ANGUILLA FOCUS

LOCAL NEWS | GLOBAL REACH | REAL IMPACT



ABOUT ANGUILLA FOCUS

Anguilla Focus is Anguilla's only **daily online news** platform boasting a **highly engaged** readership and rapidly growing local, regional and international reach.

We are independent, **trusted** and follow robust ethical editorial standards under the leadership of editor Rebecca Bird, who has two decades of experience in Caribbean journalism.

12,000	150,000	#1
WEBSITE READERS per month	GOOGLE IMPRESSIONS per month	GOOGLE SEARCH 'Anguilla news'

WHAT WE CAN DO FOR YOU

Anguilla Focus offers a range of options to help businesses increase **visibility**, boost **engagement** and drive **customer growth.**

Choose from editorial coverage, competitions, exclusive discounts, sponsored content and advertising across our trusted channels.

Tiered partnership packages offer **huge savings** on long-term visibility and engagement with our audience at a competative monthly rate.

ADVERTISING

Anguilla Focus has advertising options for all budgets. We provide **free in-house design** and all ads include a link to your chosen website.

Website

For every website advert on purchased for a minimum of three months, we will include a **free banner** on our weekly newsletter for one month.

Title banner (top of all pages) – US$200 per month
Home page banner – US$100 per month
Home page side bar rectangle – US$85 per month
Side bar rectangle (all article pages) – US$85 per month
In article banner – US$200 permanent

Newsletter

Banner - US$60 for one week / US$200 for four weeks

Social media

Social media post - US$60 for one post / US$200 for four posts
Posts shared on Facebook and WhatsApp channels.

Free in-house design







TIERED PARTNERSHIP PACKAGES

These bundles offer **huge savings**, giving your business maximum exposure for a low monthly rate.

They all include website membership with full access to content on anguillafocus.com and a listing in our online business directory.

Bronze partner

US$100/month

- Sponsored feature: Promo article on minimum 3-month sign-up
- Newsletter: In-house designed banner ad included weekly
- **Or** Website: In-house designed banner ad on home page
- Social media: One post per month across all channels
- *Total savings of US$60 to $160/month plus $250 for article*

Silver partner

US$250/month

- Sponsored feature: Promo article on minimum 3-month sign-up
- Website: In-house designed banner ad on home page
- Newsletter: In-house designed banner ad included weekly
- Social media: Two posts per month across all channels
- *Total savings of $170/month plus $250 for article*

Gold partner - only one available

US$500/month

- Sponsored feature: Four promotional articles per year
- Website: Banner advert placed alongside title (all pages)
- Newsletter: Banner ad included weekly at top of newsletter
- Social media: Four posts per month across all channels
- *Total savings of $228/month plus priceless priority placement*

EXTRAS

Sponsored features

These high-quality promotional articles of up to 500 words use engaging storytelling to highlight your business, services and strengths.

Sponsored feature - US$250

Exclusive discounts

Businesses can offer exclusive discounts to Anguilla Focus paid members, encouraging targeted engagement from our most loyal readers.

The offer will be shared on the Anguilla Focus website, newsletter and social media channels.

Competition prizes

Businesses can provide prizes for competitions, offering a fun way to connect with our audience and build brand recognition and goodwill.

The competition will be written into a dedicated article and shared on the Anguilla Focus website, newsletter and social media channels.

Editorial coverage

We feature free non-promotional coverage of local businesses such as new developments, openings, senior appointments and business expansions.

Press releases, interview opportunities and photographs can be sent to anguillafocus@gmail.com or via WhatsApp +44 7453 809576.

CONTACT

Reach out for more information to anguillafocus@gmail.com or via WhatsApp on +44 7453 809576.