

## Why online advertising is good for business

### More people online

The total online audience is continuing to grow. An estimated four million people were online every month in the UK in 2011<sup>1</sup>.

You use the internet every day to find answers quickly and easily — so do your potential customers. A quarter (25%) of visitors to our websites check the news before they check their emails, and 15% of them use the internet for shopping.<sup>2</sup>



If you want to effectively promote your business, you need to include online in your marketing mix.

### Drive traffic to your site

Advertisers in the UK spent £4.784 billion online during 2011 and £1 in every 4 of advertising budgets was spent online. In 2012, online adspend is expected to rise to £5.3 billion.<sup>3</sup>

## What draws so many people to our sites?

### 24-hour News

Stories are uploaded to our websites all day, every day. Community news, regional and national news, and sports news all generate huge traffic. But the sites offer a wealth of other content including local weather, traffic bulletins, health and schools information, jobs, homes and cars, and video reports.

### Trusted brands

Associate your product or service with two of the most trusted brands in the area. The Enfield and Haringey Independent has been at the heart of its community and, commands huge respect and affection.

## Our audience = your potential customers

### Growing audiences

Both sites have growing audiences both in terms of Page Impressions and Unique Users. Between them the sites generate more than 270 thousand page impressions every month.<sup>4</sup>

### Targeting and timing

No print deadlines means you can advertise when it suits you — weekends, when you have a sale, evenings only etc. .Let your schedule fit your business needs.

Choose which section of the website will generate the best response for your business — sport, cars, jobs, education etc.

1 Internet Advertising Bureau

2 Newsquest London Survey 2011

3 Internet Advertising Bureau

4 Monthly. Source: Omniture, year to date July 2012

## How to get a response to your advertising

### INDEPENDENT

Follow us on Twitter at  
[twitter.com/enfield\\_indy](https://twitter.com/enfield_indy)  
[twitter.com/haringey\\_indy](https://twitter.com/haringey_indy)

#### Engaged audience

The fastest way to reach the largest local audience for your marketing message is through our websites. These local newspaper sites are trusted sources of information and the perfect vehicle for your advertising. The websites attract a predominantly ABC1 audience who are engaged with the content because it is about people they know and the place they live.

#### Combined reach

Build a strong and coherent advertising campaign using print and online together. The net additional reach can be as much as 87%.

#### Enfield Independent

# 97,217

Combined Audience\*

## 41,758

Unique Users\*\*

## 179,619

Page Impressions\*\*

#### Gender

Men	42%
Women	58%

#### Social grade

AB	46%
C1	29%
C2	12%
DE	13%

#### Age

15 to 24	8%
25 to 34	20%
35 to 44	26%
45 to 54	26%
55 to 64	14%
65+	6%

#### Haringey Independent

# 25,066

Combined Audience\*

## 42,198

Unique Users\*\*

## 107,403

Page Impressions\*\*

#### Gender

Men	42%
Women	58%

#### Social grade

AB	42%
C1	33%
C2	9%
DE	16%

#### Age

15 to 24	8%
25 to 34	32%
35 to 44	28%
45 to 54	19%
55 to 64	9%
65+	3%

\*Total combined print and online, unduplicated, adult audience within the circulation area of the newspaper. Source: Telmar, April 2012

\*\*Monthly. Source: Omniture, Jan–June 2012

## A. Leaderboard

728 by 90 pixels

Its prominent position at the top of the page makes it the first thing visitors see

## B. Sponsorship

310 by 30 pixels

Fixed in a central position just below the masthead on every page or within one targeted section. Use to create brand awareness.

## C. MPU (Multi-Purpose Unit)

300 by 250 pixels

A versatile, high-impact space that, because of its size and shape, is ideal for moving images including video.

## D. Mini banner

300 by 60 pixels

Appears on the right hand side of the page so it follows people's reading flow. Can be targeted to jobs, cars or homes.

## E. Button

120 by 60 pixels

Suitable for a simple message, these display adverts appear next to editorial.

## F. Skyscraper

120 by 600 pixels

Seen for a long time on the right of the page as users scroll down. Large area for more complicated messages.

The screenshot displays the Haringey Independent website interface. At the top, there is a navigation bar with the site name and date (Thursday, 2 August 2012). Below this is a main content area featuring an article titled "Mark Bailey celebrates as Watford Borough Council waives fine". The article text is partially visible, mentioning a driver's parking fine and a council spokesman's statement. To the right of the article, there are several ad placements labeled A through F. Ad A is a large banner at the top right. Ad B is a small rectangular ad below the masthead. Ad C is a square MPU ad with an image of a man. Ad D is a small rectangular mini banner. Ad E consists of two small square buttons. Ad F is a tall, narrow skyscraper ad on the right side. The website also features a sidebar with a weather widget, a "Most Popular" list, and a "Most Shared" list. At the bottom, there are several small ads for services like "Reliable Electricians" and "Heating Engineer Near You".

### Online display advertising opportunities

#### Flexibility

The range of display advertising positions includes shapes and sizes to suit all promotional jobs. Examples are shown below at one third of their actual size. Creatives can include simple static images or more complex Flash animations. We offer a full design and production service.

#### Key to your success

Your advertisement can include a link to your own website to help drive visitors to your offer. We can give statistics on how many click-throughs are generated so you can monitor your campaign's effectiveness.



1



2



3



5



4



6

- 1 Leaderboard** 720 by 90 pixels
- 2 Sponsorship** 310 by 30 pixels
- 3 Mini banner** 280 by 60 pixels

- 4 Button** 120 by 60 pixels
- 5 MPU** 300 by 250 pixels
- 6 Skyscraper** 120 by 600 pixels

## Contextual Advertising

### What is it?

Contextual advertising is “the placement of advertising next to related content” according to the Internet Advertising Bureau. It is a system employed to identify keywords, phrases and topics in an article and display relevant advertising next to it.

### How does it work?

When booking an advert with one of our websites, an advertiser would choose a target group for their product from a set list of categories. Each category has its own dictionary of at least 50 keywords, that are picked up by the contextual advertising system as it scans an article, and a relevant advert is displayed alongside. The system is also configured to avoid controversy and error by avoiding profanity, duplication and utilising an “unsuitable” category to filter out the more shocking news stories.

### Why use contextual advertising?

Simply, contextual advertising is more effective because it is more specific. By targeting the advert at the audience most likely to respond to it, there is less waste.

### So for example

In an article placed under the contextual group of “family”, the keyword “walk” has been detected and an advert for the National Trust is displayed. There is also the option of creating bespoke categorisation on a per advertiser basis.

Sport Arts and  
Entertainment Automotive  
Beauty Business Careers  
and jobs Environment  
Consumer electronics  
Education Families Fashion  
Finance Food and drink  
Local government Health  
Hobbies and general  
interest Home and garden  
Block list Charity Non  
football sports Travel Pets  
Burglary Weather

The screenshot shows the Haringey Independent website interface. At the top, there is a navigation bar with links for Mobile site, News feed, E-Newsletters, Thursday, 26 May 2011, Site map, Register, and Log in. The main header features the site name 'HARINGEY INDEPENDENT' and a search bar. Below the header, there are several menu items including News, Your Local Areas, Sport, Freetime, Info, Opinion, Buy photos, Family, Jobs, Homes, Cars, Dating, Local Directory, Buy & Sell, and Advertise. The main content area displays an article titled 'Plumpton Circular' by Ben Perkins, dated 2:50pm Saturday 22nd May 2010. The article text includes the phrase 'this walk by Ben Perkins follows well-signed field paths', which is circled in red. To the right of the article, there is a weather forecast for Haringey showing 14.8°C and an 85% chance of rain. Below the weather forecast, there is a 'WHAT'S ON' section with a link to 'A5203 Caledonian Road Barnsbury'. At the bottom right, there is a National Trust advertisement for 'Family time' with a red circle around it. The advertisement text says 'We're closer than you think... come along for a walk'. The National Trust logo and tagline 'we well spent' are also visible.