

# DISPLAY AD BANNER PACKAGES WITH



Banner Packages with the *ThisIsMoney.co.uk* are ad impressions served across *ThisIsMoney.co.uk* website in standard ad formats. These ads appear across the pages of the *ThisIsMoney.co.uk* depending on a brand's requirements of volume, contextual placement, demographic, location and socio economic target group. These impressions are delivered alongside editorial content on the website. This is to afford brands maximum visibility, a trusted environment and to drive traffic to a chosen weblink.

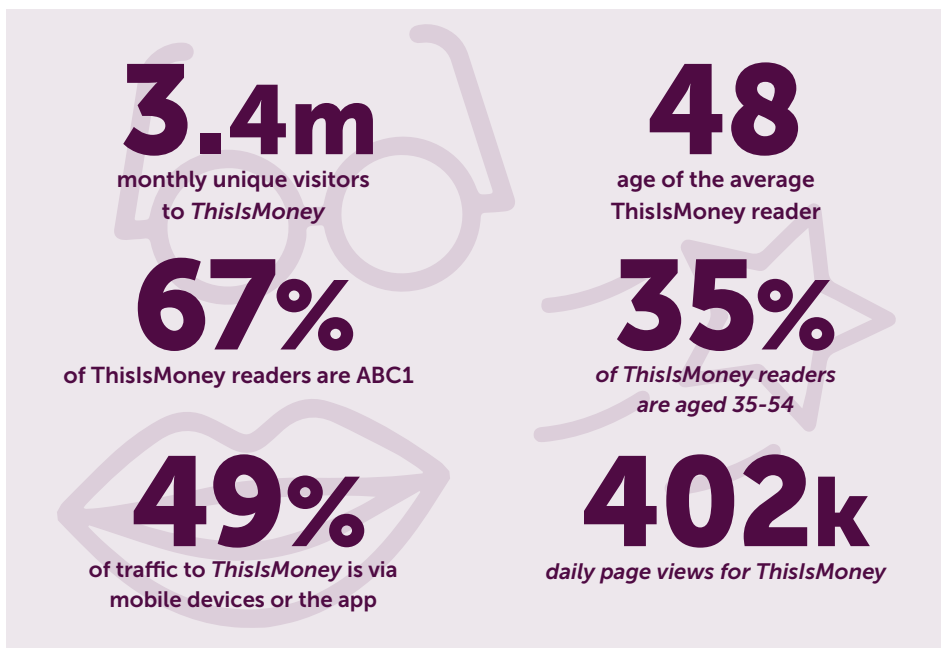
*ThisIsMoney.co.uk* is the number one online destination for financial information and advice, with 3.4m monthly unique visitors. It boasts an affluent readership, with average savings and investments of £30,300 and 67% who are ABC1.

These banner packages with standard ad formats are a 'Managed Programmatic Performance Product', meaning advertisers are provided with a dedicated trader to ensure budget and ads are optimised to reach the specific target audiences and are delivered across premium inventory to achieve campaign objectives.

Banner Packages with *ThisIsMoney.co.uk* is an ideal shop window for brands and organisations to benefit *ThisIsMoney.co.uk*'s robust editorial environment, a mass engaged readership and crucially the gravitas of being featured on one of the world's most visited websites.

## PARTICULARLY CONSIDERING

- 42% of *ThisIsMoney.co.uk* readers have ISA, investments or premium bonds
- Those who read *ThisIsMoney.co.uk* have over £30k in savings and investments
- 25% are more likely to be moving house in the next 12 months.



## RATE CARD

1 million impressions (minimum order)

### POA

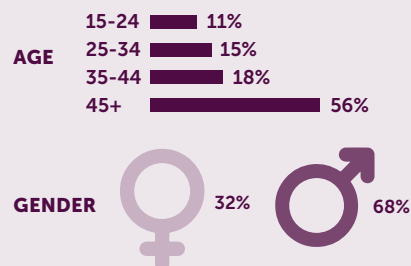
Impressions can be served across all formats: leaderboard 1, skyscraper 2, MPU 3 and mobile 4

Prices subject to demand and economies are available depending on requirement/volume of impressions

## DISTRIBUTION

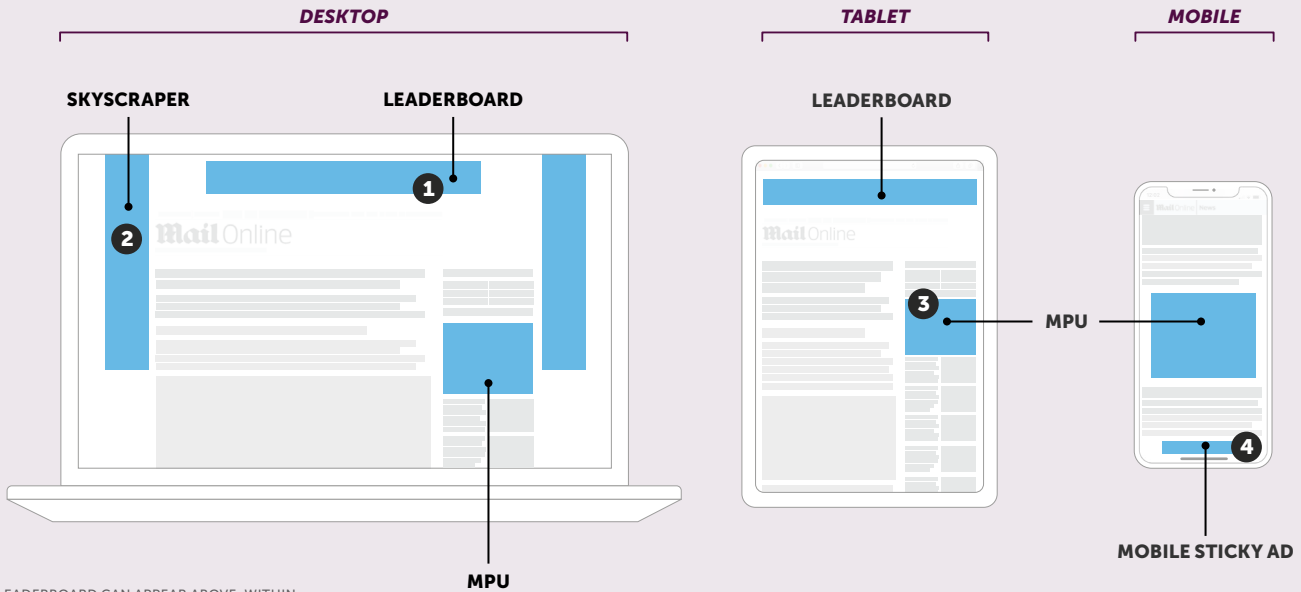
- 237k average daily unique visitors and 3.4m average monthly unique visitors to *ThisIsMoney.co.uk*
- PCA can be provided within 30-days of impressions being served
- Available nationwide

## DEMOGRAPHICS



[CLICK HERE TO VISIT THISISMONEY.CO.UK](https://www.thisismoney.co.uk)

# ADVERTISING POSITIONS



## ADVERT SPECIFICATION

- ❶ **LEADERBOARD:** 728px (w) x 90px (h)
- ❷ **SKYSCRAPER:** 120px (w) x 600px (h)
- ❸ **MPU:** 300px (w) x 250px (h)
- ❹ **MOBILE STICKY AD:** 320px (w) x 50px (h)

### SPECIFICATION:

- **Max file size (for image loading):** 300kb maximum
- **Static format:** RGB, 72 dpi, JPEG or PNG
- **Animated format:** RGB, 72 dpi, GIF only

You can supply all ad formats listed above, or choose to only run a selected few (i.e. MPU and mobile sticky perform the best)

Animated adverts (in GIF format) can loop only three times, and the total animation must not exceed 15 seconds.

Ads must have a distinct colour separation to the rest of the content on *ThisIsMoney.co.uk* i.e. any ads that are mostly white must have a distinct 1 pixel dark border to separate it from onsite content

## PROCESS

- Confirm your order. After your order is received, the artwork specification will be emailed by the Production team
- Fill in the supplier brief, which includes defining your ideal live date. If included in your booking, define your target audience e.g. Women, 25-44, living in London, gym-goers. Define your KPIs e.g. sign ups, ticket sales, clicks
- Completed artwork should be sent to the team by the given deadline (one week ahead of the live date) to avoid delays in publishing content
- Content required is the ad artwork and the link you'd like the ads to clickthrough to. Received content will be submitted to *ThisIsMoney.co.uk's* AdOps team
- Impressions will deliver on MailMetroMedia's owned and operated properties and can appear in different advertising positions on the site
- A dedicated programmatic trader will monitor your highly targeted campaign, continuously optimising towards the best performance based on your KPIs

## SUPPLYING CONTENT

**PLEASE NOTE:** The full content specification and artwork deadline will be given by [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) after booking. Your content can be emailed to [digital@hurstmediacompany.co.uk](mailto:digital@hurstmediacompany.co.uk)

## TERMS & CONDITIONS

- All bookings are made subject to Hurst Media's Terms & Conditions of Advertising, which are available by clicking [here](#).
- We reserve the right to convert images to meet the technical specification if they are not supplied as such.
- Image use and copy are subject to *ThisIsMoney.co.uk's* editorial discretion.
- Ads must adhere to the Advertising Standards Authority's (ASA) UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code), which can be read [here](#).

**CONTACT DETAILS**  
Hurst Media Company  
United House, North Road  
N7 9DP

Tel: 020 3478 6017  
[hurstmediacompany.co.uk](mailto:hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

**MEDIA SALES**  
Tel: 0203 770 4023 | [sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)  
**PRODUCTION DEPT.**  
Tel: 0203 770 4024 | [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

  
**HURST MEDIA**  
The UK's trusted media partner