



2017 Advertising Brochure

Information Regarding Advert Listings on Private-Dining.co.uk

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Advertising Brochure

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I. What is Private-Dining.co.uk?

Private-Dining.co.uk launched in 2014 to fill a gap in the marketplace and meet a growing demand from customers looking for private dining facilities in restaurants, or exclusive hire of venues, to hold corporate or social events.

The lack of a functional and collective website that listed restaurants with private dining rooms, along with their key features, meant customers had to search individual restaurant websites, often struggling to find the relevant information without the extra effort of contacting restaurants or venues to check if their requirements could be met.

The Solution

The Private Dining website has been designed to make it extremely easy for customers to browse and find the ideal location and restaurant for their event. Customers can search by location (city and postal code search), venue type, or use the advanced 'Venue Finder' tool to narrow down and meet exact requirements.

The website is straight forward and easy to use, making it very popular and resulting in a high booking conversion, with many repeat customers regularly using the website to find their next event locations.



*Private-Dining.co.uk has quickly become the most popular Private Dining specialist Directory in the UK.
(According to official Alexa Traffic Rank Statistics)*

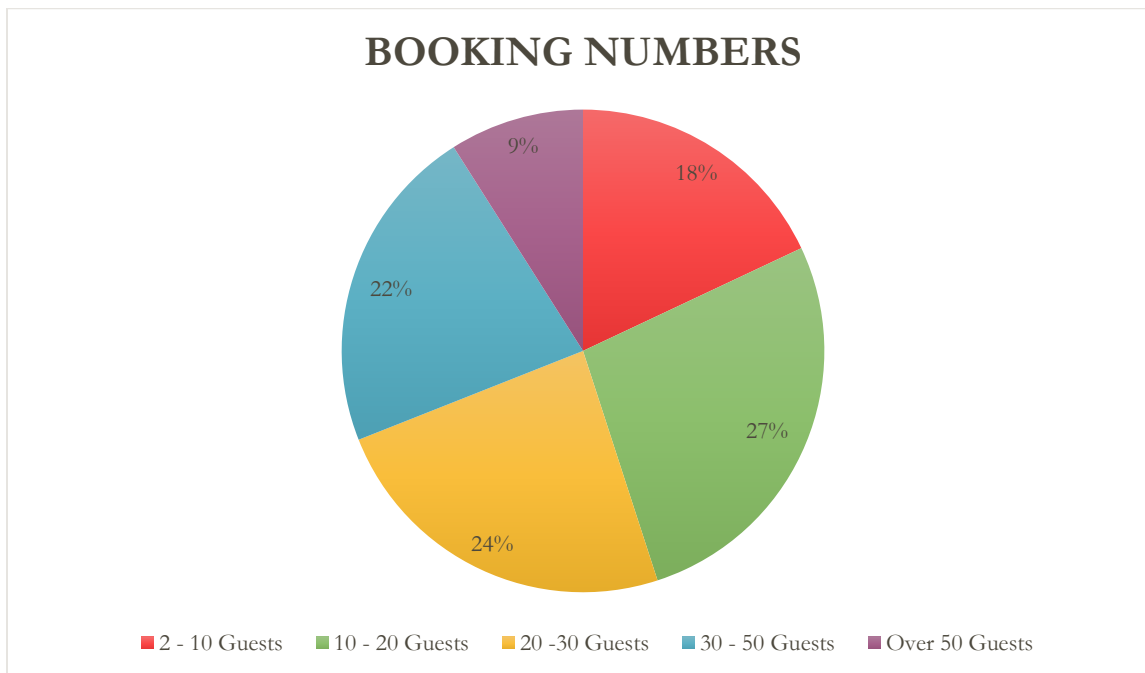
II. Restaurant Suitability

If your restaurant has a private dining room, event space, or you can offer exclusive use of your venue, then it is perfectly suited for Private-Dining.co.uk and exactly what our customers are looking for.

From private dining spaces dedicated to couples, to banqueting halls designed for large conferences or weddings, Private-Dining.co.uk provides incredible locations for every type of social or corporate occasion however big or small.

One listing on Private-Dining.co.uk allows you to advertise all the facilities you offer in your restaurant in one place, and whether there is the option for exclusive venue hire.

The table below displays the average numbers in group bookings. As you can see the most popular booking numbers range between 10 and 30 guests. Please note the statistics above are taken from booking form enquiries only.



III. What an advert listing on Private-Dining.co.uk will do for you?

The Private-Dining.co.uk website offers a directory, an advanced search engine, and a booking portal all in one.

Not only will you gain lucrative group bookings, but you also receive all the marketing benefits, press and exposure of being in an industry specific directory. A live link to your website is included with every advert listing which drives customers to your own website, and boosts your online marketing efforts. The booking feature integrated within our website means if there is ever an issue with your own website, booking form, or phone line, customers can still make enquiries.

Just one listing on Private-Dining.co.uk allows you to advertise all the facilities your venue can offer including exclusive use of the venue if applicable.



The website functions both as a directory and booking portal giving you the benefit of both. Key benefits include:

- *Large Group Bookings.*
- *Restaurant exposure outside of private dining bookings.*
- *Ability to Advertise Specialist Private Dining Packages, Menus and Events.*
- *Online marketing boost to your own website.*
- *Advertise multiple private dining spaces under one advert listing.*
- *Update, edit, and add relevant information to your listing whenever you desire.*
- *Press and Social Media Exposure.*

IV. How does Private-Dining.co.uk work?

Private-Dining.co.uk has been designed to keep things simple for both restaurant advertisers and customers who use our website to find their dining venues.

You can create the listing yourself using the listing form through our website, or have our team create the advert listing for you at no extra cost. Whichever way you wish to proceed you will always have access and control of your advert directly from a simple to use Advertising Dashboard. This makes it easy if you ever need to change, add or update information regarding your private dining facilities.

You will receive bookings through the Private Dining booking form, the phone number you choose to display with your advert, and through your website directly after customers follow the link on your listing.

What will it cost?

Private-Dining.co.uk operates on a yearly fixed fee basis. A 12 Month Listing starts from just £200 with upgrade packages available. We believe this offers exceptional value.

There are additional advertising options available through the advertising blocks around the website. This includes adverts in the sidebar of the website, and through a header image which is prominent throughout all the pages at the top of the website.

You will find more information and a breakdown of our packages and prices in section VI.

V. The 100 Covers Guarantee

We believe our packages offer unbeatable value, but for peace of mind we guarantee a minimum of 100 Covers through the advert listing enquiry form, or we will extend your listing free of charge.

Exceptional value with 12 Month Listings starting from just £200 per Annum.



Create the advert yourself or have our specialist team do it for you, free of charge!

A 100 Covers Guarantee for peace of mind!

VI. Advertising packages and prices

Advert Listing Features	Standard Listing	Featured Listing
Advertise Multiple Private Spaces	Y	Y
Free Advert Creation	Y	Y
24/7 Access to Advert Information	Y	Y
Add Up to Eight Venue Images	Y	Y
Booking Form Enquiries	Y	Y
Telephone Number Displayed	Y	Y
Live Website Link	Y	Y
Google Maps Entry and Directions	Y	Y
Regional Listing*	Y	Y
Category Listings*	Y	Y
Social Networking Promotion	N	Y
Across Website Sidebar Exposure	N	Y
Regional Feature Slider Exposure*	N	Y
Private-Dining.co.uk Front-Page Exposure	N	Y
Schema Microdata for Restaurants*	Y	Y
12 MONTH LISTING PRICE	£200	£300

***Regional Listings:** Your advert will appear in the relevant regional category (For example; London, Glasgow, Manchester).

***Category Listings:** Your advert will appear in relevant category listings (For example; Banqueting Halls, Meeting Venues, Wedding Venues, Venues with Accommodation, Fine Dining, Pre/Post Theatre Dining).

***Regional Featured Dining Rooms Slider:** Similar to the front page featured slider, every region has its own featured slider which customers see first when visiting the page.

***Schema Microdata for Restaurants:** Adverts are labelled with an advanced technical language that interacts with Google and other search engines providing them with important details about your venue.

VII. How to get started?

1. Sign Up for an account using the email address you wish enquiries to go to:
<http://private-dining.co.uk/register/>
2. Create the listing yourself using our online form:
<http://private-dining.co.uk/create-listing/>
Alternatively ask us to create the listing for you through our contact page:
<http://private-dining.co.uk/contact/>
3. If you create the listing yourself you will be able to pay through PayPal at step 3 of the advert listing process. If we create the advert for you we will send an invoice to you directly.
4. Once the advert listing fee has been paid, the advert will be reviewed and then published. You can make changes whenever you would like to your advert listing from your advertiser dashboard:
<http://private-dining.co.uk/dashboard/>
5. You will receive bookings through the booking form, customers calling you directly, and from customers we send through to your website.
6. If you need help you will find a set of links at the top of the page when you sign in to Private-Dining.co.uk which includes an FAQ and will guide you through the process. You can always get in touch with us if you have any problems.