

2025: Events in Lancashire Quarterly Guides

Quarterly online mobile-friendly
events guide

E-newsletters to dedicated visitors

Guide hosted on digital magazine
platform and visitlancashire.com

Social Media

VisitLancashire.com

PR for events and short breaks

Events in Lancashire Quarterly Guides

Events are a key driver for visitors to the county, and we want to make sure they are armed with a list of the very best of what is on in Lancashire – so we are producing a handy mobile-friendly digital events guide.

Lancashire is a fantastic place to visit, stay, discover and explore and its year-round events calendar is second to none. This essential planners guide to Lancashire for those who want to see what's on in the county easily and on the go.

This mobile-friendly guide, will be created quarterly to make sure it remains relevant and up to date. Guides will be released in April, July, October 2025.

The guide will target those looking for what's on in the area on the go and in the planning stages of their visit. Promoted through visitlancashire.com, e-newsletters and social media.

Reasons to advertise

- Quarterly Lancashire Events Guide
- Digital activity on visitlancashire.com with over 9.7 million page views per year
- Promoted to over 90,000 social media followers
- A dedicated visitor database of over 19,000
- PR targeted at the visitor market

2024 Stats

Digital guides for key event seasons – [see Oct-Dec here](#)

46,115 impressions of the three 2024 guides

Average time spent reading guide **2:09** minutes.

Events in Lancashire Quarterly Guides

Headline* partner package

We are also offering two partners the chance to headline the campaign for £750 (+VAT)

- DPS Advert/Advertorial in online events guide
- Four-week placement on the 'Don't Miss' section on What's On page
- Inclusion in one e-newsletter
- Feature in What's On highlight on visitlancashire.com
- Guaranteed inclusion on weekly event round up blog – shared on Visit Lancashire social media
- Minimum 2 tweet & 2 Facebook posts & 2 Instagram story

Targeting: Visitors looking for days out, exciting short breaks and holidays in Lancashire.

Ideal for: Events of all sizes, accommodation providers, food and drink

Digital Guide: distributed through email database, social media channels and visitlancashire.com

10% discount for two or more events/guide bookings.

* Boost package available from £50 – sponsored social media post on Visit Lancashire Facebook and Instagram channels.

| Events Guide Activity Package | | Member rate |
|-------------------------------|--|-------------|
| Premium* | Full page advert in online events guide Two-week placement on the 'Don't Miss' section on What's On page Inclusion in one e-newsletter Feature in What's On highlight on visitlancashire.com Minimum 2 tweet & 2 Facebook posts & 2 Instagram story | £550 (+VAT) |
| Enhanced* | Half page advert in online events guide One week placement on the 'Don't Miss' section on What's On page Inclusion in one e-newsletter Feature in What's On highlight on visitlancashire.com Minimum 1 tweet & 1 Facebook posts & 1 Instagram story | £350 (+VAT) |
| Standard* | Enhanced listing in online events guide One week placement on the 'Don't Miss' section on What's On page Feature in What's On highlight on visitlancashire.com Minimum of 1 tweet, 1 Facebook post, 1 Instagram story | £200 (+VAT) |
| Basic | Guaranteed inclusion in online events guide | £50 (+VAT) |

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PREMIUM

August 2022

Lytham 1940s Wartime Weekend

20 - 21 August 10am - 5pm
Lytham Green, Lytham FREE



Re live the wartime era with singing, dancing, battle re enactments, static aircraft and vehicles, vintage stalls and so much more as Lytham stages its annual popular family wartime weekend. There's an entertainments marquee, fashion show, big band, life on the Home Front.

01253 658 443 | discoverfylde.co.uk/lytham1940s



ENHANCED

August 2022

Ride the Lights

31 August 7pm
Blackpool Promenade, Blackpool FREE

The popular free event sees the seafront stretch fully closed to vehicles for one night only between 19:00 - 22:00 to allow cyclists to get a sneak preview of the Blackpool Illuminations ahead of the annual Switch-On.

As well as enjoying the ride, families, visitors and local residents were also well entertained at the Ride the Lights hub located at the Tower Festival Headland opposite The Blackpool Tower.

01253 478222 | visitblackpool.com



Six The Musical

30 August - 3 September 7pm
Winter Gardens, Blackpool from £20
The international smash hit musical Six is returning to Blackpool!
01253 478222 | visitblackpool.com



Burnley Canal Festival
24-25 Aug
Burnley Wharf

Big Machines Weekend
25-26 Aug
Thornton Hall Country Park

Ride the Lights
27 Aug
Blackpool Promenade

Blackpool Illuminations Switch On
30 Aug
Blackpool Promenade

STANDARD

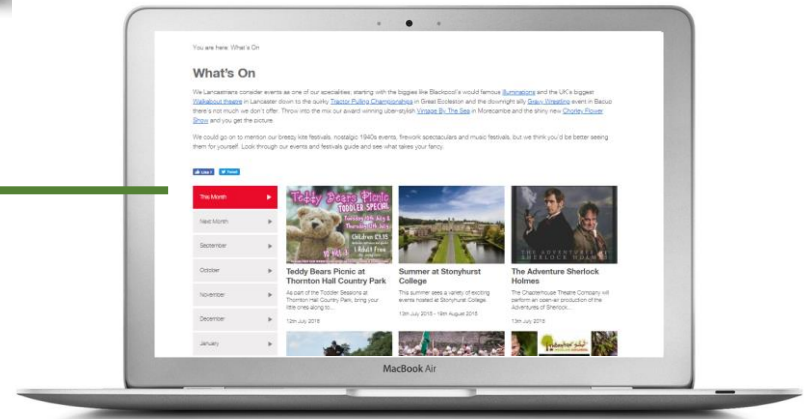
BASIC

Events in Lancashire Quarterly Guide

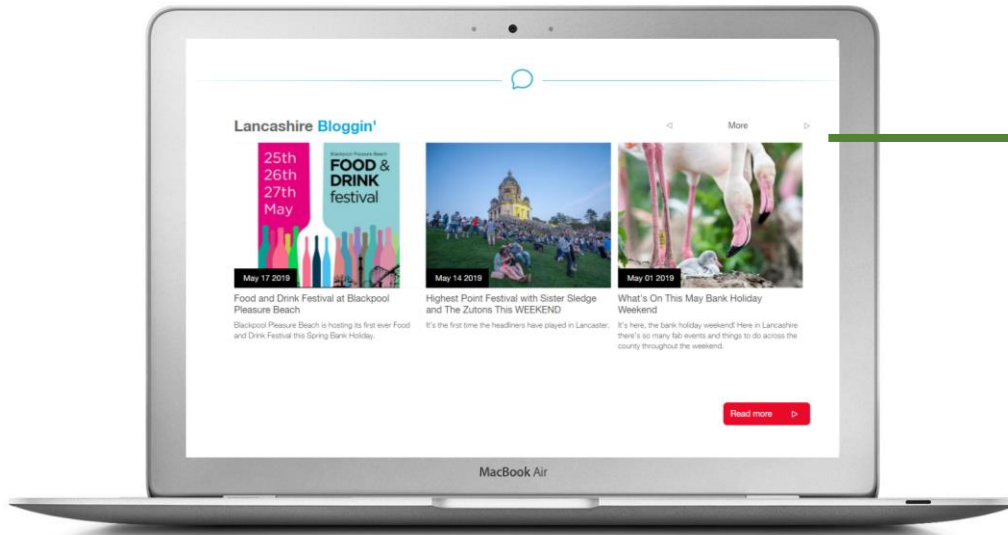


Don't miss feature on top navigation on What's On page

What's On monthly highlight



Events in Lancashire Quarterly Guide



Visit Lancashire Blog

Visit Lancashire e-newsletters



Booking Deadlines: Events in Lancashire Quarterly Guide

Apr-Jun 2025:

Booking deadline: 3rd March 2025

Jul-Sept 2025:

Booking deadline: 2nd June 2025

Oct-Dec 2025:

Booking deadline: 1st September 2025