



Discover Cotswolds

What each place is really like, when to go, and how to do it well.

PARTNERSHIPS
2026

DISCOVERCOTSWOLDS.CO.UK
@DISCOVERCOTSWOLDS

WHO YOU WOULD BE REACHING

Discover Cotswolds is read by people in the middle of planning a trip. They're working out where to base themselves, what's worth the drive, where to eat and where to stay. Most of them have already settled on the Cotswolds. What they haven't settled is where to spend their money.

THE AUDIENCE

125,852

followers on Instagram

6,490

accounts reached per post

1,458

visits from Google in 28 days

WHO THEY ARE

60.6%

are aged 45 and over

40.6%

are aged 55 and over

67.7%

are women

WHERE THEY ARE

31.9%

United Kingdom

20.0%

United States

11.0%

Italy and Germany

THE PART THAT MATTERS TO A VISITOR BUSINESS

Three in five readers are over 45. They travel midweek and out of season, they book ahead rather than turn up, and they stay the night. One in five is American, and the United States is the UK's largest and most valuable inbound market, worth around a pound in every five of visitor spending.



WHAT HAPPENS WHEN WE FEATURE A PLACE

In June we featured Stanway, a privately owned house and estate in the north Cotswolds, across two Instagram posts.

56,966 views

32,906 accounts reached

400 saves

2,357 likes

WHAT A PAID FEATURE WOULD DO

A paid feature has to carry a partnership label, and a labelled post reaches fewer people than an unlabelled one. We quote you the organic reach our posts earn and tell you plainly it lands a little lower once labelled, rather than oversell and underdeliver.

MAKING IT WORK

A feature works on the strength of the content, not just on the size of the account posting it. A weak photograph won't travel however many followers see it, and it won't do anything for you.

We know the region, we know what this audience responds to and we know what the feed will carry. That's why our preference is to shoot things ourselves and that's quoted separately from your placement.

If you've got your own material we're glad to use it, provided it's strong enough to earn its place. That isn't us being precious. A post that underperforms costs you the return you paid for, and costs us the reach of everything we publish after it.

WHAT A PARTNERSHIP INCLUDES

- A named place on the guide page for your town or village
- Your own words, your photograph, a direct link to you
- Held for twelve months, clearly marked as a partner
- A feature on Instagram and Facebook, labelled as a partnership
- The figures for what your posts actually did



WHAT WE DO NOT SELL

Editorial coverage, a review, or a place on a list of recommendations. Those stay ours to decide, and they aren't available at any price. It's the reason the pages are worth being on.

GET IN TOUCH

Tell us which town or village you're in and we'll come back with what's available and what it costs.

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