Swansea Bay News

Advertising & Sponsorship

Rate Card · Updated October 2026

INDEPENDENT LOCAL NEWS · SWANSEA · NEATH PORT TALBOT · CARMARTHENSHIRE

Reach a loyal local audience

One of the largest independent news sites dedicated to Swansea, Neath Port Talbot and Carmarthenshire. In the first nine months of 2026 the site recorded 1.80 million views, a third more than the whole of 2025 and up 89% on the same period last year. July, August and September each cleared 285,000.

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 Jan–Sep 2026	**1.80 million**
Year-on-year growth	**+89%**
Views, last 12 months	**2.20 million**
Monthly views, Jul–Sep 2026	**285k–325k**
Record month (Jul 2026)	**325k+**
Visitors, September 2026	**233,000**
Mobile readership	**~84%**
Facebook followers	**17,000+**

Site figures: WordPress.com statistics, to 30 September 2026. Growth compares Jan–Sep 2026 with Jan–Sep 2025.

CATEGORY SPONSORSHIP · OWN A SECTION

Category sponsorship — PREMIUM

from £200 per month

"[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.

SPONSORED CONTENT

Sponsored article / advertorial

£295
£395 with social + newsletter

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).

Sponsored restaurant / venue feature

£295
with photography: POA

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

DISPLAY ADVERTISING

Above-header billboard — EXCLUSIVE

£200
sitewide per month
£120 two weeks · £65 one week
£100 per month, one section

The most prominent position on the site: a full-width banner above the navigation, on every page. Sold exclusively, one advertiser at a time. Book a single week, a fortnight or a month. Section-targeting available.

Sidebar half-page (sticky)

£75 per month

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.

Category-page billboard

£60
per month / or in sponsorship

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

In-article unit, section-targeted

from £50 per month

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

PUBLIC NOTICES

Public notice · 28 days

£250
copy supplied by you

Your notice copy in full on its own permanent page, listed in our public notices section and promoted from the homepage for the first seven days. We add a plain English summary line so readers see at a glance where it applies and what it concerns. View figures at the end of the run on request.

Public notice · 14 days

£175
copy supplied by you

As above, for a 14-day run. Suits roadworks and closures, consultations, service and timetable changes, community and town council announcements, tenders and recruitment, and corporate and utility notices. Usually live within 24 hours of copy being confirmed.

Digital-only: where a notice has to be published in a newspaper circulating in the area, a placement with us will not satisfy that requirement and should not be relied on for it. We carry notices that are not bound by that requirement, and supplementary placements that run alongside a print notice. Responsibility for meeting any legal or regulatory requirement rests with the advertiser.

Paid placements: notices are clearly labelled, kept out of our news feeds and carry no journalist byline. Placing a notice has no bearing on how we report the scheme or the organisation it concerns. Full details at swanseabaynews.com/public-notices

CREATIVE SPECIFICATIONS

Above-header billboard: one 970×250 creative, which scales down to fit on phones. 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. 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, so 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

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