

# ThePrizeFinder.com

**Started in 2001**, ThePrizeFinder.com has grown over the last 10 years to become the UK's biggest competition portal. We search out winning opportunities for our members and provide extensive information on thousands of prizes and jackpots; Content is updated during the day to bring visitors all the latest competitions as soon as they are launched and the site regularly lists over 3,000 competitions.

The site is easy to navigate and due to the dynamic and addictive content our customers are very engaged with the site and on average spend 14 minutes each visit.

The site is free to use with no charge for membership. We currently have 250,000+ active members.

## Site Stats

Total visits per month:	<b>300,000 visits/month</b>
	<b>90,000 unique visitors</b>
	<b>All new visitor traffic is organic</b>
Total page views/month	<b>2,000,000+</b>
Average Dwell Time	<b>14 minutes per visit</b>
Facebook	<b>13,000 fans</b>
Twitter	<b>3,700 followers</b>

## Customer Profile

Gender	<b>70% female</b>
Age	<b>75% 25–55-year-olds</b>
Marital Status	<b>Mostly married</b>
Children	<b>Children / grandchildren</b>
Household Income	<b>Up to £30,000</b>
Socio-economic status	<b>C1, C2, D</b>
Newspaper readership	<b>The Sun, Daily Mirror and Daily Express.</b>
Financial Status	<b>85% have credit cards but unlikely to pay off in full each month.</b>
Interests	<b>Competitions, Bingo, Gambling &amp; Gaming, Collectibles.</b>

## Sponsorship & Advertising Opportunities

Benefit from our **PR5** search ranking and promote your brands to our audience with high-visibility positions across all site pages and email communications. We offer premium advertising and dedicated email campaigns.

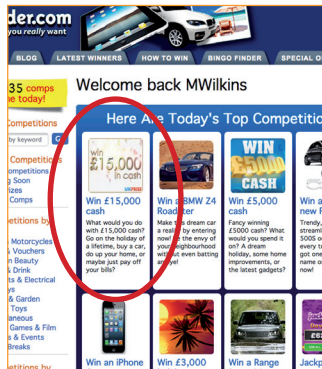
**Turn over for more details of the positions available**



**Contact Steve Higson**  
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**Email: [steve@theprizefinder.com](mailto:steve@theprizefinder.com)**

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## Home Page Promotion

- Prime position under 'Today's Top Competitions'
- Over 220,000 impressions per month
- Excellent click through rates

From £1,050 per month



## Premium Listing

- Your promotion at the top of the competition listings
- Premium placements within specific categories
- Excellent Open & Click through Rates

From as little as £500 per month



## Dedicated Eshots

- Email tailored specifically for your Brand / Promotion
- Promote your offer to 40,000 active members
- Excellent Open & Click Through Rates

From £400 per solus eshot



## Newsletter Advertising

- Prime positioning within regular TPF newsletters
- Promote your offer to 40,000 active members
- Excellent Open & Click Through Rates

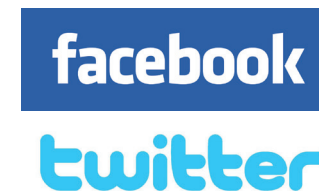
From £250 per listed competition



## Guest Blog

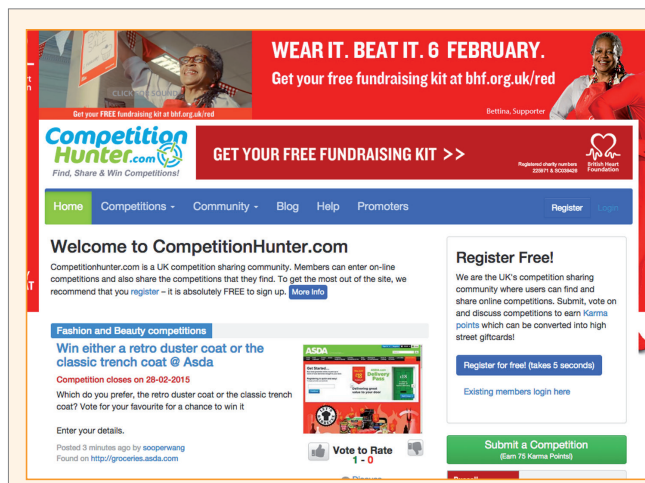
- Bespoke article on your Brand / Promotion
- High levels of User Interaction
- Blog support on Social Media channels

From £500 per Blog article



## Social Media

- Added promotional support through Facebook & Twitter
- Reach 13,000 Facebook Fans
- Reach 3,700 Twitter Followers



## NEW! Introducing CompetitionHunter.com

- Fastest-growing online competition sharing community
- The latest addition to the Accolade Publishing Portfolio
- Discounted advertising opportunities on the Competition Hunter website