

# THESKINNY.CO.UK

Our website isn't just an engaging platform for all our news and features. It's a dynamic way of reaching our tech-savvy readership, via high-impact display units (p11) and custom promoted content (p16).

- ▶ 125,000\* unique users per month
- ▶ 350,000\* page impressions per month
- ▶ 0.18% average click-through rate
- ▶ 49% of traffic from mobile devices

The cost of advertising on theskinny.co.uk is determined by pageviews or **impressions**. This means you pay for the **actual number of times your advert will be seen** (CPM, cost per thousand impressions).

See the prices on the right? That's how much 1,000 impressions costs. We recommend booking at least 10,000 impressions for an effective campaign.

**Example price:**  
Billboard x 20,000  
= £360 (20 x £18)

\*Pre-pandemic figures

## Tech specs:

- ▶ Traditional image formats and rich media accepted
- ▶ Maximum file size 1mb
- ▶ Please submit files 5 days before live date



## Desktop Billboard £18 CPM

970px(w) x 250px(h)



## Mobile Billboard

320px(w) x 50px(h)



## MPU £20 CPM

300px(w) x 250px(h)

## Reskin and Billboard

Please provide billboard and reskin as two different images.

£38 CPM



## Reskin Specs

Total Area:  
2560px(w) x 1440px(h)

Mandatory Blank Central Area:  
970px(w) x 1440px(h)

Safe Zone (for key information):  
150px(w) each side x 600px(h)

Supply as one image, with the design filling the total area so that it is visible on even the biggest screens. Reskins do not scroll with the page and are not sold without a billboard.