



# HISTORIC UK

Media Pack 2016 / 17



# INTRODUCTION



## HISTORIC UK

The History and Heritage Accommodation Guide

Home Accommodation Guide History Magazine About Historic UK Advertise With Us Contact Us

### Search Properties

(Select types & enter location)



- Bed & Breakfasts
- Castles
- Historic Hotels
- Holiday Cottages

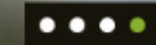
### Navigation

#### By Property Type

- Castle Hotels
- Holiday Cottages
- Historic Hotels
- Bed & Breakfast
- Boats
- Wedding and Event Venues

And join us in exploring the fascinating history and culture of Britain.

History Magazine



### Castle Hotels

Live the fairytale and stay in a castle.

[View Properties »](#)



### Cottages

Search our selection of holiday cottages: large cottages, with pools, by the sea...

[View Cottages »](#)



### Historic Hotels

Browse our directory of handpicked historic hotels across Britain.

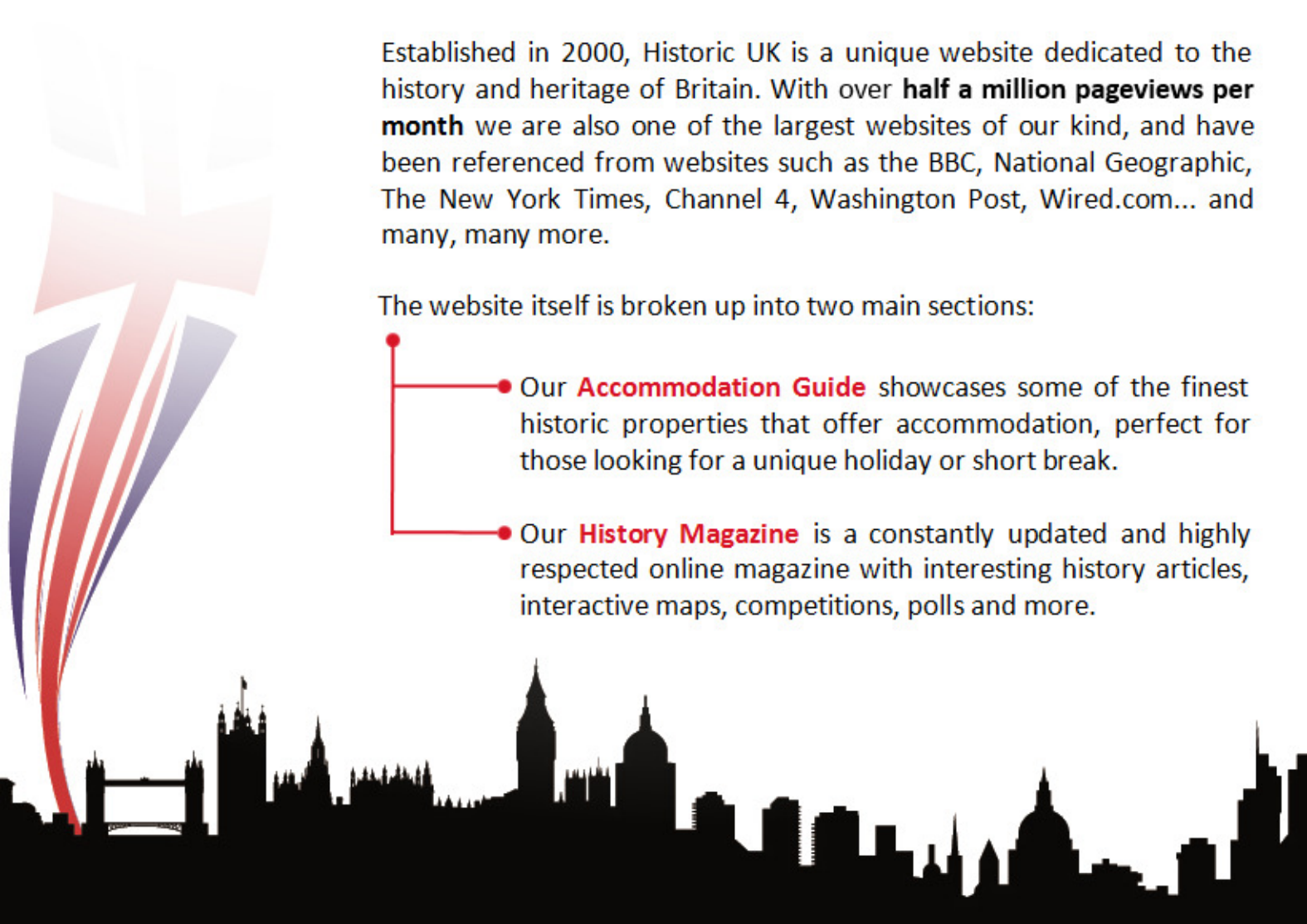
[View Hotels »](#)



Established in 2000, Historic UK is a unique website dedicated to the history and heritage of Britain. With over **half a million pageviews per month** we are also one of the largest websites of our kind, and have been referenced from websites such as the BBC, National Geographic, The New York Times, Channel 4, Washington Post, Wired.com... and many, many more.

The website itself is broken up into two main sections:

- Our **Accommodation Guide** showcases some of the finest historic properties that offer accommodation, perfect for those looking for a unique holiday or short break.
- Our **History Magazine** is a constantly updated and highly respected online magazine with interesting history articles, interactive maps, competitions, polls and more.

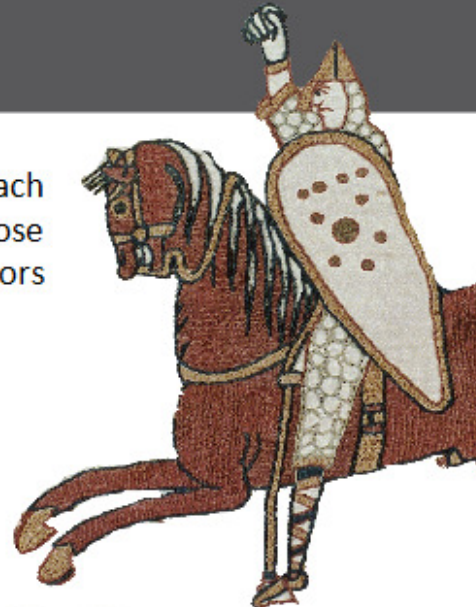


# INTRODUCTION

Historic UK offers the perfect environment for advertisers to reach audiences interested in the history and heritage of Britain, from those looking to plan their next holiday in Blighty to living history re-enactors looking to buy their next sword and shield!



*When Britain first, at heaven's command,  
Arose from out the azure main, This was  
the charter of the land, And guardian  
angels sung this strain: 'Rule ,Britannia,  
rule the waves; Britons never will be  
slaves.'*



*"Since 2000, our aim at Historic UK has been to create the most unique, entertaining and comprehensive historic accommodation and British history site on the internet. In 2012 we also underwent a significant website redesign which has allowed us to expand our accommodation listings, allowing customers to search for cottages, castle hotels and B&B's and historic hotels from town level all the way up to country level.*

*This website redesign also made our visitors 'stickier', keeping them on site for longer and browsing more pages than ever before.*

*2015 was one of the biggest years yet for Historic UK. As well as releasing our new and interactive Destinations UK guide, we also went live with a fully responsive website giving consumers the best possible user experience whether on mobile, tablet or desktop.*

*We hope you find this media pack informative, and if you have any questions then please do not hesitate to contact me directly at [dj@historic-uk.com](mailto:dj@historic-uk.com)."*

*Deborah Johnson, Chief Executive, Historic UK*



Our history magazine is broken up into four main sections:

**History UK** is packed full of articles about British history, from Wat Tyler and the Peasants Revolt to Sawney Bean, Scotland's most famous cannibal! The History UK section is further divided into **The History of England, The History of Scotland, The History of Wales** and **The History of Britain**, allowing visitors to easily browse their country of interest.

**Living History UK** is a section dedicated to British re-enactors. This section includes a **living history events diary** (perfect for family days out), **re-enactors directory** (popular with TV and movie production companies looking for extras), **traders marker** (to allow re-enactors to sell their wares) as well as a **living history photo gallery**.

**Culture UK** focuses on the rich and proud culture of Britain, with articles such as Great British Eccentrics and the History of Pantomime.

**Destinations UK** is full of articles and **interactive maps** of historic sites across Britain, providing a great opportunity for advertisers who are interested in promoting their products to specific regions of Britain.



The Historic UK History Magazine also runs regular competitions, promotions and interactive polls in association with third parties. If you would like more information about this then please contact us.



# ACCOMMODATION GUIDE

## Castle Hotels

We have one of the largest directories of castle hotels on the internet, including a 'Castle Breaks' page for advertising special offers and promotions.

## Holiday Cottages

With over 1,400 holiday cottages in our database, we specialise in listing historic, luxury and unique properties. We also have a strong focus on cottage features including pools, hot tubs and coastal properties.

## Historic Hotels

We list a huge range of historic hotels from world-famous central London properties to elegant country houses in the Cotswolds.

## Historic B&B's

One of our fastest growing areas is our historic B&B directory, full of quaint and quirky guest houses from across the country.



Listing your property with Historic UK costs from only **£59 + VAT a year**



# VISITOR DEMOGRAPHICS

## WHERE DO OUR VISITORS COME FROM?

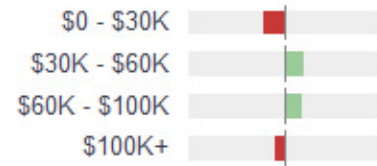
62% from the **UK**

17% from the **USA**

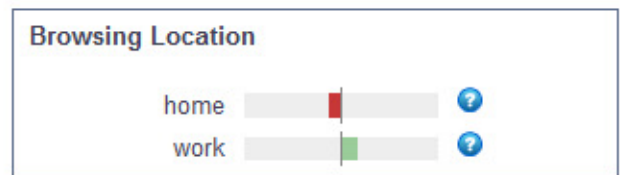
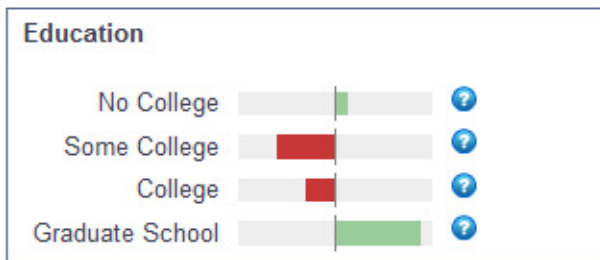
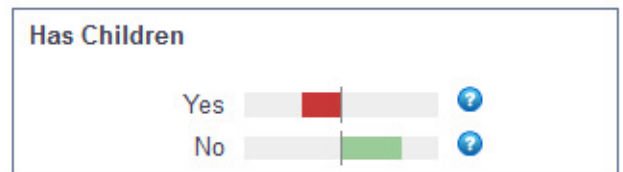
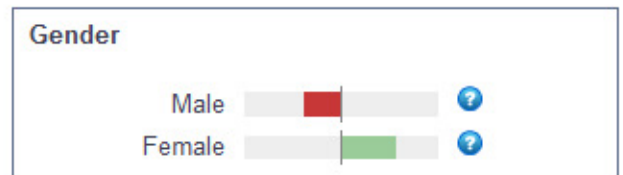
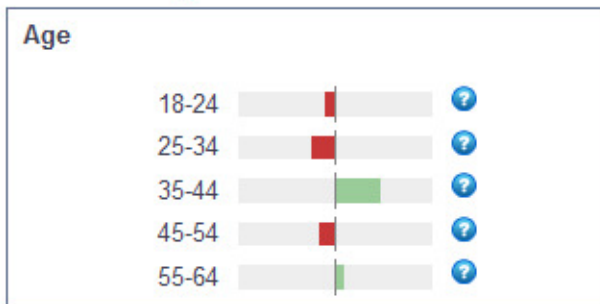
10% from **Europe** (non UK)

11% from the **rest of the world**

## HOW MUCH DO OUR VISITORS EARN?



## WHO ARE OUR VISITORS?



Visitor demographics and statistics are relative to the general internet population and are provided by Alexa.



# ADVERTISING OPPORTUNITIES

Historic UK offers a wide range of advertising opportunities for all budgets. Whether you're looking to sponsor an article, advertise on our Living History section or list your property in our accommodation guide, **prices start from just £59 a year.**

Options include:

**NATURAL CTA'S**

**BANNER ADVERTISING**

**LISTING YOUR PROPERTY**

The screenshot shows the 'English Kings' section of the Historic UK website. On the left, a navigation menu includes 'History of Wales', 'History of Britain', 'Kings and Queens of Britain', 'Living History', 'Re-enactors Directory', 'Events Diary', 'Trader's Market', 'Photo Gallery', 'Culture UK', and 'Destinations UK'. Below the menu is an 'Advertise Here' section with a 'More Info' link. A large green banner for 'OXFAM' with the text 'A WORLD WITHOUT POVERTY' and 'WE CAN MAKE IT' is overlaid on the page. On the right, the 'English Kings' article is displayed, featuring a stained glass window image of King Alfred. Below the article is a 'Property Search Results' section with a 'Search by region' button. Further down, there are 'Castle Hotels' listings for 'Langley Castle' and 'Glenapp Castle', each with a photo and a 'More Details' button. At the bottom right, there are sections for 'Explore Anglotopia', 'Prime Ministers', 'Princes of Wales', and a 'Newsletter' sign-up form.

## Property Search Results

Search by region

### Castle Hotels

Welcome to our selection of Castle Hotels in the UK. To filter by county, you can use the "Search for properties in..." search box at the top of the page.

Showing 11-20 of 92 results on 10 pages...

[Prev](#) [1](#) [2](#) [3](#) [4](#) [Next](#)



#### Langley Castle

Langley Castle Hotel, Langley-on-Tyne, Hexham, Northumberland, NE47 5LU.

One of the few medieval castle hotels in England, Langley Castle is no ordinary hotel... Built in the 14th century, each bedroom is unique with some rooms including saunas, spa bath's and four-poster beds. Perfect as a wedding venue.

[More Details](#)



#### Glenapp Castle

Glenapp Castle, Ballantrae, Ayrshire, KA26 0NZ.

Award winning 5 Star castle hotel in South Ayrshire only 90 minutes from Glasgow.

[More Details](#)



# ADVERTISING OPPORTUNITIES

Our **Destinations UK** section provides perhaps the most **exciting advertising opportunity** for 2016 and 2017, especially for those looking to geo-target their advertising to specific regions of Britain. For example, if you are a tour company based in the Lake District then our 'North West England' destinations page would provide you with a targeted and relevant audience to promote your business to.

We also have a set of attraction themed pages including battlefield sites, castles and cathedrals, with many more to come throughout the year.

Due to the interactive nature of our **Destinations UK** section, our average-time-on-page rates are amongst the highest on the site, a key indicator for advertising ROI.

For more information about any of the advertising opportunities available with Historic UK, or to enquire about prices, please contact us with your requirements.

**Navigation**

- History UK
  - History of England
  - History of Scotland
  - History of Wales
  - History of Britain
  - Kings and Queens of Britain
- Living History
  - Ra-enactors Directory
  - Events Diary
  - Traders Market
  - Photo Gallery
- Culture UK
- Destinations UK**

## Anglo-Saxon Sites in Britain

From the remains of fortified towers to elegant churches and early Christian crosses, we have scoured the land to bring you the finest Anglo-Saxon sites in Britain. Most of these remains are in England, although a few can be found on the Welsh and Scottish borders, and all of the sites date from between 550 AD to 1055 AD.

You can use our interactive map below to explore the individual sites, or scroll down the page for a full list. Although we have attempted to create the most comprehensive list of Anglo-Saxon sites available on the internet, we're fairly certain that there are still a few missing! As such, we have included a feedback form at the bottom of the page so you can let us know if we've missed any out.

Burial Sites & Military Remains | Anglo-Saxon Churches | Anglo-Saxon Crosses

**IWM CHURCHILL WAR ROOMS**

### BRITAIN'S WARTIME SECRETS

WALK IN THE FOOTSTEPS OF CHURCHILL

Open daily

Book now [iwm.org.uk](http://iwm.org.uk)

Westminster

**Anglo-Saxon Cross**

Even older than the Gosford Cross, this stone was carved some time in the 9th century AD and sits in the churchyard of St Paul's in Cumbria. Much like the Gosford Cross, a full sized replica can be seen at the Victoria and Albert Museum in London.

**Kingdo**

**Burial Sites & Military Remains**

**Anglian Tower**  
Fortification (Tower)  
This tower was probably constructed by King Edwin of Northumbria in around 630, and is built into the much earlier Roman city walls of York. There is however a row

**Related Articles**

- Kings and Queens of Mercia
- Invasors
- Aethelfræd, Lady of the Mercians
- King Offa
- Wandryke

**Cathedrals**

Use our interactive map to discover the history of British cathedrals.

Click here >

**Secret London**

Discover the unusual, secret, little-known corners of London!

Secret London >

**British Battlesites**

Browse our interactive map of the major battlesites of Britain.

More info >

**Share This Page**

48

Recommended

0

1

Tweet

*"I am delighted to tell you that analytics for Sudeley Castle show that Historic UK is one of their leading referring websites..."*

-- Media Eden, referring to their client.

## CONTACT US

**Telephone:** 0845 643 5760

**Email:** [info@historic-uk.com](mailto:info@historic-uk.com)

**Address:** P.O Box 81, Budleigh Salterton, EX9 9AJ

[www.historic-uk.com](http://www.historic-uk.com)

