Online

Why online advertising is good for business

More people online

The total online audience is continuing to grow. An estimated 21.7 million homes in the UK had a broadband connection by 2012[1].

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.[2]

Drive traffic to your site

Advertisers in the UK spent £5.416 billion online during 2012 and 24% of that total went on display advertising.[3]

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 the most trusted brand in the area. The Guardian Series has been at the heart of its community and, commands huge respect and affection.

Our audience = your potential customers

Growing audiences

Guardian Series has a growing audience both in terms of Page Impressions and Unique Users. This site generates more than 700 thousand page impressions every month.[4]

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.

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

1 Ofcom
2 Newsquest London Survey 2011
3 Internet Advertising Bureau
4 Monthly. Source: Omniture, year to date Jan 2014

Online

How to get a response to your advertising

EAST LONDON · WEST ESSEX
Guardian

Follow us on Twitter at
twitter.com/WFGuardian

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%.

Guardian Series

101,567
Combined Audience*

216,020
Unique Users**

901,377
Page Impressions**

Gender	
Men	44%
Women	56%

Social grade	
AB	52%
C1	27%
C2	12%
DE	10%

Age	
15 to 24	8%
25 to 34	15%
35 to 44	24%
45 to 54	26%
55 to 64	18%
65+	8%

*Total combined print and online, unduplicated, adult audience within the the circulation area of the newspaper. Source: Telmar, Oct 2013

**Monthly. Source: Omniture, Jan 14

Online

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.
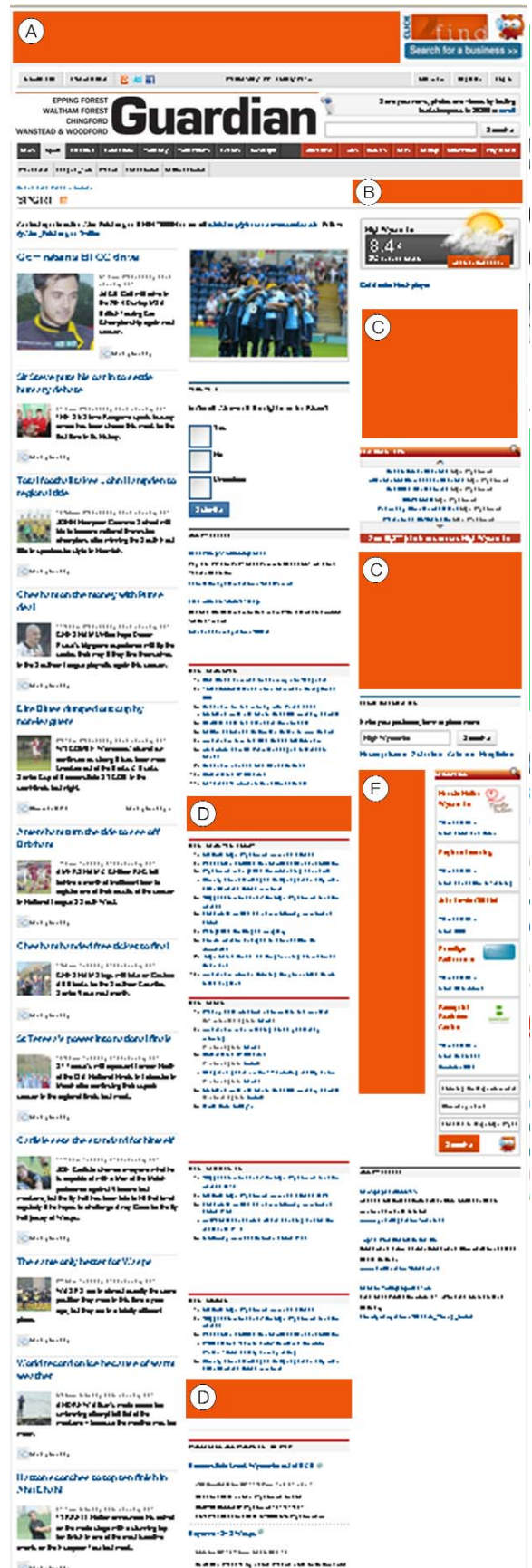
D. Mini banner

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. 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.

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

4

5

1 Leaderboard 720 by 90 pixels   **4 MPU** 300 by 250 pixels

2 Sponsorship 310 by 30 pixels   **5 Skyscraper** 120 by 600 pixels

3 Mini banner 280 by 60 pixels

Online

Tel 0208 884 7425

Email guardianads@london.newsquest.co.uk

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

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 pro nouns, 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.

guardian-series.co.uk