

2019

# SMALL BUSINESS OPPORTUNITIES RATE CARD

Options tailored specifically to help promote small businesses



## GLUTEN FREE FOOD CHECKER APP

Our latest app, used by over **28,000** of our members offers two advertising options:



- Ready made lists\* - add your company's branded product list to the prepared categories already displayed on the app (fee per brand). 3 months: **£350**
- Advert on the app home page. The advert will include an image, copy and URL link. Rotating on refresh with a maximum of 8 others. **£500**

## COELIAC UK WEBSITE

Gluten free products and services: over **44,765** page views (Jan 2018 to Sept 2018)

Adverts dispersed throughout relevant sections.

- Annual small business listing **£500**

All adverts rotate randomly to allow equal opportunity to appear top of section. Adverts can be tracked for analytical purposes and time limited adverts are available on request. Adverts can be changed throughout the year.

\*A handy curated list of products to help users find what they're looking for easily

## LIVE WELL GLUTEN FREE MAGAZINE

Circulated to over 65,000 members with a readership of over 100,00, this is the market leading magazine for

the gluten free sector. There are a range of opportunities available.

Small business advertising (colour)

- 1/4 page - **£400**
- 1/8 page - **£175**
- 1/16 page - **£100**
- Optional one off design fee - **£99**



Publication dates

Summer edition

- Advert deadline - Wednesday 27 March
- Publication date - Friday 3 May

Winter edition

- Advert deadline - Wednesday 2 October
- Publication date - Monday 4 November

## PRODUCTS AND OFFERS NEWSLETTER

Circulated in the middle of every month with a distribution of over **40,000**

- Small business advert **£150**

I particularly like receiving vouchers to encourage me to try new and different items that come on to the market.

Coeliac UK member survey, 2018

## SOCIAL MEDIA COMPETITIONS

Reach **66,000+** Facebook Fans and **29,000+** Twitter Followers

- Daily advert calendar competition throughout December (24 Available) **£100**

## EVENTS

Gluten free food festival exhibition package  
**22 June 2019, Lakeside Conference Centre, York**

- Standard exhibition stand
- Use of Coeliac UK marketing collateral to help promote involvement in the event **£150**

Wales gluten free food Show exhibition package  
**16 November, Cardiff City Stadium**

- Standard exhibition stand
- Use of Coeliac UK marketing collateral to help promote involvement in the event **£150**



For all bookings and enquiries please contact: 01494 796 722 or [marketing@coeliac.org.uk](mailto:marketing@coeliac.org.uk).

Coeliac UK terms and conditions apply to all bookings. Late cancellations will incur full payment charges.

For details on our other great marketing opportunities visit [www.coeliac.org.uk/ratecards](http://www.coeliac.org.uk/ratecards).

**coeliacuk**  
live well **gluten free**

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