



MEDIA KIT 2022

ACCOMMODATION, ACTIVITIES & IDEAS FOR
THE BEST HEN WEEKEND EVER

PLANTHEHEN.CO.UK
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PLAN 
THE HEN



WHAT IS PLAN THE HEN?

Established in 2020 and on a consistent growth trajectory despite the global pandemic, Plan The Hen is the go-to resource for brides, bridesmaids and maids of honour looking for inspiration to throw the best hen weekend ever.

KEY TOPICS

- Group Accommodation
- Hen Weekends Abroad
- Hen Party Ideas & Experiences
- Hen Party City Guides
- Virtual Hen Party Advice
- Fashion Guides
- Decorations & Accessories
- Bridal Gift Guides
- Wedding Inspiration



DEMOGRAPHICS

- UK Females aged 25 - 34
- Affinity Categories: fashion, lifestyle, food & dining out, beauty & wellness, travel, gifts & occasions.

ANALYTICS

- 15,000 unique page views per month
- Instagram Followers: 739
- Pinterest: 3.4k monthly views

ADVERTISE ON PLAN THE HEN

We have plenty of advertising opportunities for brands.



1. BANNER ADS

- £250/year
- Billed annually
- Article banner on 5 articles of your choice



2. EDITORIAL REVIEW

- £150/year
- Your brand featured in an existing article with no-follow link
- Dedicated article review – £300



3. STAYS & EXPERIENCES

- Want us to feature your group accommodation or hotel?
- Do you run the best hen party experience in the UK?
- Talk to us about how we can help you get bookings.

GET IN TOUCH

- Email: katy@planthehen.co.uk
- Web: www.planthehen.co.uk

