

## Reach a loyal local audience

One of the largest independent news sites dedicated to Swansea, Neath Port Talbot and Carmarthenshire — with over 1.35 million views in 2025, up 43% year on year. Our readers are local, engaged and returning, and they trust what they read. Advertising with us puts your business alongside the stories your customers are already following, in a quality local environment rather than generic national filler.

### OUR AUDIENCE

Views in 2025	<b>1.35 million</b>
Year-on-year growth	<b>+43%</b>
Typical monthly views	<b>100k–135k</b>
Record month (May 2026)	<b>200k+</b>
Mobile readership	<b>~84%</b>
Core area	<b>SW Wales</b>

## CATEGORY SPONSORSHIP — OWN A SECTION

### Category sponsorship **PREMIUM**

"[Section] on Swansea Bay News, in association with your brand." Your branding on the section's landing and archive pages, plus its display inventory. Prime sections: Motoring & Transport, Property & Construction, Business. Area sections also available. Quarterly and annual rates available.

**from £200**

per month

## SPONSORED CONTENT

### Sponsored article / advertorial

A 12–15 paragraph feature written by our team in our house style from your brief. Ad-free, with one image, clearly labelled "Sponsored". Remains live indefinitely (minimum 12 months).

**£295**

£395 with social + newsletter

### Sponsored restaurant / venue feature

Promote an opening, new menu, offer or show run. Clearly labelled sponsored feature. Optional: we visit and photograph.

**£295**

with photography: POA

## DISPLAY ADVERTISING

### Above-header billboard **EXCLUSIVE**

The most prominent position on the site — a full-width banner above the navigation, on every page. Sold exclusively: one advertiser per month. Section-targeting available.

**£200**

sitewide / mo · £100 section

### Sidebar half-page — sticky

A large 300×600 unit in the article sidebar that stays in view as the reader scrolls. Desktop. Strong for brand presence among professional-services readers.

**£75**

per month

### Category-page billboard

A banner on your chosen section's page (e.g. Motoring, Property). Naturally section-relevant.

**£60**

per month / or in sponsorship

### In-article unit — section-targeted

An advert within article body copy, targeted to a chosen section. Priced per section; bundles with category sponsorship.

**from £50**

per month

CREATIVE SPECIFICATIONS · EDITORIAL POLICY · TERMS

## CREATIVE SPECIFICATIONS

**Above-header billboard:** full-width slot. Desktop 970×250; mobile 320×100. Final dimensions confirmed on booking.

**Sidebar half-page:** 300×600 (desktop).

**Category-page billboard:** 970×250 desktop / 300×250 mobile.

**In-article:** 300×250 / 336×280.

**Supplying your advert:** static JPG or PNG (supplied at twice the pixel size for sharpness, under 150KB), or HTML5 (under 200KB). Animation 30 seconds maximum.

**Click-through:** a valid https:// page on your own website.

**Sponsored-content images:** 1200×675, with caption and credit.

**Lead time:** creative to be supplied at least 3 working days before the campaign starts.

## FOR AGENCIES

Rates are **nett**; agency commission by arrangement.

Material deadline 3 working days before start. We'll confirm rendered sizes for any position on request.

Newsworthy client stories remain free and at editorial discretion — see policy.

## EDITORIAL INTEGRITY

**Advertising does not buy editorial coverage, and editorial coverage cannot be purchased.** Genuinely newsworthy stories are covered on merit, free of charge, at our discretion.

**Reviews are independent** and cannot be bought. Restaurants and venues wishing to promote can commission a clearly-labelled sponsored feature.

**We do not sell links within existing articles**, and do not accept paid guest posts or link insertions. All commercial links appear only within clearly-labelled sponsored content and carry rel="sponsored" tags in line with Google's guidelines. Such requests will be declined.

**All sponsored content is clearly labelled** as such.

## TERMS

**Payment:** in advance for new advertisers; 30 days from invoice for established and agency accounts.

**Prices:** as shown. Swansea Bay Media Ltd is not VAT-registered — no VAT is added.

We reserve the right to decline any advertisement or destination that is unsafe, misleading or unsuitable for our audience.

Get in touch — [advertising@swanseabaynews.com](mailto:advertising@swanseabaynews.com)

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