



ADVERTISING MEDIA PACK

2024



PlanningPortal

www.planningportal.co.uk/advertising

Company overview

Planning Portal began digitising the planning process over 20 years ago. It is the home of planning and building information and the online planning application service for England and Wales.

Delivered as a joint venture between TerraQuest Solutions Limited and DLUHC (Department for Levelling Up, Housing & Communities), Planning Portal enables its users to find trusted planning and building guidance, and apply online to a local authority for planning permission and building regulations approval.

Based in the iconic Spectrum building in the heart of bustling Bristol, our dedicated team focus on our core mission: to transform planning and building.

The website has an average of over 2.3 million page views every month and our unique position in the market makes our website an ideal location for your advertising campaigns.



We can deliver your campaign in a range of creatives. From rich display advertising to full sponsored content articles.



Planning Portal's targeted audience then see the advertisements relevant to them. With clicks going directly to your website.



You receive a dedicated report each month for your campaign showing the traffic you have had to convert to business.

Why choose us?

Our service is used by both homeowners and planning and building professionals, at the earlier stages of a project, in order to submit online applications and identify how planning and building rules affect their project.

- A targeted audience – we are heavily used in the research stage by homeowners working on major building projects, and are used as part of daily business by industry professionals.
- Quality referrals – every local authority in England and Wales accepts applications from the Planning Portal.
- High search ranking – we rank in the top three on Google and Bing for all key planning and building regulation searches.
- Flexible and cost effective – we offer a variety of advertising and sponsorship packages, whether you are looking to target a specific audience through a content partnership, or for mass exposure and key messaging for your brand through run of site advertising.



September 2023

+205,000

Householder planning applications were submitted through the Planning Portal in 2022

+125,000

Full planning applications were submitted through the Planning Portal in 2022

c.90%

Planning applications submitted nationally through Planning Portal (around 2,800 per day)

Building control application service

Nearly 200,000 applications submitted
Over 70% of Local Authorities signed up



Contextual advertising

Contextual advertising refers to placing your advertisement in an area of the site with content that is relevant to your product.

This means your advertisement will reach a more targeted audience than a blanket coverage would. For example a supplier of summer houses may advertise in the section of the site providing advice about outbuildings.

This option is a more specified approach which generally generates a higher click through rate than free-space advertising.



Top leaderboard - run of site

Run of site advertising ensures mass coverage and reach of your brand and across all pages on the Planning Portal.

With 2.3 million average page views every month, you are guaranteed high exposure to all users of Planning Portal. This option also attracts a much lower cost-per-thousand (CPM) rate than the more targeted contextual advertising options.

Consider animated creatives for this option which are more engaging and lift off the page.

This advert container, known as the leader board, is also sticky, meaning that even when scrolling through the content of a page the advert remains always visible at the top or bottom of the screen, depending on device size.



Marketing solutions

PlanningPortal **IN ASSOCIATION WITH THE PLANNER**

Weekly planning news

Your advert

Flood-risk rules launched
The Town and Country Planning Association (TCPA) and the Environment Agency have launched a resource that aims to help address flood risk through the planning system.

Reuse and retrofit of buildings should be prioritised over new-build
The government should prioritise the reuse and retrofit of buildings over building new ones as part of the work required to reduce the levels of CO2.

Nearly 3,000 council homes started in London last year
In the 2021-22 financial year 4,948 'City hall-backed' council homes were built in London, according to statistics.

Research aims to overcome shortcomings of offshore wind developments
Statistics from the offshore wind industry, government and academic sources from seven countries have been brought together into a central data set to map sea-floor biodiversity across international boundaries.

North Wales village forced on for demolition
Cathert Planning, acting on behalf of a housing association, has submitted proposals to redevelop an entire village in North Wales.

News round-up

- Fellows announced by RTPI
- Votes sought on ACTA Tourism to Southdelta design changes
- Kingston approves leisure complex plans
- Euseby buys housing land in Wiltshire
- Solihull submits amended viaduct plans in Manchester
- And more stories...

PlanningPortal Blog

Planning Portal responds to the Draft Levelling Up and Regeneration Bill
Read our response following a review of the Bill.

Launch of the 12 remaining Prior Approval application types
We enabled the 12 remaining Prior Approval application types on Thursday 19 May 2022. Find out more from our blog.

52,073 applications submitted through Planning Portal in April 2022
There has been a total of 52,073 applications submitted through Planning Portal in April 2022. This is a reduction of 23% in application submissions when compared to 2021. Access the full report and charts for April.

You at 3.00pm
Subscribe to the Portal blog and receive notifications of new posts by email. Follow the link above and enter your email address on the right of the screen.

Sponsored eNewsletters

We offer sponsorship of both our weekly planning newsletter and our monthly architectural or Local Authority bulletin. These are great opportunities for brand awareness, lead generation and driving traffic to your website.

- Weekly planning newsletter – in association with RTPI's The Planner magazine.
- Branding and messaging straight to the inbox of over 102k Planning Portal newsletter subscribers.
- Monthly architectural bulletin – promote your business or service to 14.5k subscribed architect users of the Planning Portal.

eBooks or Insight Reports

We survey our users on a particular topic and use the insight to create an eBook or report, which is either driven by the sponsor or the Planning Portal.

- Non-personal data captured from respondents is made available to the sponsor
- Report is signposted on Planning Portal for 12 months
- Report is featured in our bulletins, with an audience of 14k, and our newsletter, with an audience of over 102k
- Report is shared with our partners for distribution to their members: CIAT, FMB, LABC, RTPI.

Advertisement

Your advert

Your advert text

Your call to action

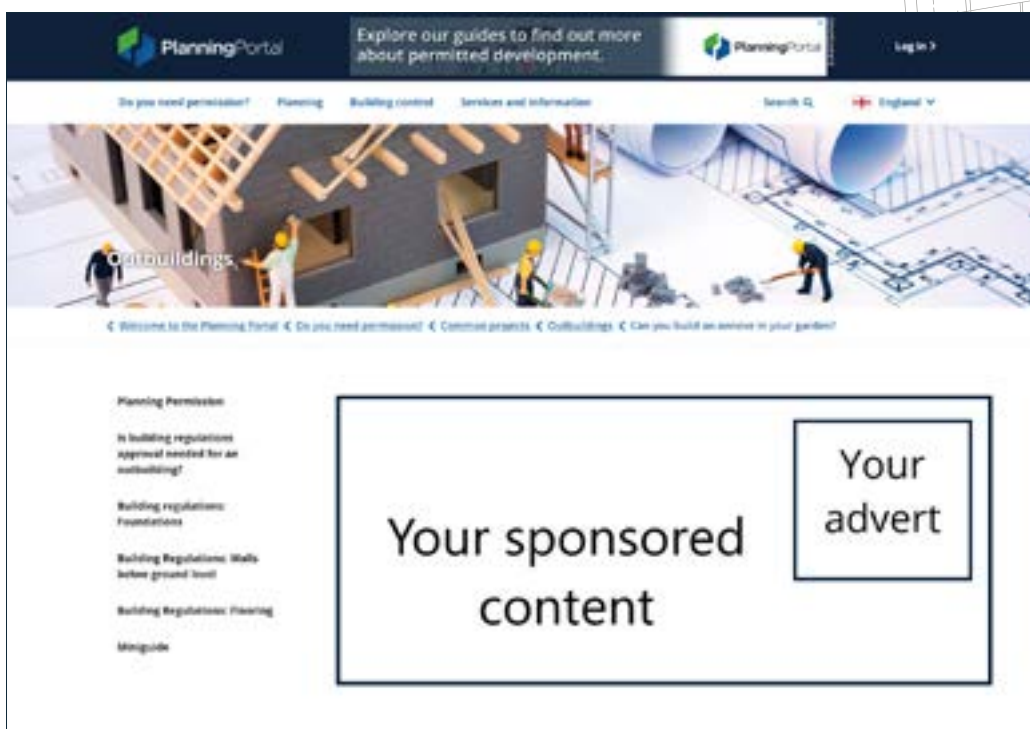
Marketing solutions

Sponsored content

Sponsored content is a great way to get more information across to our audience about your product, services and business, when sometimes you want to say more. Articles can be written by your business for inclusion on the Planning Portal and placed in prime subject categories to ensure quality visitors to your website. This is a far more natural form of advertising and embeds your company, and messaging, within the Planning Portal's trusted, authoritative content.

- Article positioned on the Planning Portal in a location relevant to the content of the article, to reach a more targeted user
- SEO benefit from being hosted on an authoritative website, which ranks top of most planning searches
- Article promoted in our weekly newsletter
- Hosted on Planning Portal for a period of six months
- Links to your website
- Social media mentions.

Find out about the specifications



The image shows a screenshot of the Planning Portal website. The header includes the Planning Portal logo, a navigation menu with links like 'Do you need permission?', 'Planning', 'Building control', and 'Services and information', a search bar, and a language selector for 'England'. The main content area features a large banner image of a construction site with the text 'Outbuildings'. Below the banner, there is a list of links: 'Welcome to the Planning Portal', 'Do you need permission?', 'Consent grants', 'Outbuildings', and 'Can you build an annex in your garden?'. On the left side, there is a sidebar with links for 'Planning Permission', 'Building regulations approval needed for an outbuilding?', 'Building regulations: Foundations', 'Building Regulations: Walls below ground level', 'Building Regulations: Planning', and 'Minguide'. In the center, there is a large white box with a black border containing the text 'Your sponsored content' and a smaller box to its right containing the text 'Your advert'.



Webinars

Planning Portal are keen to facilitate interactive online events on your behalf, allowing you to share your knowledge as industry thought leaders and experts. We want to help you connect with more people and with remote audiences which might otherwise be out of reach.

With a solid grasp of your target audience, our webinars can help you to build brand awareness, generate leads and drive traffic to your website. They are an invaluable tool for marketing your products and services.

Our webinars can take the form of product tutorials, seminars or Q&A sessions.

Some of the many benefits of utilising Planning Portal webinars include:

- No geographical restrictions
- Invitations can be sent to your target audience to encourage webinar attendance
- Webinars will be recorded and sent to target audience to watch in their own time
- Cost effective for both hosts and attendees
- Great lead generation
- Evergreen content creation – content that last for years
- Convenient for people to attend
- Links to your website
- Social media mentions.

Get in touch

The home of planning and building regulations information, and the national planning application service.



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