



discount
artsupplies.co.uk

MEDIA KIT — 2026

Discount Art Supplies

The UK's price comparison and deals platform for art supplies, trusted by artists nationwide. Advertise directly to an engaged, high-intent creative audience.

12,800+

AVG. EMAIL SEND SIZE

57%

EMAIL OPEN RATE

933+

AI SEARCH CITATIONS

Discount Art Supplies is the UK's dedicated price comparison and deals platform for art materials, comparing prices in real time across Cass Art, Jackson's Art, Amazon, Crafty Arts and other major UK retailers. Founded in 2022, the site has grown into a trusted daily destination for UK artists looking for the best price on the brands they already use.

The platform is run personally by Paul Worrall, who spent close to a decade as Digital Marketing Manager at ARTdiscount — one of the UK's larger online art retailers — before founding Discount Art Supplies. That background means every audience number below sits alongside genuine category expertise and an authentic voice the audience already trusts.

“Our audience isn't browsing — they've already decided they want art supplies. They're here to find the best price. That's about as high-intent as advertising gets.”

OUR AUDIENCE AT A GLANCE

Newsletter recipients	~12,800 per send, average of last 5 campaigns
Facebook Group Members	16,000
Email Open Rate	57% average (last 5 sends)
Email Click Rate	12% of total recipients (well above opens-only industry click rates)
Website Sessions	Nearly tripled in 4 months — 2,695 to 7,837 monthly
Facebook Group Growth	~15/day

For context: typical UK retail email marketing benchmarks sit around 15–25% open rate and 2–5% click rate. Our list consistently outperforms both, reflecting genuinely engaged, opted-in artists rather than a purchased or passive list. Figures above are drawn directly from live campaign data, not list size, so they can be verified on request.

Beyond email and social, Discount Art Supplies is a genuine and growing organic search destination — meaning your brand's exposure isn't limited to a single send, it compounds over time as content continues to rank and get discovered.

WHERE TRAFFIC LANDS

Page Type	Share of Top-100 Traffic	What Lives Here
Deals & Sales Pages	~70%	Daily deals hub, % off tags, retailer sale posts
Homepage	~16%	Main landing page, brand & price comparison
Blog	~11%	City guides, product reviews, buying guides
Brand Comparison Pages	~3%	Live price comparison by brand

GROWING, NOT STATIC

415	52	197
Organic Keywords Ranking	Keywords in Top 3	Referring Domains

AI SEARCH VISIBILITY — OUR POINT OF DIFFERENCE

Discount Art Supplies is one of the only platforms in the UK art supplies space actively tracking and building visibility inside AI-powered search — ChatGPT, Google AI Overviews, AI Mode and Microsoft Copilot. This is where a growing share of product research now happens, and our content is already being surfaced there.

CHATGPT	AI MODE	AI OVERVIEWS	COPILOT
256	307	133	203

933+ total AI responses across all tracked platforms, up from a standing base of several hundred and still climbing quarter over quarter.

We offer two direct routes to our audience — email and our Facebook community — each suited to different goals, from immediate sales pushes to ongoing brand visibility.

1. EMAIL NEWSLETTER — From £150 per featured send

- Sponsored placement within our weekly deals newsletter, sent to ~12,800 engaged recipients
- Dedicated brand slot alongside our existing retailer deal features
- Highly engaged list — 57% average open rate, well above industry benchmark
- Ideal for: new product launches, seasonal promotions, exclusive discount codes

2. FACEBOOK COMMUNITY — From £50 per sponsored/pinned post

- Sponsored or pinned post to our 16,000-member Facebook group
- Direct access to an active, growing community of UK artists
- Ideal for: community-driven launches, giveaways, direct engagement campaigns

PACKAGES & PRICING

SINGLE CHANNEL Test a Channel From £50 per placement One dedicated slot on your choice of email or Facebook. Ideal for testing a first campaign with us. ✓ Newsletter feature or FB post ✓ No ongoing commitment ✓ Good for a first trial	MOST POPULAR Multi-Channel £275 per campaign Coordinated placement across email and Facebook for a single campaign window — a saving versus booking separately (£300 value). ✓ Newsletter feature + FB post ✓ Maximum reach, one campaign ✓ Ideal for launches	BEST VALUE Ongoing Partnership £400 per month Recurring monthly newsletter feature plus up to 4 sponsored Facebook posts per month, with priority positioning. ✓ Recurring newsletter feature ✓ Up to 4 FB posts/month ✓ Priority positioning
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Prices correct as of 2026 and may be reviewed as our audience grows. Get in touch to discuss campaign timing and availability.



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LET'S WORK TOGETHER

Ready to reach UK artists directly?

Get in touch to discuss availability, campaign options
and pricing tailored to your brand.

Paul Worrall

Founder, Discount Art Supplies

info@discountartsupplies.co.uk

07871 433434

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