

Why online advertising is good for business

More people online

The total online audience is continuing to grow. 39.7 million people (75% of households in the South East)¹ were online in the UK in February 2010, an increase of four million in 12 months.² You use the internet every day to find answers quickly and easily — so do your potential customers. 84% of visitors to our websites use the internet daily.³



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 £3,541 million online during 2009 making it the most popular advertising medium ahead of TV.⁴

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 three of the most trusted brands in the area. Since 1863, the Watford Observer has been at the heart of its community and, although relative youngsters, both the St Albans Review and the Harrow Times command huge respect and affection.

Our audience = your potential customers

Growing audiences

All three sites have growing audiences both in terms of Page Impressions and Unique Users. Between them the sites generate more than 1.3 million page impressions every month.⁵

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 Office for National Statistics, August 2009

2 UKOM

3 Newsquest London Survey 2008

4 Internet Advertising Bureau

5 Omniture, May 2010

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%.

Watford Observer Review HARROW TIMES

Watford Observer

94,043

Combined Audience*

116,987

Unique Users**

1,019,742

Page Impressions***

Gender

Men	44%
Women	56%

Social grade

AB	47%
C1	28%
C2	14%
DE	10%

Age

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

St Albans Review

63,216

Combined Audience*

37,212

Unique Users**

176,511

Page Impressions***

Gender

Men	41%
Women	59%

Social grade

AB	59%
C1	26%
C2	9%
DE	6%

Age

15 to 24	6%
25 to 34	19%
35 to 44	28%
45 to 54	25%
55 to 64	16%
65+	6%

Harrow Times

98,565

Combined Audience*

34,255

Unique Users**

154,914

Page Impressions***

Gender

Men	41%
Women	59%

Social grade

AB	43%
C1	38%
C2	8%
DE	10%

Age

15 to 24	8%
25 to 34	30%
35 to 44	26%
45 to 54	24%
55 to 64	8%
65+	4%

*Total combined print and online, unduplicated, adult audience within the circulation area of the newspaper. Source: Telmar, April 2010

**Monthly. Source: Omniture, July to December 2009.

***Monthly. Source: Omniture, year to date 2010

1. Leaderboard

720 by 90 pixels
Its prominent position at the top of the page makes it the first thing visitors see

2. 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.

3. Mini banner

280 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.

4. Button

120 by 60 pixels
Suitable for a simple message, these display adverts appear next to editorial.

5. 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.

6. 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.

The image displays six numbered examples of online display advertising formats:

- 1. Leaderboard:** A long horizontal banner for Bushey Grove Leisure Centre and Beaumonts Health Club, including contact details and a website URL.
- 2. Sponsorship:** A small rectangular box with text: "Sponsored by EnergyCare UK Limited CAVITY WALL AND..."
- 3. Mini banner:** A small rectangular banner for Cassiobury Dental Practice with a logo.
- 4. Button:** A small rectangular button for Alan Day ExpressFit with a logo.
- 5. MPU:** A square MPU for LondonWaste EcoPark featuring an image of a skip and the text "Need a skip? Skip hire has never been so easy".
- 6. Skyscraper:** A tall vertical banner for a breakin convention, featuring a silhouette of a dancer and text: "An international festival of hip hop dance theatre", "breakin convention", "TUE 5 & WED 6 MAY", "Wycombe Swan An HQ Theatre", and "in association with Dance Consortium".

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