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.

31,000+
ARTISTS REACHED

15,000+
EMAIL SUBSCRIBERS

1,100+
AI SEARCH RESPONSES

discountartsupplies.co.uk

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Who We Are

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

Artists Reached	31,000+ across email and our Facebook group
Email Subscribers	15,000+
Facebook Group Members	16,000+
Products Tracked	4,500+ art supplies, prices checked daily
Facebook Page Followers	8,500+
Email Open Rate	57% average (last 5 sends)
Email Click Rate	12% of total recipients (well above industry click rates)
Google Search	3,100+ clicks and 277,000+ impressions a month (Search Console, October 2026)
Facebook Group Growth	~15 new members a 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 are drawn directly from live campaign and analytics data and can be verified on request.

Site & Search Performance

Beyond email and social, Discount Art Supplies is a genuine and growing organic search destination, so 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	Key Figures	What Lives Here
Deals & Sales Pages	**~70% of top-100 traffic**	Daily deals hub, % off pages, retailer sale posts
Biggest Price Drops	**4,500+ products tracked daily across 10+ retailer feeds**	The biggest genuine price drops, measured against each product's usual price, with "lowest in 90 days" flags
Just Dropped	**Refreshed daily, every drop from the last 7 days**	The newest price drops as they happen, plus dedicated 40%, 50%, 60%, 70% and 80%+ off pages
Homepage	**~16% of top-100 traffic**	Main landing page, live price drops and brand comparison
Blog	**~11% of top-100 traffic**	City guides, buying guides, product reviews, gift guides
Brand Comparison Pages	**80+ brands compared live**	Live price comparison by brand across every major UK retailer

GROWING, NOT STATIC

613	223	430	4,500+
Organic keywords ranking	Keywords in the top 3	Referring domains	Products price-tracked

AI SEARCH VISIBILITY — OUR POINT OF DIFFERENCE

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

1,100+ **AI responses citing Discount Art Supplies**
across 175 pages, all tracked platforms

+238 in the latest period

AI OVERVIEWS	CHATGPT	COPILOT	AI MODE	GEMINI
396	335	212	106	42

Source: Ahrefs, November 2026. ChatGPT responses grew by 128 and Gemini by 38 in the latest period.

Advertising Opportunities

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 15,000+ email subscribers
- 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, plus our 8,500+ page followers
- 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

Prices correct as of 2026 and may be reviewed as our audience grows. Get in touch to discuss campaign timing and availability.

Content Partnerships

As well as email and social placements, we work with selected brands and businesses on editorial content. Every piece is published on a site with 613 ranking keywords, 430 referring domains and growing visibility in AI search, so it keeps working long after it goes live.

Guest Posts

We publish a limited number of guest articles from brands, retailers and creative businesses. Content must be genuinely useful to UK artists and makers: how-to guides, technique articles, product insight or industry expertise.

Paid Link Insertions

We accept paid link insertions into relevant existing articles, where the link genuinely adds value for the reader. This is a great way to appear in content that already ranks and already receives traffic.

OUR RULES

To protect our readers and the quality of the site, every guest post and link insertion must meet these standards. We don't make exceptions.

- **Relevance:** content and links must be relevant to art, craft, creativity or our audience of UK artists and makers.
- **Quality:** original, well-written and genuinely helpful. No thin, spun or mass-produced content.
- **Transparency:** all paid links are marked as sponsored (rel="sponsored"), in line with Google's guidelines.
- **Editorial control:** we have the final say on every piece and make all edits ourselves, so content matches the rest of the site.
- **Excluded topics:** we do not accept gambling, CBD, crypto, adult content, loans or financial products.
- **Permanence:** accepted links stay live for the life of the article.
- **Payment:** all content partnerships are paid in advance of publication.

Get in touch for rates, availability and article opportunities: info@discountartsupplies.co.uk

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LET'S WORK TOGETHER

Ready to reach UK artists directly?

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

Paul Worrall

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