

Sponsorship and Advertising Rates 2023

Engage with our gluten free community across all channels including print, digital, email and social media plus face to face events.

Website

1.1M users; 4.4M total views*

Social media

Over **93k** Facebook followers*
Over **33k** Twitter followers*
Over **34k** Instagram followers*
Over **18M** organic impressions*
690k engagements*
3.8% engagement rate*

Email

Open rate **55%**

click to open rate (average)
19%*

*based on 2022

SPONSORSHIP OPPORTUNITIES

FOOD INFORMATION SERVICE (Annual - digital, website and print) - our premium membership service

GOLD Sponsor £13,000 (worth £18,600)
SILVER Sponsor £10,000 (worth £12,500)
BRONZE Sponsor £8,000 (worth £9,500)

HOME OF GLUTEN FREE RECIPES (Annual - digital, social media and website) - a vital source of over 3000 gluten free recipes

Exclusive sponsor £8,000 (worth £11,100)

CHALLENGE EVENT SPONSOR (Annual - digital, social media, website and print) - support our fantastic fundraisers

All events - £5,000 (includes logo on running vests)
London Marathon only - £2,000 (if available separately)

WEBINAR SPONSORSHIP - NEW! for 2023

School staff/Parents (x2) - £1500 each
The GF diet on a budget - £1500

EVENTS

RESEARCH CONFERENCE (online 2023)

Sponsorship £1,000
Commercial Delegate £500 (subject to approval)

GLUTEN FREE FOOD MARKET 3 June, Cardiff

Sponsorship from £500
Stands from £100

Reach the Gluten Free Community

Options include surveys, promotional emails, product distribution, postal campaigns, focus groups and tasting panels. Contact us for more details to build your bespoke activity. Opportunities are limited. Prices start from £2,000

AWARENESS WEEK 2023

May 15 - 21

Support our established week with adverts, offers, articles and social media

PRINT

LIVE WELL GLUTEN FREE MAGAZINE (April & Nov, prices per edition)

Display advertising
Double page spread (DPS) £5,000
Full page £3,500
½ page £2,000
¼ page £1,000

Classified advertising

¼ page £400
1/8 page £175
1/16 page £100

Sponsored options

Sponsored recipe feature (full page) £3,000
Sponsored recipe feature (half page) £1,500
Sponsored competition (half page) £1,500

Advertorials/inserts

From £3,000

NEW MEMBERS WELCOME PACK/RENEWAL THANK YOU PACK (Annual or per quarter) - A5 leaflet with offer.

New Members Welcome pack

£3500pa/£900pqtr (goes to c6k per year)

Renewing Member Thank You

£4,000pa/£1100pqtr (goes to c12k per year)

FOOD AND DRINK GUIDE (40,000 printed)

Full page advert (premium) £3,000
Full page advert (standard) £1,500
Full page voucher £1,500
Half page advert/voucher £1,000

DIGITAL

EMAILS

PRODUCTS AND OFFERS NEWSLETTER (12 editions a year with an average open rate of 40%+)

Premium display advert per edition (includes website listing for offers) £500
Standard advert per edition (includes website listing for offers) £250
Line listing per edition £100

NEW MEMBER WELCOME EMAIL (3 slots per month)

Advert (per month) £500

BIRTHDAY EMAILS TO MEMBERS

(1 slot per month) - going to c5000 members each month

Advert (per month) £500

SOCIAL MEDIA

Social Media options - including Facebook, Twitter, Instagram

- Monthly prize draw - £1,000
- Daily prize draw during Coeliac UK Awareness Week (May) - £500 (7 available)
- Weekly advent prize draw (Christmas) - £500 (4 available)
- Social Media content feature from £500 per month (only available to selected partners, subject to content)

WEBSITE

Gluten Free Products for You £2,000pa/£600pqtr
Seasonal Digital Market Place (Nov & Dec) £500

FOOD INFORMATION SERVICE

Brand product list £1,000pa/£300pqtr
Featured content block £3000pa/£900pqtr

HOME OF GLUTEN FREE RECIPES

Recipe of the month (includes email and social media) £1,000
Featured content block per month £3000pa/£900pqtr

Coeliac UK is the charity for people who need to live without gluten. We provide independent, trustworthy advice and support so people can live well, gluten free.

DISCOUNTS

5% discount available on advertising for Crossed Grain licensees or GF accredited venues.

CONTACT US

Visit www.coeliac.org.uk/commercial-enquiries to complete an enquiry form

Email marketing@coeliac.org.uk
tel 01494 796721

All figures correct at the time of publication (Feb 2023).

A charity registered in England and Wales (1048167) and in Scotland (SC039804) and a company limited by guarantee in England and Wales (3068044).

www.coeliac.org.uk