

WHICHBOOKIE.CO.UK

CHELTENHAM FESTIVAL 2025

11TH - 14TH MARCH 2025

EXPOSURE OPPORTUNITIES / WEBSITE TRAFFIC STATISTICS / ADVERTISING RATES

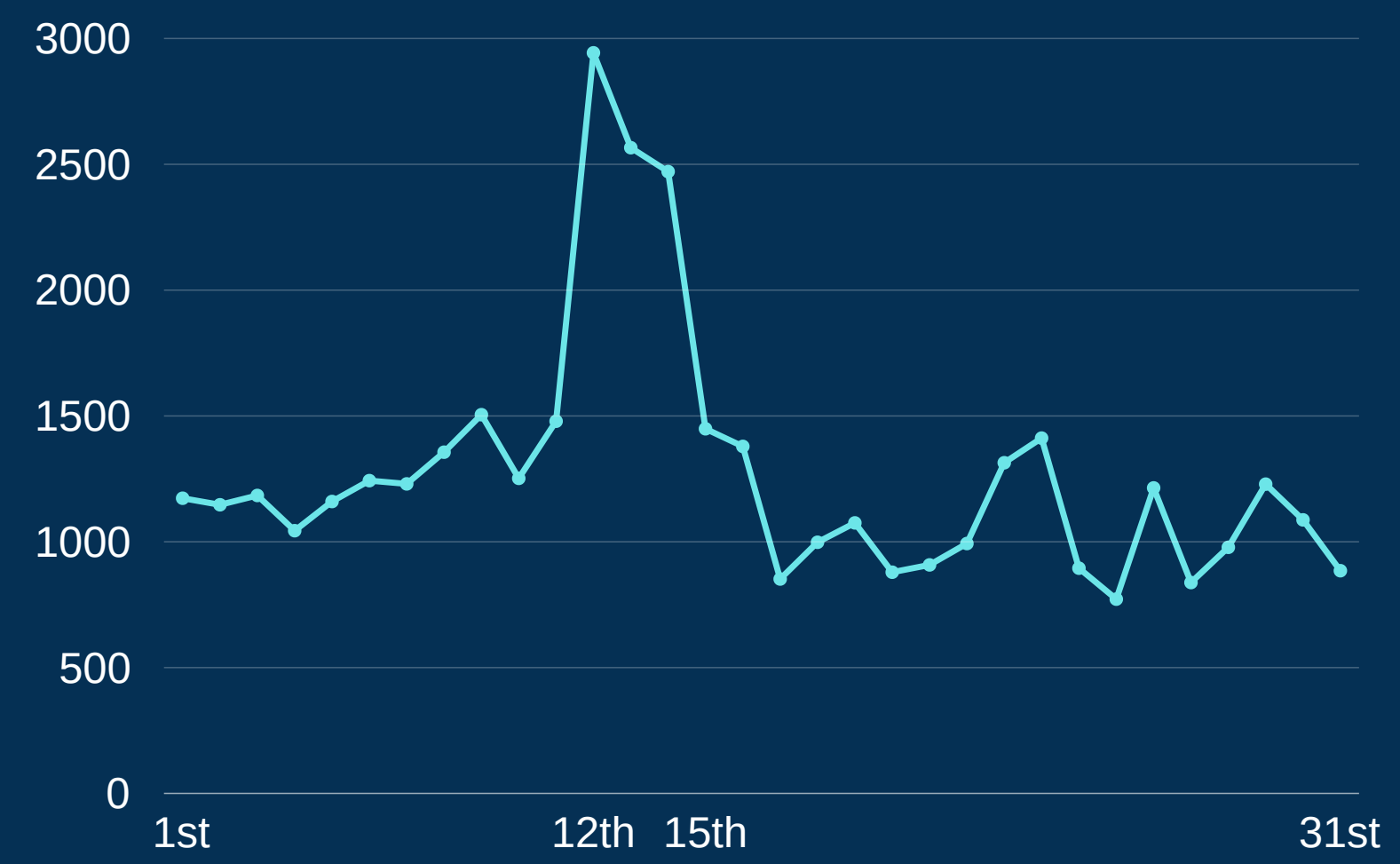


Which
Bookie



CHELTHENHAM 2024 STATISTICS

The Cheltenham Festival is one of the busiest times of the year for WhichBookie. Throughout the month of March 2024, our partners were put in front of over 28,000 users and we're on target to exceed that number in 2025..



Daily WhichBookie Traffic March 2024

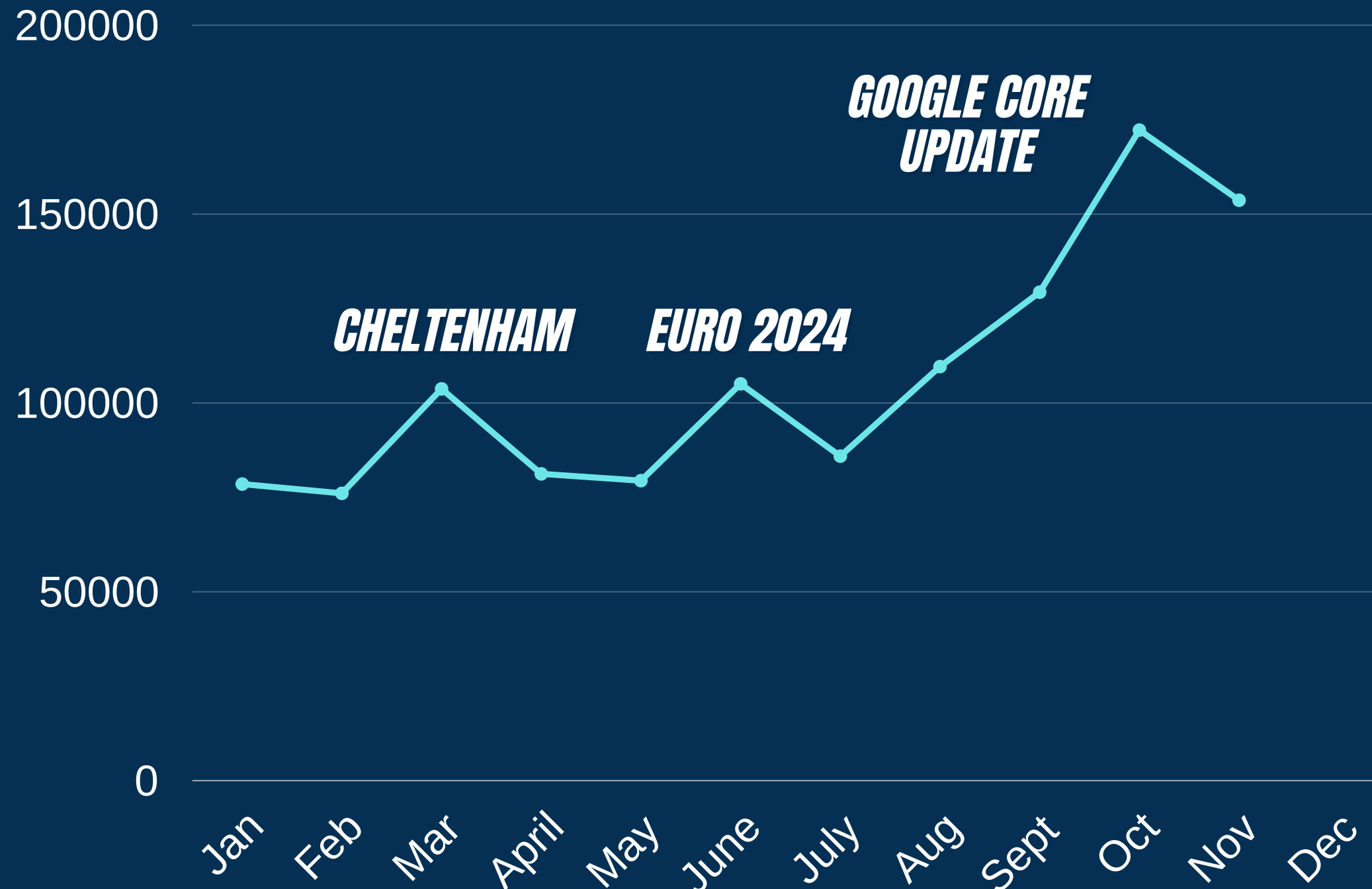
MARCH 2024

IMPRESSIONS 1.99 MILLION

PAGE VIEWS 104,000

WEBSITE VISITORS 28,000

2025 SET TO BE A RECORD YEAR!



Monthly WhichBookie Traffic 2024

WhichBookie.co.uk had a substantial boost in traffic, rankings, page views, and engagement following Google's August 2024 Core Update.

WhichBookie.co.uk has established itself as a high-authority leading brand in the industry and now holds several top rankings for hundreds of relevant and high-traffic search terms.

2025 is set to be a record year for WhichBookie, and we're expecting a significant increase in traffic for Cheltenham 2025 compared to the previous year.

There has never been a better time to partner with WhichBookie.co.uk.



EXPOSURE OPPORTUNITIES

The WhichBookie brand has several opportunities to provide exposure for partners via the website and social channels.

HOMEPAGE LISTINGS

Single Page

SIDEBAR LISTINGS

Sitewide (Excl. Homepage)

DESKTOP & MOBILE POPUP

Sitewide or Page-Specific

CTA'S

Page/Category/Race Specific

PROMINENT BANNERS

Page/Category Specific

TWITTER POSTS

Daily/Pinned Posts

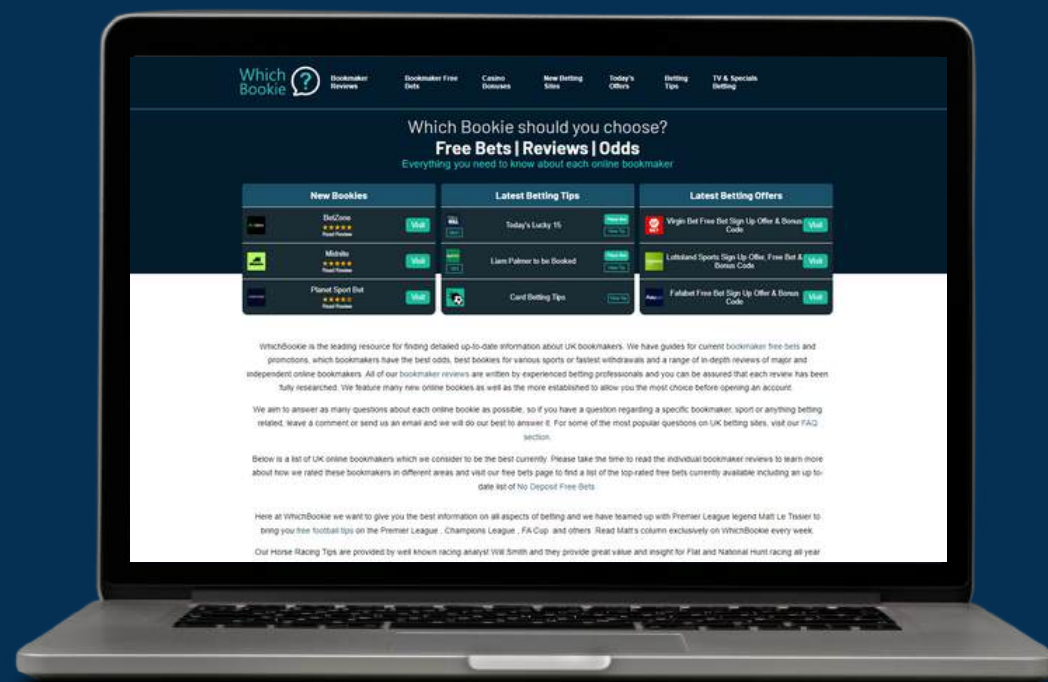


KEY CONTENT

WhichBookie.co.uk has a dedicated Cheltenham Festival section that features content focused on betting tips, promotions, guides and more.

The site also has an extremely popular horse racing tips section, along with various racing pages which receive traffic on a daily basis.

Exposure opportunities are available on all URLs via the methods listed on the previous page.



CHEL TENHAM PAGES

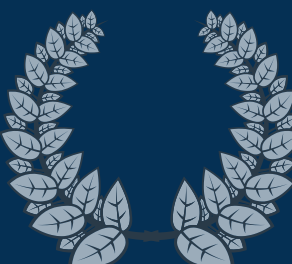
- <https://www.whichbookie.co.uk/cheltenham-festival/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/day-1/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/day-2/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/day-3/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/day-4/>
- <https://www.whichbookie.co.uk/cheltenham-festival/betting-offers/>
- <https://www.whichbookie.co.uk/cheltenham-festival/betting-offers/non-runner-no-bet/>

RACING PAGES

- <https://www.whichbookie.co.uk/free-betting-tips/horse-racing/>
- <https://www.whichbookie.co.uk/free-betting-tips/horse-racing/lucky-15-tips/>
- <https://www.whichbookie.co.uk/free-betting-tips/horse-racing/placepot-tips/>
- <https://www.whichbookie.co.uk/horse-racing-questions/what-are-todays-extra-place-races/>
- <https://www.whichbookie.co.uk/non-runners/>
- <https://www.whichbookie.co.uk/best-horse-racing-bookies-online/>

INDIVIDUAL RACE PAGES

- See next page



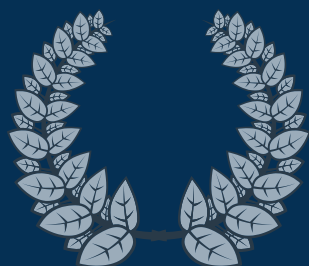
CHELTENHAM RACES

Have a promotion, offering the best odds on a race, or simply want exposure for your band for a special Cheltenham race?

We have dedicated pages for each of the 28 races taking place at the 2025 Cheltenham Festival.

RACE PAGE ADVERTISING

- Prominent CTAs
- Banners
- Popup with offer/message



INDIVIDUAL RACE PAGES

- <https://www.whichbookie.co.uk/cheltenham-festival/tips/albert-bartlett-novices-hurdle/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/arkle-challenge-trophy-chase/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/ballymore-novices-hurdle/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/boodles-juvenile-handicap-hurdle/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/brown-advisory-novices-chase/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/champion-bumper/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/champion-chase/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/champion-hurdle/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/coral-cup/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/county-hurdle/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/cross-country-chase/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/gold-cup/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/grand-annual-chase/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/kim-muir-chase/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/plate-handicap-chase/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/mares-novices-hurdle/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/mares-chase/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/mares-hurdle/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/martin-pipe-handicap-hurdle/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/national-hunt-chase-challenge-cup/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/pertemps-final/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/ryanair-chase/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/hunters-chase/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/stayers-hurdle/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/supreme-novices-hurdle/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/triumph-hurdle/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/turners-novices-chase/>
- <https://www.whichbookie.co.uk/cheltenham-festival/tips/ultima-handicap-chase/>

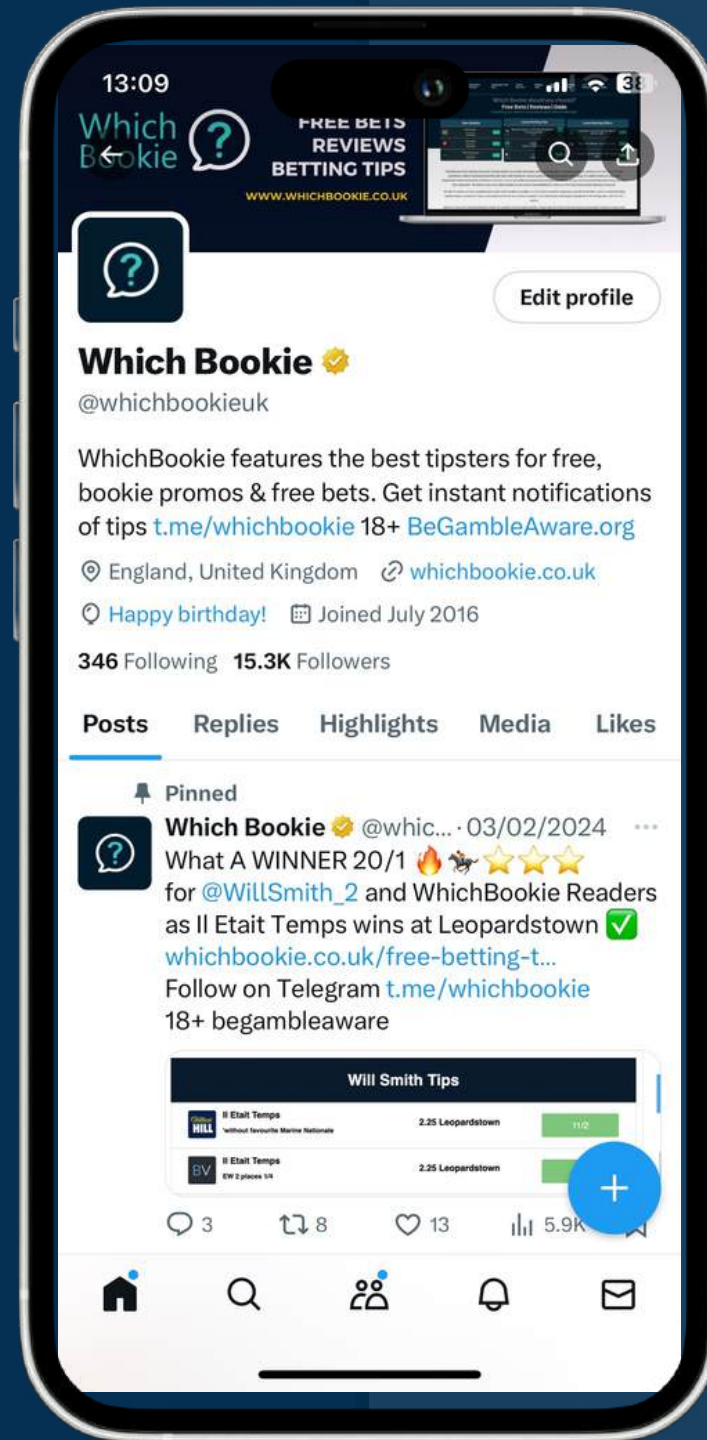
SOCIAL MEDIA

X, YOUTUBE, TELEGRAM

Better Media brands have over 40,000 genuine followers on X, along with thousands of subscribers on YouTube and Telegram. We have built this following mainly around our horse racing content thanks to our in-house racing analysts providing in-depth previews and well-researched betting tips.

SOCIAL MEDIA ADVERTISING

Reach our loyal racing followers with daily posts throughout the 2025 Cheltenham Festival. We also offer pinned posts, retweets, competitions and more.



WHICHBOOKIE.CO.UK



15.5k Followers



3.2k Subscribers



1k Subscribers

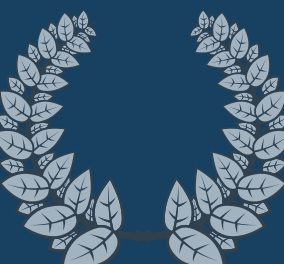
THE RACING TIPSTER



25k Followers



5.4k Subscribers



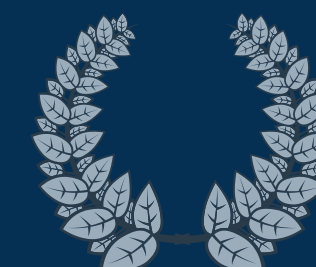
EMAIL MARKETING

Better Media's email database of users who bet online has surpassed 30,000, and is growing by around 400 per day.

Partners are able to connect with our verified subscribers, promoting Cheltenham offers, or sending traffic back to WhichBookie where their brand is visible.

With dedicated segments for both sports punters and casino players, we're able to get your message across to interested subscribers.

Work with our team to create an engaging email that will put your brand in front of 30k+ gamblers for one of the biggest sporting events of the year.



GOLD PACKAGE

Get maximum exposure for your brand throughout the 2025 Cheltenham Festival with a top-tier package designed to provide brand awareness and conversions.

- Campaign dates go live 1st March to 15th Match inclusive
- No 1 Listing on all Cheltenham related page level content
- Dedicated pop-up's from 9am - last race say 6pm each day of the Festival
- Dedicated banners each day of the Festival - hero above the fold placement
- One email blasts Monday Evening 10th March
- Daily X sponsored posts each day of the Festival

£ POA



SILVER PACKAGE

Our Silver advertising package for Cheltenham 2025 provides a high level of exposure across the WhichBookie channels at an affordable price.

- Campaign dates go live 1st March to 15th Match inclusive
- No 2 Listing on all Cheltenham related page level content
- Dedicated pop-up's from - need to discuss
- Dedicated banners each day of the Festival mid section of the page
- One email blasts Friday 6th March
- Daily X sponsored posts each day of the Festival

£ POA



BRONZE PACKAGE

By choosing the Bronze package, our partners are able to select their preferred advertising channels whether it be banners, CTAs, time on the popup, or emails to our database of subscribers.

- Campaign dates go live 1st March to 15th Match inclusive
- No 3 Listing on all Cheltenham related page level content
- Dedicated pop-up's from - need to discuss
- Dedicated banners each day of the Festival below the fold position
- One email blasts Monday 3rd March
- Daily X sponsored posts each day of the Festival

£ POA



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GET IN TOUCH

If you're interested in working with WhichBookie throughout the 2025 Cheltenham Festival, please get in touch via the email address below.

marketing@bettermedia.co.uk

BeGambleAware.org[®]



GamCare