

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 2012¹.

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



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 £5.416 billion online during 2012 and 24% of that total was spent 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 two of the most trusted brands in the area. The Times Series has been at the heart of its community and both command 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 400 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.

1 Internet Advertising Bureau

2 Newsquest London Survey 2011

3 Internet Advertising Bureau

4 Monthly. Source: Omniture, year to date Jan 2014

How to get a response to your advertising

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%.



Follow us on Twitter at
twitter.com/times_series

Gender

Men	41%
Women	59%

Social grade

AB	62%
C1	25%
C2	6%
DE	8%

Age

15 to 24	8%
25 to 34	28%
35 to 44	25%
45 to 54	20%
55 to 64	13%
65+	6%

139,764

Combined Audience*

Times Series

76,945

Unique Users**

252,756

Page Impressions***

Borehamwood Times

40,172

Unique Users**

177,207

Page Impressions***

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

**Monthly. Source: Omniture, Jan 2014

*** Jan 2014

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)

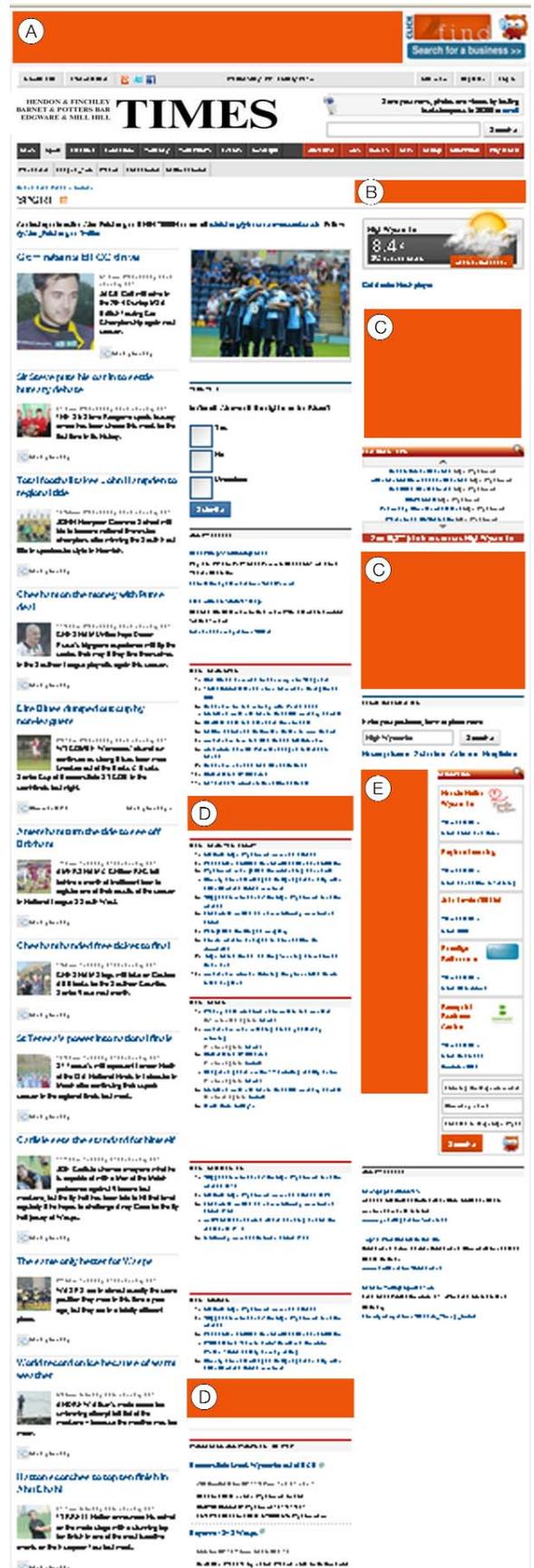
300 by 250 pixels
A versatile, high-impact space that, because of its size and shape, is ideal for moving images including video.

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

2 Sponsorship 310 by 30 pixels

3 Mini banner 280 by 60 pixels

4 MPU 300 by 250 pixels

5 Skyscraper 120 by 600 pixels

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 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.

The screenshot shows a newspaper website interface. At the top, there are several advertisements: a Jo Malone perfume ad, a 'Looking for a New Career?' ad, and a weather forecast for Barnet showing 15.7°C and a 93% chance of rain. Below the ads is the newspaper's masthead, 'THE TIMES', with the address 'HENDON & FINCHLEY BARNET & POTTERS BAR EDGWARE & MILL HILL'. The main content area features an article titled 'Plumpton Circular' by Ben Perkins, dated Saturday 22nd May 2010. The article text includes the sentence: 'Linking Plumpton Green and South Chailey, both with conveniently placed pubs, this walk by Ben Perkins follows well-signed field paths across a generally level Low Wealden landscape, notable for its rich and varied tree-lined hedgerows and distant downland views.' A red circle highlights the word 'walk' in this sentence. To the right of the article is a National Trust advertisement with the headline 'Family time' and the sub-headline 'We're closer than you think. Come along for a walk.' The ad features a photograph of a family (a man, a woman, and two children) sitting on a picnic blanket in a park. A red circle highlights this advertisement. At the bottom of the page, there are navigation links for 'MOST READ' and 'MOST COMMENTS'.