

# Get the BEST of BOTH WORLDS

With the **combined reach** of our newspapers and websites



At the **heart** of all things **local**



this is [bristol.co.uk](http://bristol.co.uk)

WESTERN **Daily Press** **EVENING POST**

**OBSERVER**



**METRO**

[www.westerndailypress.co.uk](http://www.westerndailypress.co.uk)

The combined strength of our established local media brands will help you...

## ATTRACT MORE CUSTOMERS

We understand local people and local business.

Our newspapers have long been established as the first place to turn for local news and information and now more and more people are using our website 'thisisbristol.co.uk' for its convenience and wealth of resources. In addition to this, the website represents a brand new audience, typically readers who don't buy a local newspaper and are therefore very difficult to reach.

## DRIVE MORE TRAFFIC TO YOUR WEBSITE

[www.thisisbristol.co.uk](http://www.thisisbristol.co.uk) is the **3rd most visited website in the area, after Google and Ebay.\***

Updated with a constant stream of breaking news and information, more than 2.5 million pages are viewed every month by over 140,000 people.

In addition to raising awareness of your brand, an advert on [thisisbristol.co.uk](http://thisisbristol.co.uk) invites users to click for more information, or directs them to your website in a way that a static press advert can't - it prompts an **immediate and measurable response**.

We can deliver an advertising campaign at a specific time and date, aimed directly at your target market, and produce a monthly response report showing you exactly when your advert was viewed by our readers.

## BUILD YOUR BUSINESS

We are investing over £250,000 this year promoting our website locally - and our audience is growing as a result. As our audience increases, so does the potential reach for those businesses who advertise with us. The top 5 activities that people use [thisisbristol.co.uk](http://thisisbristol.co.uk) for are:

1. Home.
2. News.
3. Jobs.
4. Property.
5. Sports.

Typically younger and more affluent than our traditional newspaper readers, [thisisbristol.co.uk](http://thisisbristol.co.uk) users represent a new and lucrative audience for advertisers.

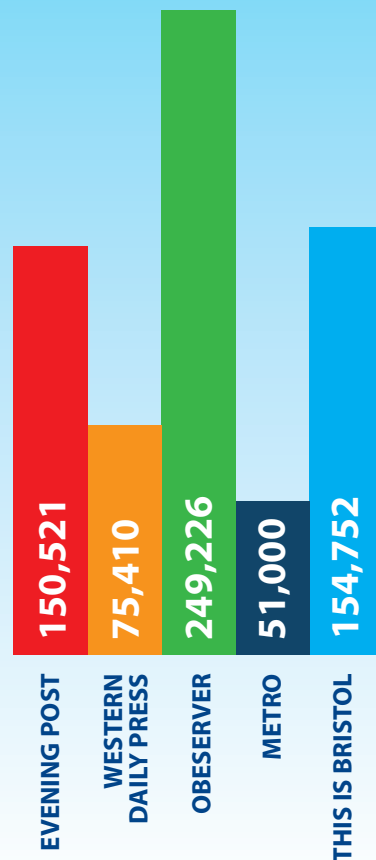
At 51%, broadband take-up in Bristol is higher than both the regional (49%) and national average (40%), and those with broadband now spend more time online each week than they do watching TV.

## Life is local

The vast majority of time and money is spent within a 12 mile radius of home.

Target your advertising to an unrivalled local audience with a multimedia approach.

Using [thisisbristol.co.uk](http://thisisbristol.co.uk) in conjunction with our newspapers, significantly increases your audience, helping build your brand and your business, providing a measurable response to your advertising.



# Get the BEST of BOTH WORLDS

A guide to online

At the heart of all things local

Bristol news & media



this is bristol.co.uk

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www.westerndailypress.co.uk

## BANNER

**Banner Top and Bottom** 468 x 60 and 15k max file size

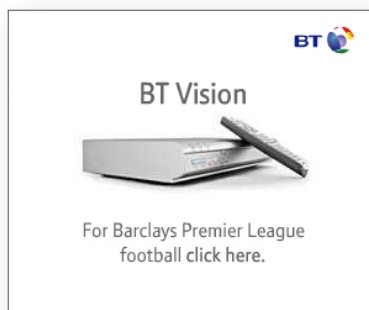


- Typically a rectangular advert that appears on Web Pages. They entice the user to click on it for further information.
- Banners appear a number of times over any specified period on the top or bottom of the pages on: [www.thisisbristol.co.uk](http://www.thisisbristol.co.uk) (website of the Evening Post)
- The advert links directly through to your website (or to a version of your print advertisement, if you have no website).
- Banner advertisements can be animated and can have up to 4 rotations.
- A good practise is to state "click here" on your banner, this encourages used to respond to the advert.
- A banner at the top of the page will be one of the first things our readers will see, giving you a prominent position, next to our masthead and surrounding white space.
- The banner at the bottom is visible for more of the time the page is viewed, is set in a busy, well used area and represents excellent value for money.

## MPU

**MPU** 300 x 250 and 20k max file size

- Message Plus Unit. Similar in size to a 9cm x 3col newspaper advertisement. The largest online display advertisement allowing you to be more creative and to give our readers more information.
- They entice the user to click on it to view your website.
- This again can have 4 rotations of the message and this is the most prominent display advertisement online.
- MPU's appear only on news pages. They are similar to an advert on page 3 or 5 of a newspaper.



## BUTTON

**Button** 120 x 60 and 8k max file size

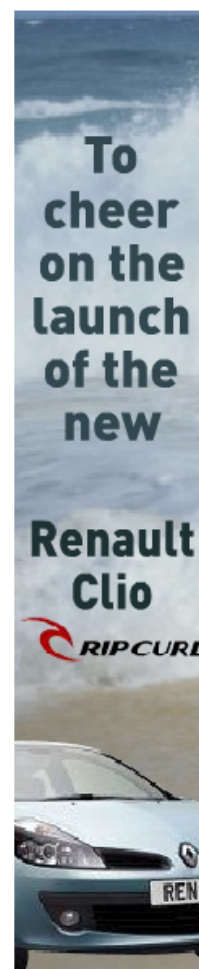


- Appearing on the home page of our website, buttons have a broad appeal, being seen by more readers than any other part of our site.
- Buttons are a small and cost effective way to indicate your business to internet advertising.



## SKYSCRAPER

**Skyscraper** 120 x 600 and 20k max file size



- These are the long tall adverts which appear on the right hand side of the web pages.
- The advertisement can click through direct to a website or to a copy of a in print.
- Since the skyscraper runs nearly the full depth of the page, it is visible for longer than any other on line advert.

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[www.westerndailynews.co.uk](http://www.westerndailynews.co.uk)

Display matrix

No. of Impressions	Button	Bottom Banner	Top Banner	Skyscraper	MPU
<b>Cost per , 000</b>	<b>£3.50</b>	<b>£4.00</b>	<b>£7.00</b>	<b>£8.00</b>	<b>£15.00</b>
<b>5000</b>	£17.50	£20.00	£35.00	£40.00	£75.00
<b>10,000</b>	£35.00	£40.00	£70.00	£80.00	£150.00
<b>15,000</b>	£52.50	£60.00	£105.00	£120.00	£225.00
<b>20,000</b>	£70.00	£80.00	£140.00	£160.00	£300.00
<b>25,000</b>	£87.50	£100.00	£175.00	£200.00	£375.00
<b>30,000</b>	£105.00	£120.00	£210.00	£240.00	£450.00
<b>35,000</b>	£122.50	£140.00	£245.00	£280.00	£525.00
<b>40,000</b>	£140.00	£160.00	£280.00	£320.00	£600.00
<b>45,000</b>	£157.50	£180.00	£315.00	£360.00	£675.00
<b>50,000</b>	£175.00	£200.00	£350.00	£400.00	£750.00
<b>60,000</b>	£210.00	£240.00	£420.00	£480.00	£900.00
<b>70,000</b>	£245.00	£280.00	£490.00	£560.00	£1,050.00
<b>80,000</b>	£280.00	£320.00	£560.00	£640.00	£1,200.00
<b>90,000</b>	£315.00	£360.00	£630.00	£720.00	£1,350.00
<b>100,000</b>	£350.00	£400.00	£700.00	£800.00	£1,500.00

# Get the BEST of BOTH WORLDS

With the **combined reach** of our **newspapers** and **websites**

At the **heart** of all things **local**

**Bristol news & media**  
LIMITED



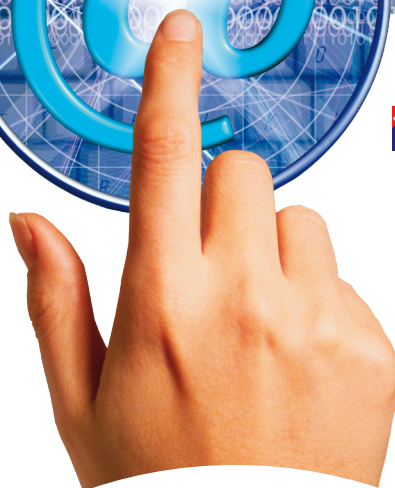
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Drive your business through these high traffic platforms

## HOME PAGE

- A doorway to the site, more of our users will see this page than any other section of the site
- Universal appeal, the closest comparison to an in-print front page advertisement.

(Average May-July)

**Visitors** = 60,475  
**Visits** = 163,388  
**Pages views** = 319,154  
**Minimum 5000 advert views per week**

## NEWS

- Each page is read for longer, so therefore advertisements are visible for longer
- Closest comparison to run of paper advertisement

(Average May-July)

**Visitors** = 37,780  
**Visits** = 98,044  
**Pages views** = 348,175  
**Minimum 5000 advert views per week**

## PROPERTY

- 2nd most popular area of the site, visited by home sellers and buyers. Frequently these are the very people spending money on home improvements
- Average length of visit=11 minutes

(Average May-July)

**Visitors** = 23,787  
**Visits** = 40,659  
**Pages views** = 509,630  
**Minimum 7000 advert views per week**

## SPORT

- Traditionally more of a male bias
- Loyal readership of the sports pages, with frequent repeat visits

(Average May-July)

**Visitors** = 18,920  
**Visits** = 53,982  
**Pages views** = 167,134  
**Minimum 3000 advert views per week**