

PLACES

JERSEY'S PROPERTY PORTAL



Elevate your digital advertising in 2024 with Jersey's most looked-at media platform

Everyone looks at Places.

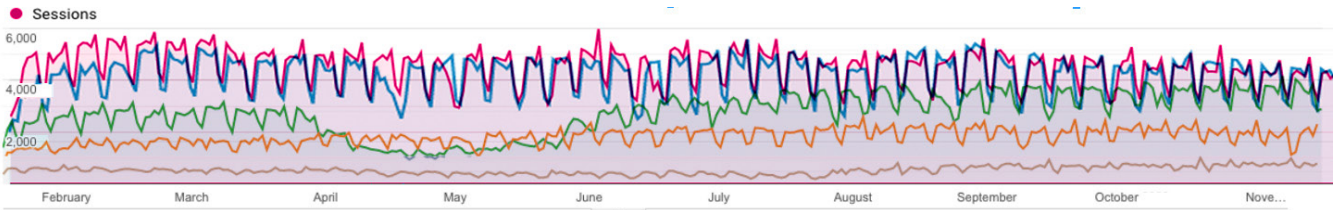
Places was designed to offer the best search mechanism for Jersey property hunters and the best value marketing platform for those trying to reach them. But it's become more.

It's now the most looked-at site in Jersey with more time spent looking at Places than any other site. Sure, other news sites get 2 second click bounces, but Places users spend an average of 6 minutes on the platform. Looking at properties, seeing your advertisements.

The days of spending hundreds, or even thousands of pounds for a single day's advertisement in print are over. Places offers the ability to reach property hunters for months for what it used to cost for days. **If taken as annual placements, all advertising spaces on places are under £100 a week, and islanders spend more time looking at Places than any other local property portal or print media.**

There are 11 advertising options, although we're also open to your ideas for bespoke campaigns and unique development.

As media circulations are cut, Places has grown.



2018

Sessions

230,744



Users

77,768



Pageviews

1,904,832



2019

Sessions

650,622



Users

187,957



Pageviews

5,607,935



2020

Sessions

1,010,176



Users

253,613



Pageviews

7,979,946



2021

Sessions

1,486,155



Users

340,824



Pageviews

8,950,775



2022

Sessions

1,565,956



Users

370,555



Page Views

10,014,000



2023

Sessions

1,573,439



Users

372,379



Page Views

12,905,879



Great value

Even though our traffic has gone up 500%, we've only marginally increased our rates over the last five years and we're confident our advertising rates are among the best available for targeted, high traffic space.

Accountability

We provide full reporting through our ad server. You can receive daily impression and click data

Adaptability

You're able to change artwork whenever you like during the campaign though your admin, or we can help you do so if you have artwork prepared.

Artwork/Creative

If you're struggling for design, we can help make recommendations or work with your agency to tailor your communications for digital.

Statistics are all very well, but it's the response we see going to agents that lets us know how much people are using the platform. We're number one in Google for 'Jersey property' and number one when it comes to cost-effective advertising to reach the huge volume of people who look for and browse local property

Turn over to see available places advertising and sponsorship options

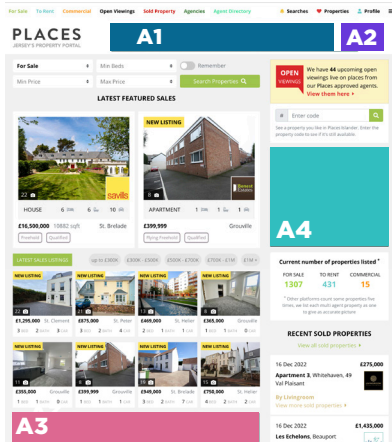
PLACES' SPACES.

Offering sitewide reach and specific banners for platform and email.

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RUN OF SITE BANNERS

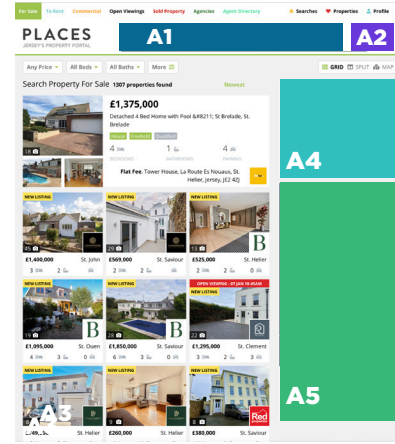


Home page



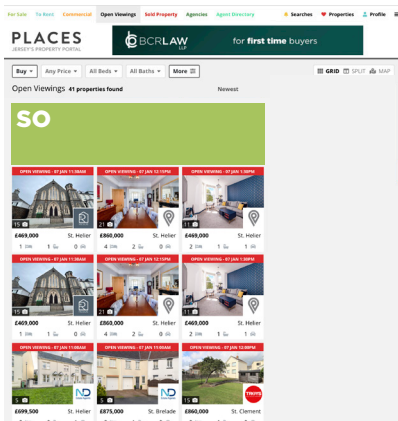
Places banner advertising sitewide

Digital advertising options take the form of banners and buttons. No 'fireplaces' that take over the site, just clean spaces that appear across all devices rather than disappearing on anything but desktop. Our banners are designed to fit in the flow of results on mobile so that they're seen by the 50% of our users that reach us via mobile devices. Have a look at some other Jersey sites on a mobile device and see your advertising... yep, it's not there! over half the audience don't see you!

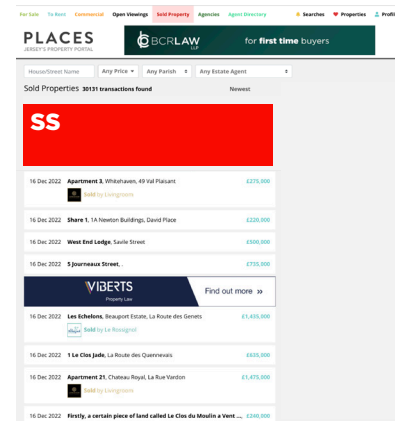


Property results page

SECTION BANNERS



Open Viewings page



Sold properties page

Places section sponsor banners

If a client wishes, we can offer the ability to sponsor a specific section with a banner beneath the search / topbar on the Open Viewing, Sold Property and Commercial sections. This Super Leaderboard is designed to allow alignment with that area for more targeted communication. This requires a

SECTION SPONSORS

MORTGAGE CALCULATOR

£ 1400000 35 yrs 60% 2 year fixed - 4.24%

With a 40% deposit of £560,000 on a property valued at £1,400,000 your monthly payments would be **£3,841.19**

MTG

Mortgage Calculator sponsor

We present mortgage rates and repayment calculations for each property. We are able to offer a banner space just below the calculator. Align your brand with people considering their financial options here.

STAMP DUTY

Calculated on the property value of £1,400,000 the total stamp duty would be **£38,000**

Subject to LHD registration fee and LHD jurat's fee where applicable.

SSD

Stamp Duty sponsor

We calculate stamp duty for each property and anyone that contacts an agent, using the details just below the SSD banner space, is motivated to buy. Align your brand with providing professional advice here.

EMAIL BANNERS

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ADVERTISEMENT

SE1/2

Advertisement link

OPEN VIEWINGS
IN THE COMING WEEK

Hello! Jersey estate agencies have **18 open viewings** listed this weekend / week ahead.

See a selection below or click the big red button to see them all at **places** with one click directions and contact information for the agent.

View all open viewings

£1,395,000
House - Freehold
La Blienerie

- 3 Bedroom
- 2 Bathroom
- 3 Parking

AD PLACEMENTS - RATES

Digital campaign ratecard - refer to spaces page for placement snapshot

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Advertisement	Description	week*	Monthly cost by campaign length				annual (prepay/DD)	
			1	3	6	12	pcm	(weekly)
Sitewide/ homepage Placements								
A1 Top Leaderboard	728 x 90px. 1 in 5 rotations.		429	386	343	300	279	64
A2 Top Button	190 x 90px 1 in 5 rotations.		212	191	170	148	138	32
A3 Results Leaderboard	728 x 90px 1 in 5 rotations.	79	342	308	274	239	223	51
A4 Side MPU	300 x 250 px. 1 in 3 rotations.	99	429	386	343	300	279	64
Search Page Placements								
A5 Side half page	300 x 600 px. 1 in 3 rotations.	129	559	503	447	391	363	84

Super Leaderboards - Page sponsorships are 970 x 250 px billboard that appear below search								
SO Open viewings	To appear directly below search	159	689	620	551	482	448	89
SC Commercial	To appear directly below search	159	689	620	551	482	448	89
SS Sold Properties	To appear directly below search	159	689	620	551	482	448	89

Extras - email sponsor is at the top of each friday email.								
SE1 Matched property email	600 x 300 px - sent to all subscribers every day	159	689	620	551	482	448	89
SE2 Open Viewing email	600 x 300 px - sent to all subscribers each week	99	429	386	343	300	279	64
MTG Mortgage Calculator	600 x 200 px - at footer of mortgage section	129	559	503	447	391	363	84
SSD Stamp Duty Calculator	600 x 200 px - at footer of stamp duty section	129	559	503	447	391	363	84

Annual campaigns: Save money, time and admin.

Having an invoice waiting to be paid, and then taking the time or paying someone to find your little bank fob, make the payment and reconcile is all a bit of a pain. If you're taking advantage of our annual discounts, we structure a payment through Gocardless, our payment provider who simply raise the payment on the invoice's due date, based on your booking. You pay us on time, which is fantastic, and you don't need to do anything!

* minimum ad term is two weeks.

Property matching / Open viewings / Historic transactions

If you're looking for a place in Jersey, all you need is Places.

For an enquiries relating to development with Places, call Ben Davies on 07700 811100

Agent Subscriptions

“

I'm not exaggerating when I say we wouldn't have made it through 2020 without Places. We ask all our clients where they find us and this year we worked out that about 70% of our enquiries came through Places. We get them through our website too but Places is just great. We get approached to advertise all the time but nothing works as well. We use social but that's not as effective for good enquiries. You have to be on Places, it's a no-brainer.

”

A Places subscription is all an estate agent needs to market properties to Jersey's largest property-hunting audience on Jersey's most viewed website.

The **Open** Places Subscription. (The service that drives you enquiries 7 days a week)

We're so excited to hear from agents that Places is their number one source of enquiries. We're here to get you enquiries as your most cost-effective marketing spend. We're happy to help.

The **Open** subscription includes:

Places agency platform subscription feed

Unlimited registered users

Open viewings admin and Property tagging / listing enhancement

Three featured listings each month in Islander you choose from your admin

Admin Enquiry centre to check back on your enquiries

Access to sold Property data with vendor and purchaser information

'claim' sold properties to show on your profile



We're always open, even at 4am.

You feed us, we feed you.

Our regular places subscription includes a feed of all your properties drawn from your crm system or website every day, added on to our portal and distributed to all our property hunters whenever they match. We work with your suppliers to keep your feed in check and can help with a simple site for start-ups.

We're Open more than most

We now distribute more open viewings than any other source to a mailing list of 10000+ new, live property hunters each week. These aren't people that signed up to a news email to win an iPad, but people that want to know about property to view. We're also open on Sundays with agents getting enquiries from places 7 days a week.

Feature selected properties in print

You can select properties to reach 8500 print readers through Places Islander's price ranked property pages direct from your admin, keeping vendors happy that you're using multiple communication channels.

Our 2024 agency **Open** rate for Places is **£66 a week.**

That's less than a local paper's credit card sized ad package, offering a single ad placed 'run of paper' once a week....

Subscription Direct Debit charged monthly at £286 per month + GST



The **Solo** Subscription. (The one for one)

Just starting out? agency of one? If you are a single user with less than 10 properties for sale at any one time then you're welcome to take advantage of our Solo starter package for your first year. One user, all the benefits! **Our solo rate for Places is**

£44 a week. DD monthly £191 pcm + GST

The **100** Subscription. (The one for big agencies)

If you are a larger agency with over 100 properties on your books, you're one of the big players and likely to get a huge share of voice within Places. As larger agencies have more admin required, our 100 tier is for you **Our rate for larger agencies with 4+ users or 100+ properties is**

£88 a week. DD monthly £381 pcm + GST

VS The Competition. What else could you get for under £100 a week?

Facebook?

You could promote on facebook and google. £100 a week would get you three promoted posts, reaching up to 2000 of your own followers. hmm. Our weekly email reached 9000 people.

Radio?

Brand awareness is great but does it drive customers? how many buyers say they found their property on the radio? £100 a week would buy you 13 15 second radio ads a month. Each ad would need to drive several direct enquiries to do what places does.

The paper?

One eighth of a page, on just one day a week would cost more than being on Places, getting enquiries every day.

The **Branded** Places Subscription.

(The one that adds a brand advertisement to the portal too)

If you'd like to get more of a brand message across with a visual brand ad, we can combine a subscription with a sidebar MPU (That's geeky website-speak for a rectangular ad) or header banner. We serve 5 million ad impressions a month for clients at the moment and it's going up. **This packages saves 30% on booking the ad campaign separately.**



Unlike some other sites, our MPUs fold into the run of search results on mobile too, so you'll always get seen. With up to 60% of our traffic coming from mobile, it would if it just disappeared on mobile, right? Check out a few other local sites and see what theirs do... eek.

The Branded subscription includes:

- Brand ad MPU on sidebar / ROP linking to direct branded enquiry page/your site*
- Places agency platform subscription feed
- Unlimited registered users
- Open viewings admin
- Property tagging / listing enhancement
- A quarter page of properties in Islander you choose from your admin

- Admin enquiry centre to check on enquiries
- Access to sold Property data with vendor and purchaser information
- 'claim' sold properties to show on your profile

Our Branded subscription is

£129 a week.

That's all your enquiries and some marketing to get your name and brand out there on the biggest property-focused platform in Jersey.

Subscription Direct Debit charged monthly at £559 per month + GST

The **Solo Branded.** (The branded one for one)

Just starting out? agency of one? If you are a single user with less than 10 properties for sale at any one time then you're welcome to take advantage of our Solo starter package for your first year with ads too. One user, all the benefits!

Our solo rate for Places is £79 a week DD monthly £342 pcm + GST

The **100 Branded.** (The branded one for one)

Just starting out? agency of one? If you are a single user with less than 10 properties for sale at any one time then you're welcome to take advantage of our Solo starter package for your first year with ads too. One user, all the benefits!

Our solo rate for Places is £149 a week DD monthly £646 pcm + GST

VS The Competition. What else could you get for £119 a week?

Parish magazines?

A quarter page ad in one of the parish magazines is nice. That would be yours for £119. Just pick one parish... Your quarter page of properties included in islander reaches more eyes and that's a free extra.

Digital?

Adword reach to get you to the top for search is £1.06 a click. That's 100 clicks. We provide 100 property views a day and send you enquiries.

In the paper?

The 'Premium' package of the local paper offers one ad, one day a week somewhere in the paper as pictured >

