

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 2011¹.

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 £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.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 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 1.4 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 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

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

105,143

Combined Audience*

162,189

Unique Users**

1,563,457

Page Impressions**

Gender

Men	45%
Women	55%

Social grade

AB	48%
C1	29%
C2	13%
DE	10%

Age

15 to 24	8%
25 to 34	21%
35 to 44	25%
45 to 54	24%
55 to 64	15%
65+	6%

St Albans Review

56,880

Combined Audience*

43,337

Unique Users**

171,719

Page Impressions**

Gender

Men	41%
Women	59%

Social grade

AB	56%
C1	27%
C2	9%
DE	8%

Age

15 to 24	7%
25 to 34	20%
35 to 44	27%
45 to 54	25%
55 to 64	15%
65+	6%

Harrow Times

65,967

Combined Audience*

38,817

Unique Users**

174,126

Page Impressions**

Gender

Men	41%
Women	59%

Social grade

AB	54%
C1	28%
C2	9%
DE	10%

Age

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

*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.

A

Mobile site | News feed | Contact us

Thursday, 2 August 2012

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Watford Observer

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NEWS

SEND YOUR NEWS, PICTURES & VIDEOS

Mark Bailey celebrates as Watford Borough Council waives fine

By Rebecca Fleming, Reporter 3:20pm Wednesday 1st August 2012 in News

A DRIVER's parking fine was waived by Watford Borough Council bosses as a gesture of goodwill after he contacted it.

Mr Mark Bailey, 45, was fined £25 for leaving his visitor's resident permit voucher on the passenger seat of his green Peugeot 206 while visiting his aunt in Watford Field Road.

Mr Bailey said he put the two vouchers on the seat because he was worried they would slip from the dashboard because he was parked on a steep hill.

The council argued the car seat was not "conspicuous" enough but later revoked the fine.

In a letter to Mr Bailey the council also said the varden who issued the fine no longer worked for contractor, Vinco, because of "performance concerns".

Council press officer Mark Jeffery said: "We revoked the fine as a gesture of goodwill. However, the revoking of the fine and the traffic varden being suspended are two separate issues."

"Council officers were concerned during the traffic varden's three month probation period he had not been doing his job effectively."

Mark Bailey, pictured

ADD BY GOOGLE

New Parking Control
New Camping,
Tipping, UK Wides Net
0870 745 91 92
www.watfordparking.co.uk

PPL - Parking Partners
Optimising Car Parking
since 1988 Development,
Management and Audit
www.parking-partners.co.uk

Tweet (5)

Send

Like

Email

Print This page

Comment (1)

B

Watford

18.5°C

15% chance of rain

Watford forecast

FEATURED VIDEO
German or French or Spanish-Speaking Jews flee Hitler
Responsible artist: Barry Meach
Original Version:
CUBALEVIEHD575
Cleaner day/time house London Colour

MOST POPULAR
Most read

- Hornby again seen
- Hornby leaves to Barnet therapy unit
- Who are Watford's seven new signings?
- Watford owner: Hornets control by mutual consent
- Hoofe set for Burnley return
- Seven signings expected after embargo lifted
- Football Manager makes an even statement of Watford
- Big set getting reported in Leicester
- Transfer list missing: senior Watford boss
- Hornby looking to bring back his affection

F

"Therefore council officers got in contact with Vinco and made the decision to terminate his contract."

"We still stand by our reasons for issuing Mr Bailey with a ticket, because it clearly states on the voucher that the ticket should have been placed on the dashboard."

D

"I was prepared to go to court over this and there was no way for hell or fire that I was going to pay this fine."

Following an investigation, Mr Bailey then received the letter from the council explaining he would no longer have to pay for the fine.

E

The letter said: "The council has some performance concerns in relation to the traffic varden in question and, on that basis I have decided to cancel this notice on a benefit of doubt basis."

Mr Bailey, who used to work for Envo in Watford High Street, added: "I am relieved and very happy but I had to put up a fight."

"How many other people have received a fine from this particular traffic varden, who clearly isn't doing his job properly, and paid it without putting up a fight?"

C

Mike Watford says...
@SiAM Tom 2 Aug 12

Looks like in this case he was doing his job properly as the ticket says 'clearly display on the dashboard.'

REPORT THIS POST • REGISTER LOGIN •

Comment now Register or sign in below.

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Google

Find a Job

Find a Dating

Find a Homes

Find a Cars

Find a Jobs in Watford and all around Hertfordshire.
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Make a date in Watford and find friendship.
Search Now »

Find properties in Watford and Hertfordshire.
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Find cars for sale in Watford and Hertfordshire.
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A

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 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.

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

Fitness4Less
Love the GYM hate the cost?

SPECIAL CONSTABLES
16 HOURS A MONTH
Click here to find out more >>

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Watford Observer

Get involved: send your pictures, video, news and views by texting WO to 80360, or email us

SEARCH

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Easter | Holidays | TV | What's On | Comps | Arts Gallery | Theatre | Cinema | Music | Exhibitions | Showbiz | Food & Drink | Interviews

Watford Observer » Leisure »

LEISURE

Plumpton Circular
2:50pm Saturday 22nd May 2010
Print | Email | Share | Comments(0)

By Ben Perkins »

Linking Plumpton Green and South Chailley, 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.

1 - Start the walk eastwards along North Barnes Lane which leaves the main street at Plumpton Green next to the Winning Post pub at GR 364164. Follow this concrete-surfaced track for the best part of a mile, with good views southwards to the Downs, passing North Barnes Farm and continuing to join a lane where you should turn left.


Old road near South Chailley



Watford
15.0°C
98% chance of rain
weather forecast »

WHAT'S ON | **LIVE TRAVEL** | **FIND A TRADE**
Last updated 15.02 with 9 incidents
A355 Farnham Road Slough »

National Trust
We well spent
family time
We're closer than you think to come along for a...