



REACH THE PEOPLE WHO NEVER HOLIDAY WITHOUT THEIR DOG.

Advertising, partnerships and sponsored content
with the South West's specialist dog-friendly
travel guide.

A SPECIALIST GUIDE, NOT A GENERAL LISTINGS SITE

Pawfect Stays is the UK's specialist in dog-friendly holidays in the South West of England. We publish a curated directory of pet-friendly hotels, cottages, holiday parks, pubs, restaurants, beaches and days out. Everything a dog owner needs to plan a trip where their dog is genuinely welcome, not merely tolerated.

Our readers arrive already decided on *where* they want to go. What they're looking for is somewhere that will say yes to their dog. That makes them unusually ready to book, and it makes a listing with us a short, direct route from discovery to enquiry.

Every business on Pawfect Stays is supported by a full marketing and PR programme across search, social, email and editorial. There is no booking engine and no commission: enquiries and bookings come to you, and you keep all of them.



WHAT WE DO FOR YOU

- Year-round listing in a niche people search by name
- Editorial features and destination round-ups
- Social and newsletter exposure to an engaged audience
- Commission-free enquiries, straight to your inbox

8

Counties and regions covered

10+ YRS

Publishing dog-friendly travel

£10

A month for a full listing

0%

Commission on your bookings

DOG-FRIENDLY ISN'T A NICHE ANY MORE. IT'S A FILTER.

Roughly a third of UK households own a dog, and for most of them the dog decides the holiday. Owners book earlier, travel out of season, stay longer in self-catering, and return to the places that got it right.

SHOULDER-SEASON DEMAND

Dog owners travel in spring and autumn when beach restrictions lift, filling the weeks that are hardest to sell.

LONGER STAYS

Travelling with a dog means driving, not flying. That means UK breaks, repeat visits and multi-night bookings.

HIGH INTENT, LOW NOISE

On a specialist directory you compete with your peers, not with the whole internet.

WHAT OUR READERS ARE LOOKING FOR

No dog charge

Enclosed garden

Dogs allowed downstairs

Year-round beach nearby

More than one dog welcome

Walks from the door

Your listing answers these before a reader has to ask, which is why our enquiries arrive pre-qualified.



WHO YOU'LL BE REACHING

MONTHLY WEBSITE SESSIONS

3,000

↑ GROWING

Peaking in spring and late summer, with every visitor a dog owner actively looking for somewhere to go.

COMBINED SOCIAL FOLLOWING

~2,000

↑ GROWING

Across Facebook and Instagram. An engaged community that shares, saves and tags their favourite stays.

READER PROFILE

Mostly Couples & families, 35–65

Travelling By car, 3–10 nights, out of season

Planning 2–6 months ahead; repeat visitors

Top regions Cornwall, Devon, Dorset

Devices Mostly mobile, evenings



TWO WAYS TO LIST, FROM £10 A MONTH

Prices are per listing, payable annually or monthly, and kept deliberately competitive so every dog-friendly business can join us, however big or small. Both packages include a place in the relevant destination and category pages.

STANDARD

THE BEAGLE

£120 /year | or £10 / month

- ✓ Introduction of up to 50 words
- ✓ Description of up to 150 words
- ✓ Your location on an interactive map
- ✓ Telephone number and email address
- ✓ Up to 12 photos
- ✓ Any number of relevant categories
- ✓ Direct link to your own website
- ✓ Social media accounts
- ✓ Facilities list and pet perks
- ✓ Offers & Events listings, plus a social spotlight post

The full listing with links out. Ideal for a single cottage, B&B, pub or attraction.

BEST VALUE

PREMIUM

THE GREAT DANE

£150 /year | or £12.50 / month

- ✓ Everything in Standard, plus:
- ✓ Featured business listing on your region's home page, so you're among the first businesses a reader sees when they choose their county

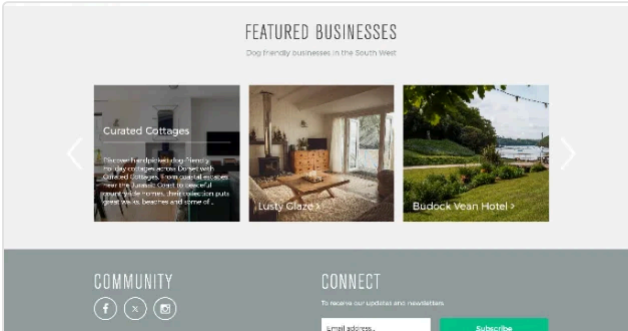
Just £2.50 a month more for permanent prominence in your own region. The simplest way to stand out in your county.

MULTIPLE PROPERTIES OR A PORTFOLIO?

Agencies and holiday parks listing several properties are quoted per portfolio. Talk to us about a multi-listing rate and a single annual invoice.

BE THE ONE THEY NOTICE FIRST

Short, bookable placements in the highest-traffic positions on the site. Both are strictly limited, and you choose the months. Ideal for pushing a quiet period or launching something new.



FEATURED BUSINESSES
Dog friendly businesses in the South West

Curated Cottages

Lusty Glaze

Budock Veian Hotel

COMMUNITY

CONNECT
To receive our updates and newsletters.

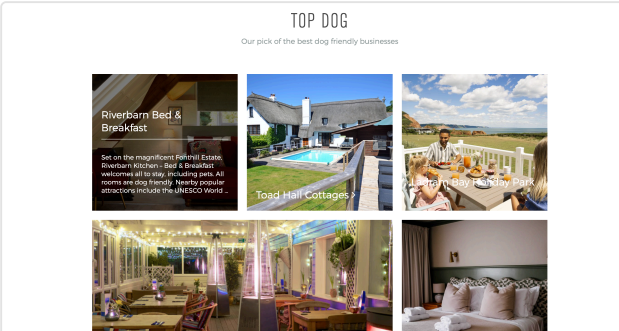
Small address

Subscribe

FEATURED BUSINESS LISTING

Featured on the Destinations landing page for the whole of the South West, seen by every reader browsing regions.

£50 per 3 months, months of your choice



TOP DOG
Our pick of the best dog friendly businesses

Riverbarn Bed & Breakfast

Toad Hall Cottages

TOP DOG HOME PAGE **5 ONLY**

Appear in the TOP DOG panel on our home page. It's the most-viewed placement on the site, exclusive to five businesses at any one time.

£100 per 3 months, months of your choice

BOOK BY QUARTER

Pick the three months that matter to you: half-term, high season or the shoulder weeks you need to fill.

STRICTLY LIMITED

Five TOP DOG slots at a time, so the panel stays worth looking at. Popular quarters go early.

ADD TO ANY LISTING

Both placements sit on top of a Standard or Premium listing and link straight to it.

EDITORIAL THAT DOES THE SELLING FOR YOU

Written by us, in the voice our readers already trust, and promoted across social and newsletter. Sponsored posts stay live permanently and keep earning search traffic long after the campaign has finished.

SPONSORED BLOG FEATURE

A dedicated 700–1,000 word article about your business, with your photography and a follow link to your site. Shared to social on publication.

£50

ROUND-UP INCLUSION

A named slot in a seasonal guide, such as the best dog-friendly beaches, pubs or autumn boltholes. These are the posts our readers share most.

£30

COMPETITION OR GIVEAWAY

Host a prize on our Win page for data capture, social reach and a list of warm leads from one campaign.

By arrangement

BRAND PARTNERSHIPS

FOR PET BRANDS, RETAILERS AND TOURISM BOARDS

We build longer-term partnerships across editorial, competitions, events and social, with a single point of contact and a plan built around your objective rather than a fixed ad slot. Tell us what you want to achieve and we'll propose a package.



STRAIGHT INTO THEIR FEED AND THEIR INBOX

Our community follows us for one reason: places their dog is welcome.

That makes a well-placed post or newsletter slot feel like a recommendation rather than an advert.

SOCIAL SPOTLIGHT POST

Included

One dedicated post across Facebook and Instagram, written and scheduled by us.

SOCIAL PACKAGE: 3 POSTS

£50

Three posts across a season, plus stories and reshares of your own content.

NEWSLETTER FEATURE

£50

A featured block in our subscriber newsletter, with an image, 60 words and a direct link.



EXAMPLE: "JUST JOINED" INSTAGRAM POST

WE WRITE IT

Send photos and a few facts; we'll handle the words and the scheduling.

TIMED TO YOU

Posts land when you need bookings, not when it suits our calendar.

ALWAYS TAGGED

Every post credits your own accounts so the followers come to you too.

EVERYTHING ON ONE PAGE

PLACEMENT	TERM	RATE
Standard listing , The Beagle	Annual or monthly	£120 / £10 pm
Premium listing , The Great Dane	Annual or monthly	£150 / £12.50 pm
Featured Business Listing (South West Destinations page)	Per 3 months	£50
TOP DOG (home page, 5 businesses only)	Per 3 months	£100
Sponsored blog feature	Permanent	£50
Seasonal round-up inclusion	Permanent	£30
Competition or giveaway	Per campaign	BY ARRANGEMENT
Social spotlight post	One post	INCLUDED
Social package (3 posts plus stories)	Per season	£50
Newsletter feature	Per issue	£50
Multi-property portfolio	Per year	On request

Listings run for 12 months from the date of going live. Featured and TOP DOG placements are booked by calendar quarter, subject to availability.

LET'S GET YOUR BUSINESS IN FRONT OF THEM

1

Choose your package and any placements you'd like to add.

2

Send us your words and photos, or let us write the listing for you.

3

We build it, proof it with you and take it live, usually within a week.

TALK TO US

EMAIL

info@pawfectstays.co.uk

ENQUIRY FORM

pawfectstays.co.uk/contact-us

SOCIAL

[Facebook](#) [Instagram](#)

