



Advertising Rate Card

Effective : Spring 2006

Background

Since 1997, Lifestyle.co.uk has provided the UK market with a UK directory of hand-reviewed websites covering a broad spectrum of topics and areas.

In 2006, Lifestyle.co.uk has been rebranded and redesigned as well as a further cleansing of the 25,000 hand-reviewed websites in order to ensure the users are presented with even more accurate and informative UK sites.

The site is currently adding more than a thousand sites per month to it's directory.

Why advertise?

Because you need relevant users to see you and your products & services.

Lifestyle.co.uk receives a broad UK-focused audience that, from our research, cover the entire UK online population.

Visitors use Lifestyle.co.uk to find products and services across the UK and across different disciplines and services. Lifestyle.co.uk already has very prominent listings for numerous keywords on many of the top search engines and have an on-going programme of online marketing to increase users further.

Finally, Lifestyle.co.uk has developed strong relationships with key Partners in order to provide new areas of the site for 2006 including a new information channel, local directory and targeted content reviews.

Traffic statistics

Monitored using AdTech technology and through in-house software the latest available stats are as follows:

2005, Q4

Oct figures (rounded down to nearest 1,000)

Unique Users : 198,000
Unique User Sessions : 291,000
Page Impressions : 611,000

Nov figures

Unique Users : 189,000
Unique User Sessions : 235,000
Page Impressions : 538,000

Dec figures

Unique Users : 193,000
Unique User Sessions : 231,000
Page Impressions : 625,000

Available inventory

Lifestyle.co.uk has a range of advertising available across individual or multiple pages, categories, channels or site-wide.

Accepted advertising includes:

Banners, buttons, rich media, text ads and combinations of the above.

Inventory is available for a minimum of one month and, where applicable, is monitored through AdTech technology.

Advertisers are responsible for supplying all creatives to Lifestyle.co.uk.

Rate Card

Banners – 468x60 (12k max size)
Homepage: £9 per '000 imps
www targeted: £12 per '000 imps
www RoS: £7 per '000 imps

Pop-ups – 200x200
15k max file size: £17 per '000 imps

Rich media -
All formats accepted: £POA

Sponsorship
Various packages £POA

Featured ads
RHS with direct link. Must be relevant to page content (max of 3 per page) £100 per month

Buttons
Above the fold on homepage £1,000 per month
Below the fold site-wide £2,500 per month

* Minimum monthly spend £250 + VAT

Contact

For all featured ads and buttons, please contact Will Broome on 0794 77 64 525 or email : ads.online@lifestyle.co.uk

For all other advertising and for rich media and banners please contact Jon Mundy at AuraPlay on : 020 7348 5120 or email : jon.mundy@auraplay.com