



Discover Cotswolds

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

WEBSITE AND SOCIAL PARTNERSHIPS FOR COTSWOLDS VISITOR BUSINESSES

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 have already settled on the Cotswolds. What they haven't settled is where to spend their money.

INSTAGRAM	THE WEBSITE	INSTAGRAM AUDIENCE	INSTAGRAM AUDIENCE LOCATIONS
127,187 followers	1,827 clicks from Google in 28 days	53% aged 45 and over	27.4% United Kingdom
7,335 median accounts reached per post	Ask us for traffic figures for your proposed guide page.	29% aged 55 and over	18.6% United States
		71.4% women	8.4% Italy and Germany

Instagram followers as at September 2026 and audience profile from Instagram audience insights, September 2026. Reach is the median of 48 posts published 8 June to 5 September 2026. Website clicks from Google Search Console, most recent 28 days, September 2026.



WHAT HAPPENS WHEN WE FEATURE A PLACE

In June 2026 we featured Stanway, a privately owned house and estate in the north Cotswolds, across two Instagram posts, published on 19 and 20 June.

56,966 views

32,906 combined reported reach

400 saves

2,357 likes

Combined reported reach adds the two posts together, so the same account can be counted in both.

WHAT THESE RESULTS SHOW

These two posts are an example of the attention our content can attract. Results vary between posts, and this example is not a forecast for a paid partnership. We agree the content and publication plan before booking, clearly identify paid partnerships and report the results after publication.

WHAT A PARTNERSHIP INCLUDES

- A named place in a labelled partner box on the guide page for your town or village
- One paid partner per guide page
- Your own words, your photograph, a direct link to you
- Your guide page shown without Google ads for the length of your term
- 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

PLACEMENT STARTS AT **£250** a year

A feature works on the strength of the content, not the size of the account posting it. We can shoot it for you, quoted separately, or use your own photograph if it's strong enough to earn its place.

ILLUSTRATIVE EXAMPLE



FEATURED PARTNER

Your business here

Up to sixty words in your own words: what you offer, who it suits, and why someone planning a trip should choose you. One photograph, and a direct link to your own site with no commission tag.

YOURBUSINESS.CO.UK

How a partner box would look on your guide page, kept visibly separate from the editorial picks.

EDITORIAL STAYS INDEPENDENT

Our recommendations and reviews stay ours to decide, and they aren't for sale.
That independence is what makes the pages worth being on.

GET IN TOUCH

Send us your business, where you are, and what you want the placement to do,
and we'll come back with a specific proposal.

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