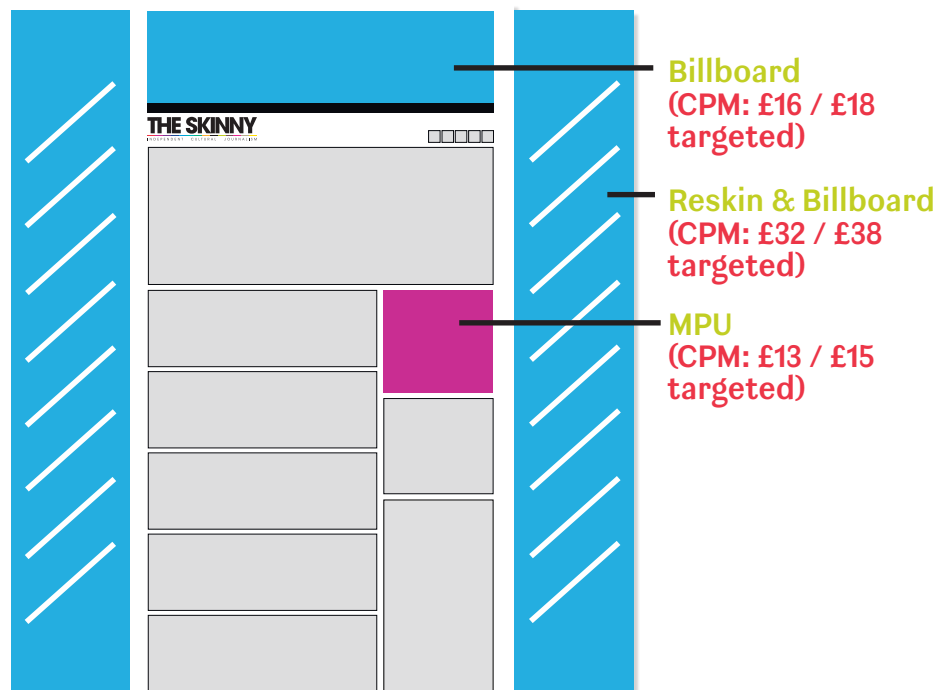


# Digital Engagement

The Skinny's digital audience stretches far and wide. Inspiring awareness of local acts on an international scale, our online content is tailored to the savvy online user. Engagement and building loyalty with users is key to our continued digital expansion.

**theskinny.co.uk** is a powerful platform for reaching our culturally engaged visitors, with high-impact display slots in key visible positions on our web pages. Options include the Billboard, MPU or Reskin & Billboard combination. Display adverts can be section or geo-targeted.

## theskinny.co.uk



- ★ 125,000 unique users per month
- ★ 350,000 page impressions per month
- ★ 0.18% average click-through rate
- ★ 49% of traffic from mobile devices
- ★ Section-targeted campaigns available
- ★ See below for targeted options including Homepage & Section Takeovers, and digital advertorial pages

## National Reach

- ★ 25% London, 44% Key city areas (Edinburgh, Glasgow, Manchester, Liverpool, Dundee, Leeds, Birmingham)

## Social Engagement

- ★ 35% of traffic from social
- ★ 115K friends/followers as of Nov 2018

## Section & Site Takeovers

- For maximum impact, book the Reskin & Billboard to dominate the page
- Or occupy all three display slots for a particular section or run of site, e.g all music pages
- Consistently high average CTR (>1%)
- Quotes are tailored to specific campaigns

## Sponsored Content

The Skinny can work with you to create a fully bespoke online advertorial that allows you to connect and engage with our readers, all in our trusted editorial tone and design.

Optional traffic drivers available, including via social networks and homepage placement.

