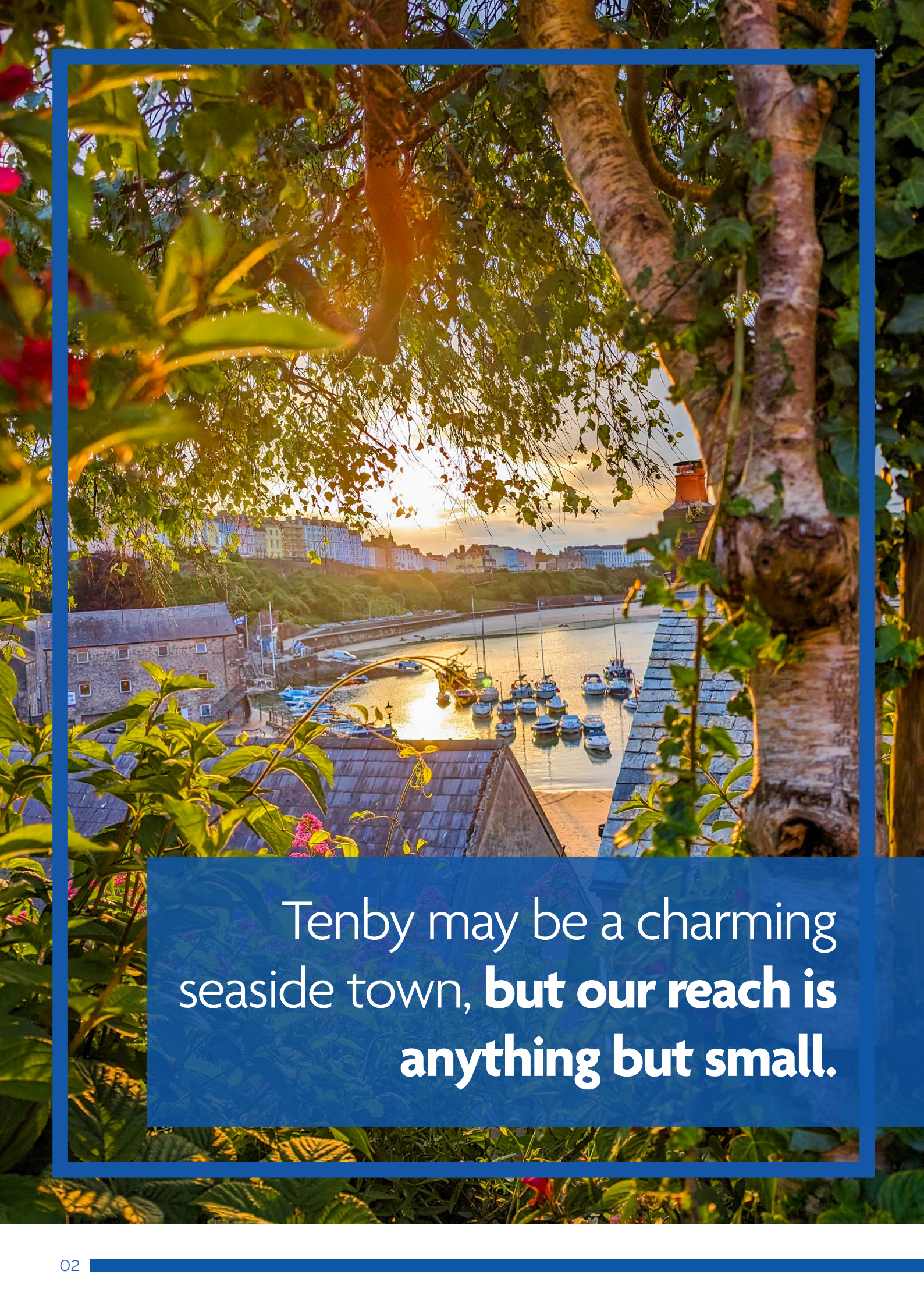




Media Pack 2025



Tenby may be a charming
seaside town, **but our reach is
anything but small.**

About Around Tenby

Welcome to the Around Tenby Media Pack for 2025!

Let's take a stroll together (imagine a leisurely walk along the beach) as we explore how our platform can help your business thrive.

Around Tenby isn't just any old website. No, it's a passion project founded in 2020 by Chris Brookfield and his family, including the lovely Jasper and Arlo, our favourite cocker spaniel and adventure buddies.

We're all about capturing the essence of Tenby and its surroundings, like Saundersfoot, Narberth, St. Davids, and even as far as Laugharne!

We're talking serious visibility, from online engagement to printed promotions, all designed to make your business shine in the heart of Tenby and beyond!

Why the name Around Tenby?

Well, Tenby is what we call a **'pull town.'** People come here for their first holiday, fall in love with the area, and then discover nearby gems like Amroth, Manobier, or Stackpole. Before you know it, they're planning their next trip to explore even more of our beautiful coast.

Why Our Global Reach Matters to Local Businesses

Our global audience means that your business isn't just visible to locals but also to people across the world who are planning their trips to this slice of paradise.

Think of it this way: before they've even booked a holiday, tourists are already following us on social media, reading

our blog posts, and exploring our website dreaming about everything Tenby and the surrounding areas have to offer.

Why is this important?

Wider Exposure:

You're not just reaching people who are already here; you're influencing future visitors before they've packed their bags.

Pre-Holiday Planning:

Potential customers are discovering your business while planning their itineraries, so you're top of mind when they arrive.

Local and Global Connections:

We connect your business with both the local community and a global audience, creating lasting relationships and repeat visitors.

Creating Captivating Content

At Around Tenby, we pride ourselves on capturing the unique magic of this area. From breathtaking photos to engaging stories, our content keeps our audience hooked and it's all about showcasing the beauty and charm of places like Tenby, Saundersfoot, and Narberth.

Got an event or news story? We're ready to help! Let us maximise your reach and put your event in the spotlight.

Digital Advertising Opportunities

Whether you want a big splash or a targeted boost, we've got packages to suit all needs.

Full Season Package – £500

March to September

Social Media: 1 post every fortnight

Email Newsletter: 1 advert every month

Website: Premium category listing + rotating banner

Blog: 1 seasonal blog featured on our site and newsletter

Promotion Boost – £375

A one-month blitz for high impact:

Social Media: 1 post per week

Solus Email: 1 dedicated email blast

Email Newsletter: 1 advert per week

Website: Premium listing + banner

Blog: 1 featured story on our website and newsletter

Blog Feature – £165

Short form blog feature written about your business by the Around Tenby Team, includes photography, and backlinks to you own website or social channel.

Social Media: post

Email Newsletter: Feature

**Need something more bespoke?
We can do that, too:**

Graphic Design

Copywriting

Business/Product Reviews

Competitions & Giveaways

Charity Support

Our Digital Reach



2.11M

Impressions

55K+ Visitors*



26K+

Followers



22K+

Followers



6K+

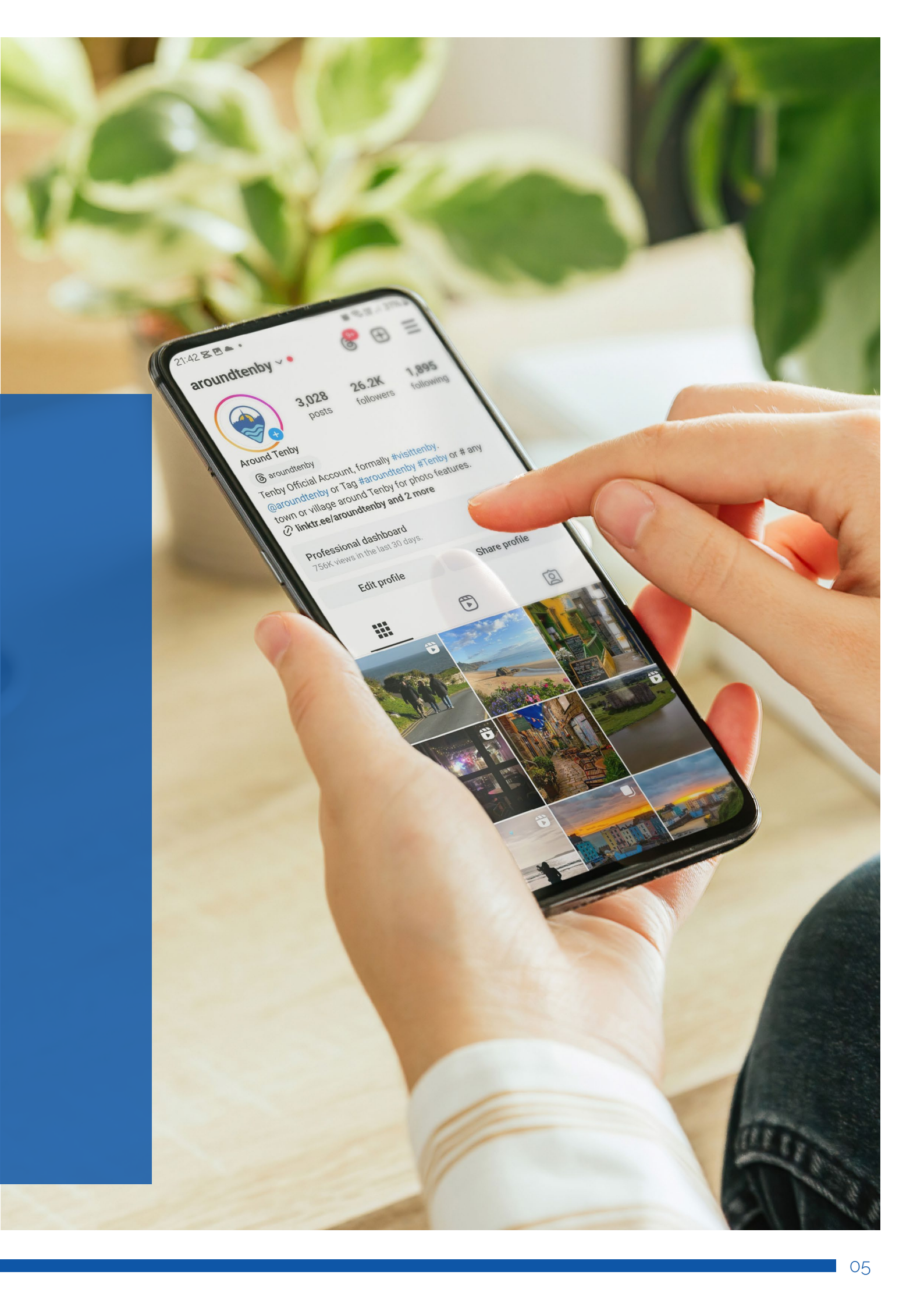
Followers



3K+

Followers

*Our average quarterly impressions and visitors from 2024



21:42

aroundtenby

3,028 posts 26.2K followers 1,895 following

Around Tenby

@aroundtenby
 Tenby Official Account, formally #visitttenby.
 @aroundtenby or Tag #aroundtenby #Tenby or # any
 town or village around Tenby for photo features.
linktr.ee/aroundtenby and 2 more

Professional dashboard
 756K views in the last 30 days

Edit profile Share profile

Grid of 12 posts showing scenic views, buildings, and nature in Tenby.



Business Directory: Free Listings with Maximum Impact

Our Around Tenby Business Directory is open to everyone in and around Tenby—including businesses in Saundersfoot, Narberth, St. Davids, and more. With our self-service listing, you can showcase everything about your business, from location and contact details to website links and photos—all for free!



Add Photos

Upload eye-catching images of your business, products, or services to entice potential customers. From mouth-watering meals to stunning crafts, let your photos bring your business to life and capture attention!



Detailed Information

Share a complete business description, address, and contact details so customers know exactly what you offer and how to reach you. Highlight what makes your business special and easy to find.



Direct Customer Contact

Visitors can reach out directly through your listing, making it simple for them to ask questions or book services. Build strong connections and keep communication open.



Self-Service Control

Manage your listing anytime, update details, add new photos, or refresh your content as needed. You're in control, but if you ever need help, our friendly team is here to assist.

Join a community of businesses getting noticed by thousands of locals and tourists alike. It's visibility made simple!



Our free business directory is like having a friendly local guide recommending your business to thousands of eager explorers.



The screenshot shows a business listing for Penally Abbey Hotel. The main image is a large, multi-story stone building with a gabled roof and many windows, surrounded by lush greenery and trees. Below the image, the text reads: "Penally Abbey Hotel" and "A cosy hotel overlooking the sea near Tenby".

Navigation options include: Profile, Reviews, Events, Get directions, Call now, Website, Share, Leave a review, and Report.

Description

Penally Abbey Hotel is a true labour of love for the Boissevan family. Husband and wife team Lucas and Melonie Boissevan work closely with two of their three children, Saskia and Jacques, to create this 12 bedroom boutique hotel and restaurant.

Located just outside Tenby and a 10-minute walk from the magical Pembrokeshire Coastal Path, Penally is a place where time slows down and sea views, squishy armchairs, and home-cooked food soothe the soul.

The Penally Abbey hotel has a spectacular view out to sea, overlooking the oldest golf course in Wales - Tenby Golf Course, established in 1888.

Falling for the charming 18th Century property in 2014, the Boissevan family saw a definite niche

Gallery

The gallery section contains several small images showing the interior of the hotel, including a dining room with tables and chairs, a lounge area with armchairs, and a kitchen area.

2025 Printed and Digital Pocket Guide

Our 2025 Pocket Guide is here by popular demand!

After the incredible success of our digital version in 2024, which had over 5,500 downloads, we've answered the call with a brand-new printed edition. With a 10,000-copy print run, this guide will be distributed for free around Tenby and beyond. It's packed with everything from the 10 B's of Tenby to dog-friendly pubs, hot tub cottages, scenic walks, and tips on where to park to make your visit hassle-free. Plus, it even includes a pull-out map in the back to make exploring even easier. It's the ultimate companion for anyone visiting or living in the area!

Advertising Rates:

Single Page A6: £150

Double Page Advertorial: £275

Back Page: £750

Inside Front Cover: £475

Inside Back Cover: £475

Special Offer: Tenby Chamber of Trade Members get 20% off all advertising prices!

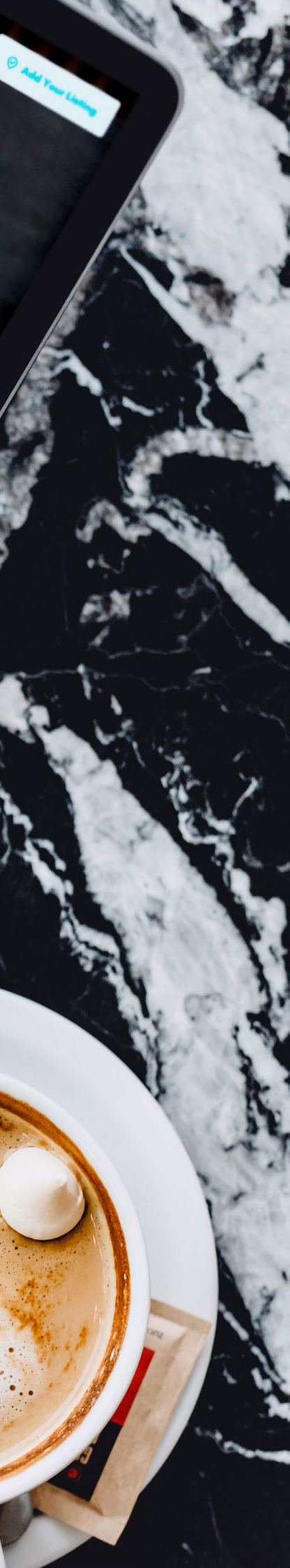


The Around Tenby Pocket Guide is **like having a local friend in your back pocket**, showing you all the best spots and secret tips!





Looking to feature your locally crafted goods or Welsh-made products? Our Around Tenby Online Store is the perfect place to showcase your items to a dedicated and engaged audience.



Around Tenby Online Store

Showcase Your Locally Made Products

We're passionate about supporting our local community, which is why **we would prefer to feature products that are made locally or at least proudly made in Wales.** From unique gifts to locally produced food and handmade crafts, our store connects you with customers who love supporting Welsh businesses.

How can you get involved?

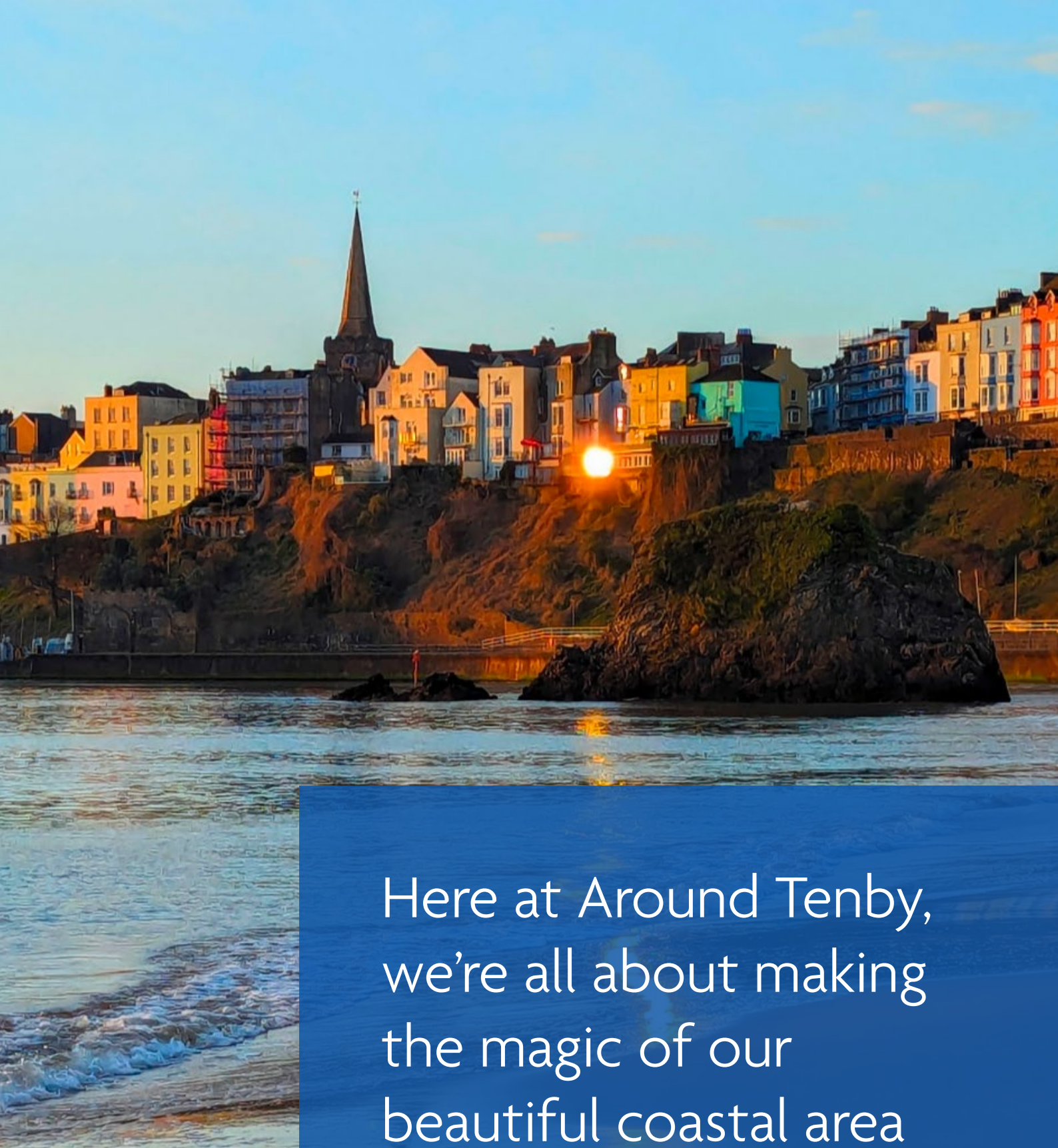
Just reach out and ask us how to list your products on our site. We're more than happy to guide you through the process, help you set up your listings, and make your goods shine.

Coming Soon in 2026

Self-Service Marketplace

Exciting news! In 2026, we'll be launching a **self-service marketplace** that will take over our current store. This new platform will give you even more control over your listings, making it easy to manage and update your products whenever you need.

Get ahead of the game! List your products in our current store now and be part of the Around Tenby evolution. Don't miss the chance to share your locally-made creations with a wider audience!



Here at Around Tenby,
we're all about making
the magic of our
beautiful coastal area
last **well beyond those
busy summer months.**

Thinking Beyond Summer

Extending the Seasons with Around Tenby

While Tenby and the surrounding areas are undeniably popular in the summer, we believe there's so much more to enjoy throughout the rest of the year. That's why we're dedicated to promoting the delights of autumn, spring, and winter, encouraging visitors to explore and experience our coastal gem all year round.

How do we do it?

Autumn Adventures: We highlight the stunning fall foliage, cosy pubs with roaring fires, and autumnal walks along the coast that are perfect for those crisp, sunny days. Think pumpkin picking, golden sunsets, and wildlife spotting!

Spring Escapes: As the flowers begin to bloom, we promote springtime activities like visiting local gardens, enjoying the first beach days of the year, and experiencing the fresh, vibrant beauty of the season.

Winter Wonders: We don't let the cooler temperatures stop us! From festive markets and holiday lights to dramatic coastal views and invigorating winter walks, we show off how special Tenby and the surrounding areas can be in the off-season.

By extending the seasons, we support local businesses beyond the summer rush, helping to bring in visitors year-round. It's all about showcasing Tenby as a four-season destination full of charm and adventure no matter when you visit. So, whether it's a springtime escape or a winter getaway, Around Tenby is here to keep the magic going all year long!

Ready to make your business part of everyone's Tenby adventure? Let's chat and get you noticed in 2025!





Ready to Get Started?

If you're excited to promote your business and reach a vibrant audience in and around Tenby, we'd love to hear from you! To learn more or discuss the perfect advertising option for you, just follow the link below and get in touch. Let's work together to make your business shine!

www.aroundtenby.co.uk/advertising

CONTACT US

Chris Brookfield

contactus@aroundtenby.co.uk
www.aroundtenby.co.uk

[instagram.com/aroundtenby](https://www.instagram.com/aroundtenby)
[facebook.com/aroundtenby](https://www.facebook.com/aroundtenby)
twitter.com/aroundtenby
[tiktok.com/aroundtenby](https://www.tiktok.com/aroundtenby)

