

# The Moorland Post

PERFORMANCE REPORT · MELDON GARDEN CENTRE · PREPARED 4 JULY 2026

## Performance report: Meldon Garden Centre

Thank you for advertising with The Moorland Post. You currently run a **leaderboard** and a **sidebar**, live since 3 May 2025 (1.2 years), up for renewal on **21 Aug 2026** (48 days away). Over that time your adverts have served **1,284,500 impressions** — around 91,750 a month — and 512 clicks, a 0.04% click-through rate. This report shows how the campaign has performed and what to expect.

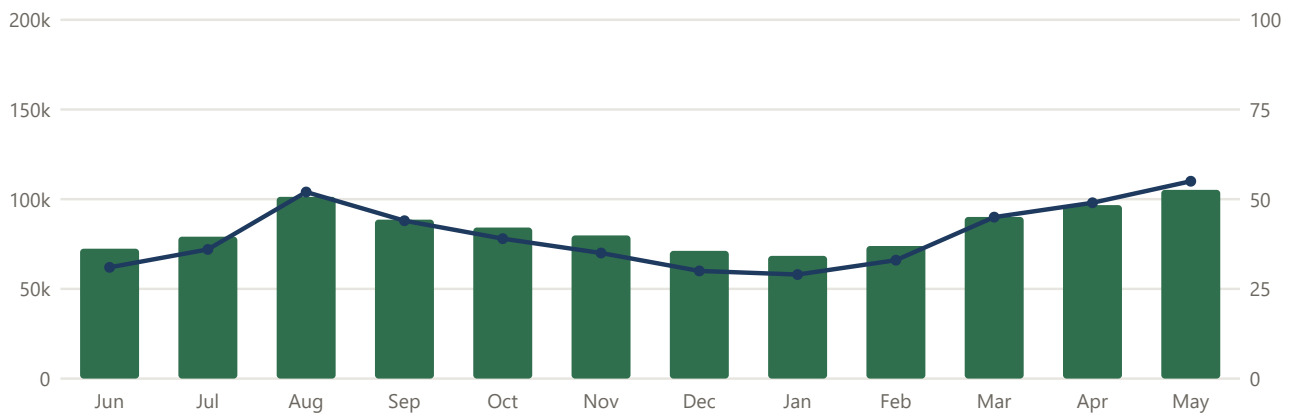
<b>21 Aug 2026</b> 48 days away RENEWAL DATE	<b>1,410,000</b> projected IMPRESSIONS BY RENEWAL	<b>560</b> projected CLICKS BY RENEWAL
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Because your campaign is still running, the headline figures are projected to your renewal date (21 Aug 2026) — what it is on track to deliver across the full term you would be renewing, at the current run-rate. These are estimates, so the final figures will vary; your totals to date are shown just below.

<b>3 May 2025</b> CAMPAIGN START	<b>1.2 yrs</b> LIVE FOR	<b>1,284,500</b> ▲ 41% vs prior yr IMPRESSIONS TO DATE	<b>512</b> CLICKS TO DATE · 0.04% CTR
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### Impressions and clicks over time

Your combined placements, per month. The current part-period is not shown. Impressions (green bars, left axis); clicks (navy line, right axis).



### Your advertising slots

SLOT	CAMPAIGN DATES	IMPRESSIONS	PER MONTH	CLICKS	CTR
Leaderboard · Campaign	May 2025 – now	812,400	58,030	340	0.04%
Sidebar · Campaign	May 2025 – now	472,100	33,720	172	0.04%
<b>Total — Meldon Garden Centre</b>		<b>1,284,500</b>	<b>91,750</b>	<b>512</b>	<b>0.04%</b>

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RENEWAL

Renewal date: **21 Aug 2026** (48 days). Renewing keeps your presence live and your figures climbing.

## Your sponsored section: Gardening on the Moor

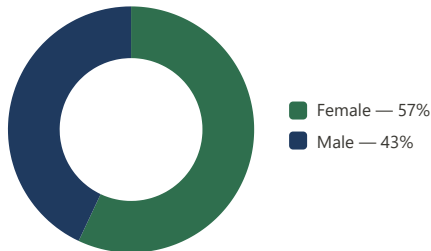
Your sponsorship fronts the whole Gardening on the Moor area and its 64 pages, which together drew 21,400 views all-time (5,880 in the last 12 months). Most-visited pages:

PAGE	VIEWS (ALL-TIME)
Best plants for a windy Dartmoor garden ↗	3,140
Meldon Garden Centre (directory) ↗	2,680
Gardening on the Moor (section home) ↗	2,210
When to plant spring bulbs in Devon ↗	1,870
Allotments in Ashburton — the waiting list ↗	940
Wildlife-friendly hedging guide ↗	712
Frost dates for the moor fringe ↗	655
Buckland community garden reopens ↗	598
Raised beds for wet ground ↗	540
Autumn lawn care on clay soil ↗	505

## Who sees your ad

The Moorland Post is the hyperlocal title for Ashburton and the wider Dartmoor fringe — our news, events and reviews are all locally focused, so our readership is overwhelmingly local. Over the past year the site averaged roughly **28,500 users** and **71,200 page views** a month, peaking above 44,000 users in August 2025. Where readers share demographic signals, the audience skews slightly female (57% / 43%) across a broad adult age range (strongest in 35–44 and 55–64). It is an engaged, home-owning readership.

### Reader gender (indicative sample)

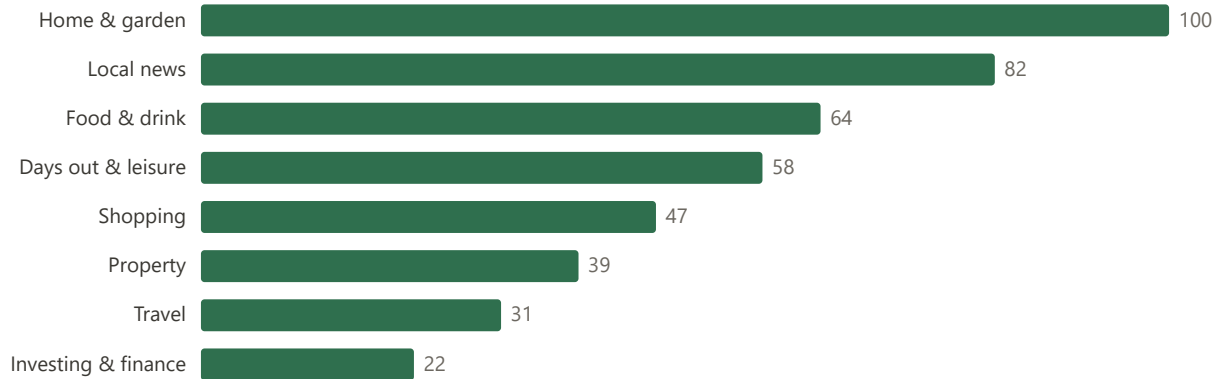


Age and gender are based on the minority of readers with Google demographic signals, so they are indicative rather than exhaustive. The reading audience is concentrated in the Ashburton, Buckfastleigh, Bovey Tracey and Widecombe areas.

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## Top audience interest categories

Google Analytics affinity categories, last 12 months (relative index).



**Would you like to continue advertising with us?** Reply to this email or call the team and we'll keep your campaign running without a break. We're happy to refresh your creative for the autumn planting season or discuss the leaderboard slot on our new Gardening on the Moor newsletter.

## What renewing secures

- Continuous presence across the leaderboard and sidebar — no gap in visibility during your busiest season.
- Front-of-section sponsorship of Gardening on the Moor, in front of the exact readers searching for local gardening advice.
- Around 92,000 impressions a month at the current run-rate, on an overwhelmingly local, home-owning audience.
- First refusal on the autumn newsletter leaderboard before it is offered more widely.

Prepared by The Moorland Post · figures from Google Analytics and the ad server · 4 July 2026. Projections are run-rate estimates and will vary with seasonality. This is an illustrative sample built on entirely fictional data to demonstrate the format of a Willcocks Web advertiser report.