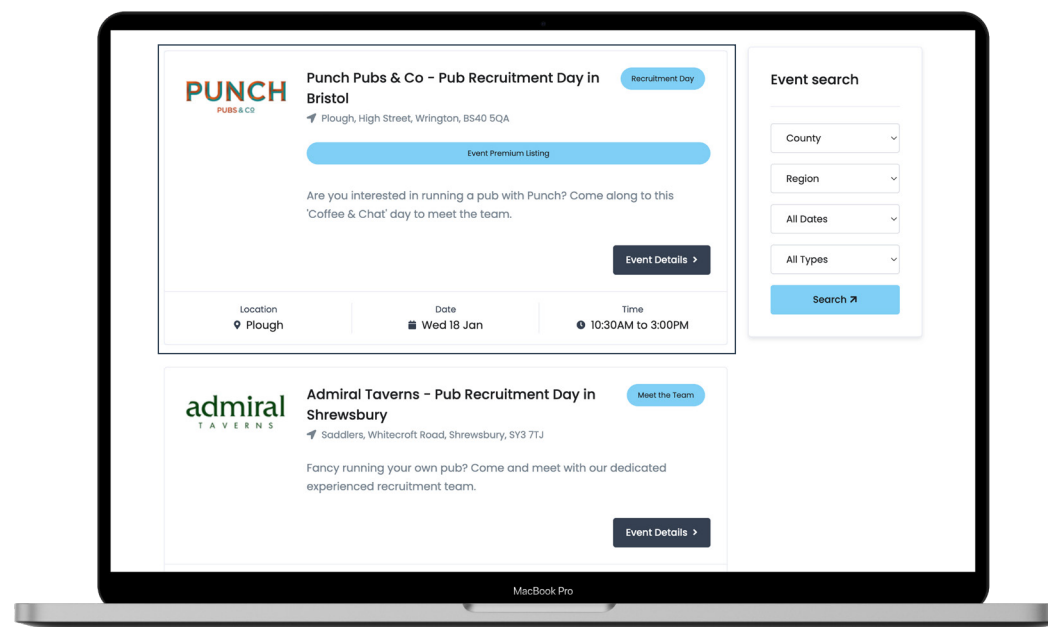
**£85**



## Event Premium Listing

Highlight your post with a bolder frame to increase visibility. Drive more enquiries with this prominent display.

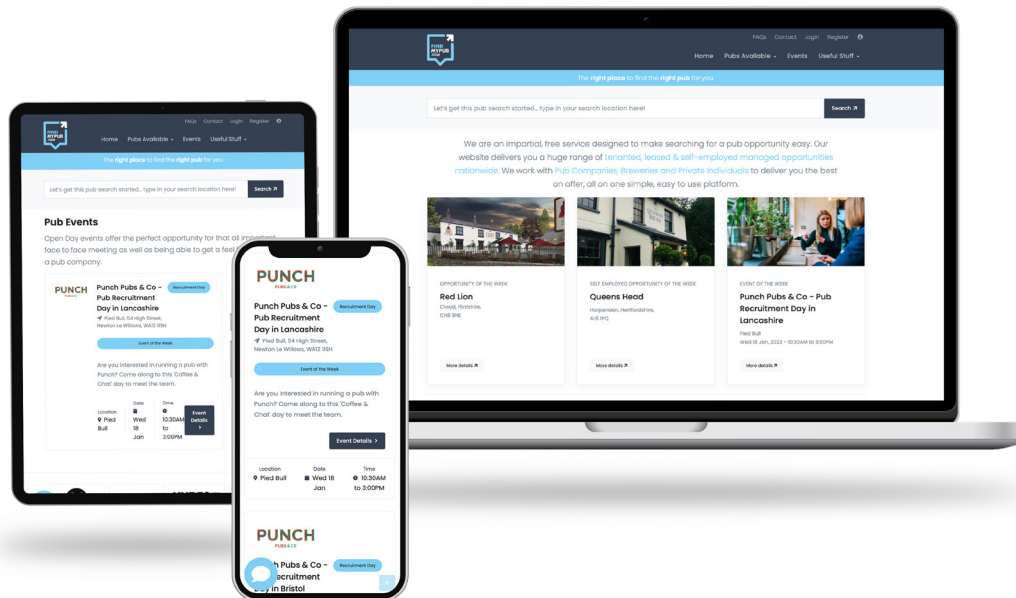
**£195**



## Event of the Week

Prime position on the FindMyPub homepage and events page.  
A highlighted advert to grab the attention of website visitors plus Social Media coverage.

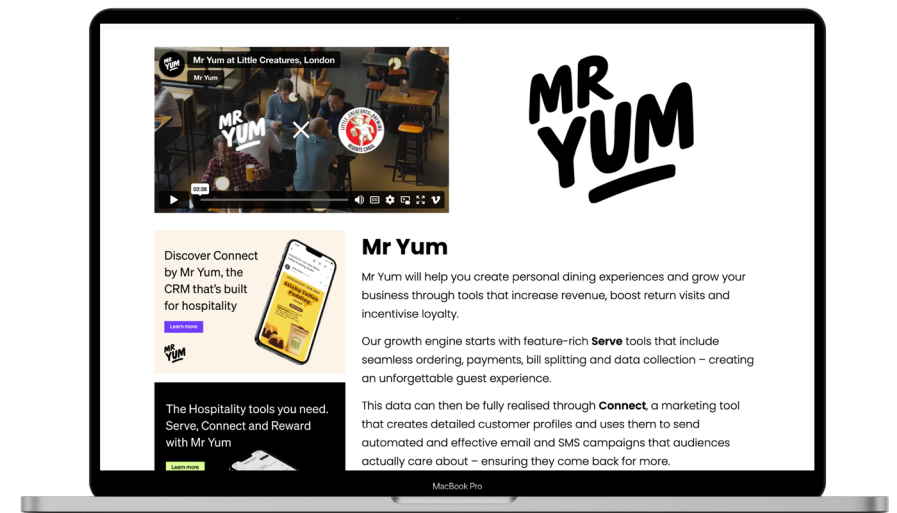
**£275**



## Landing Page Package

Fully Branded Landing Page detailing your news, company announcements or marketing message, inclusive of a Search Banner, Eshot and Social Media coverage. This package gives you a micro page within our website with a three-way campaign to drive traffic.

**Prices from: £1,650**

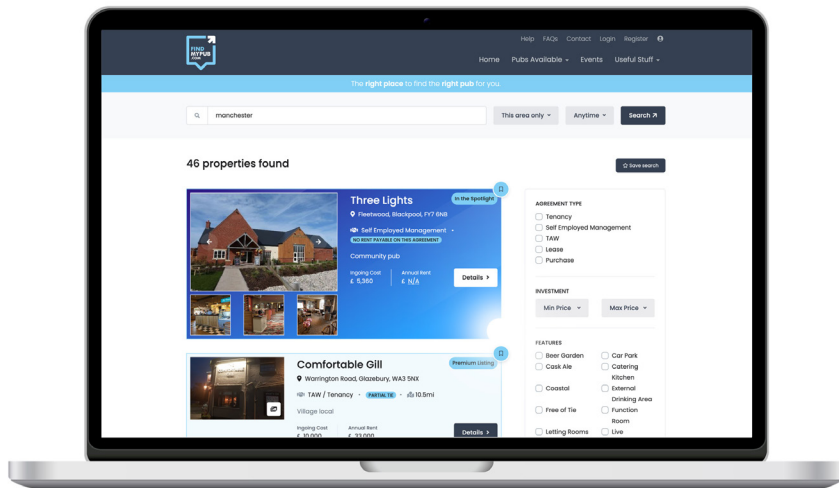




## Switch/Spotlight

Switch is the ultimate solution for illuminating regional pub vacancies! A cutting-edge product that empowers FMP clients to effortlessly switch on spotlights across multiple pub vacancies within their desired region. Switch offers a range of customizable settings to suit your specific needs. Clients can adjust the pubs that will be highlighted throughout the region for the entirety of the period– or let us do this for you via our shuffle feature, which will randomly allocate a vacancy in this region each day for illumination!

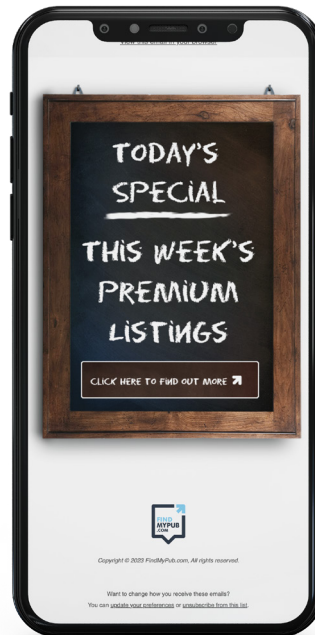
**£750**



## Eshots

Targeted Eshot to a highly defined audience detailing your offer, message, or pub.

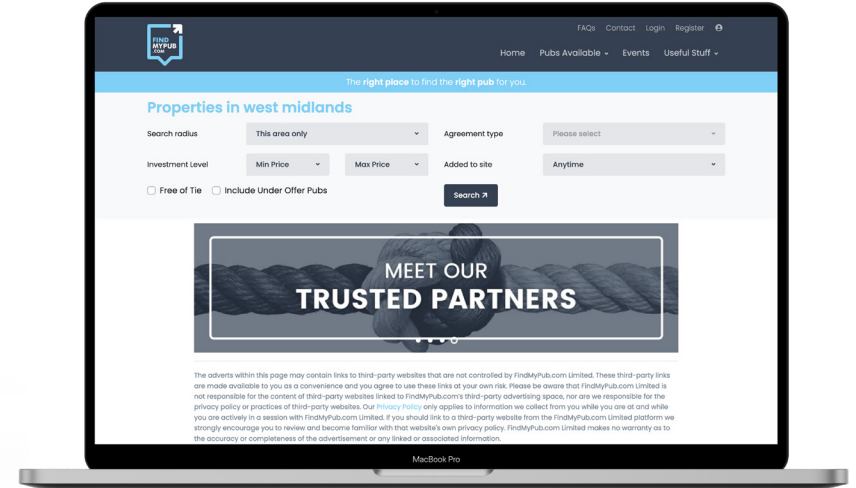
**Regional: £550**  
**National: £1,100**



## Search Banners

A branded web banner regionally and nationally available to meet your target audience. Displaying in two prime positions, on the regional search page and pinned to the top of the regional search results.

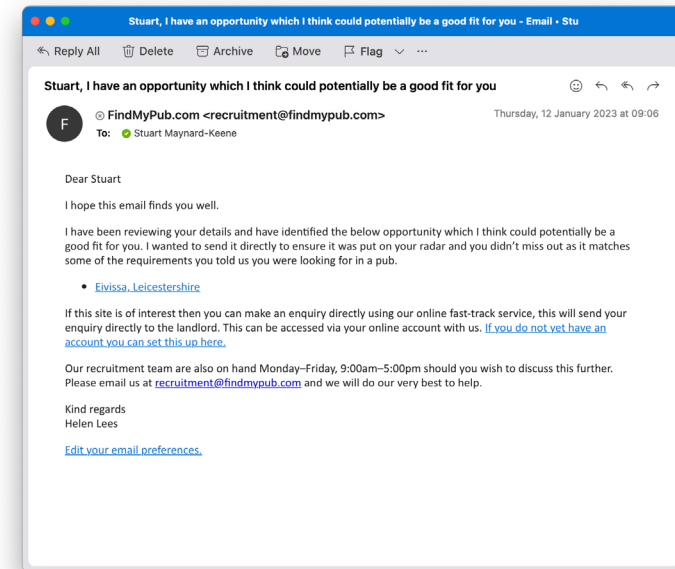
**Regional: £385**  
**National: £1,650**



## TA Email

A highly targeted email personalised with your offer, sent to a highly defined section of our extensive database.

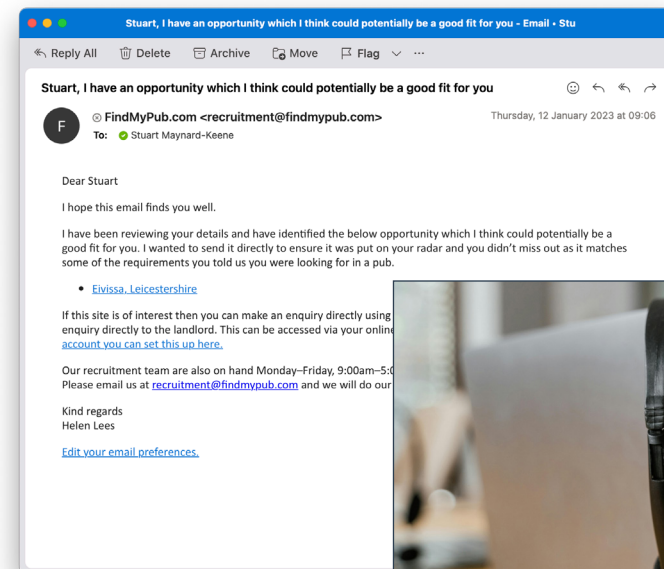
**£385**



## Targeted Combo: Call Day/TA Email

Cover all bases with our highly targeted call day and email combination. Designed to offer maximum reach to a highly defined section of our database. Following receipt of your brief, a targeted email will be sent to an already agreed number of applicants on our database. Following this, our call staff will establish phone contact with all applicants to discuss your vacancy further and try to convert them across as leads for the pub!

**£800**



## Virtual Open Day

Our state-of-the-art bespoke virtual open day package offers you the ability to remotely interact with your applicants. Both video conference and live chat enabled, this tool is essential for hosting online events.

**POA**

## Copy Writing Services

Our knowledgeable team have the industry experience which enables them to write niche copy for your creative campaigns, blogs and landing pages - quote upon brief

**PRICE ON QUOTE**

## TLB & Banner Design

Our in-house team of designers can create bespoke branded TLB and Banner designs for your pub marketing (we also provide an installation service)  
Prices for design start from £150.  
POA for installation.

**Prices from: £200**

