

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 (p14).

- ▶ 75,000 unique users per month
- ▶ 175,000 page impressions per month
- ▶ 0.18% average click-through rate
- ▶ 49% of traffic from mobile devices

Tech specs:

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

For detailed specs and advert templates, please head to theskinny.co.uk/specs

How much does it cost?

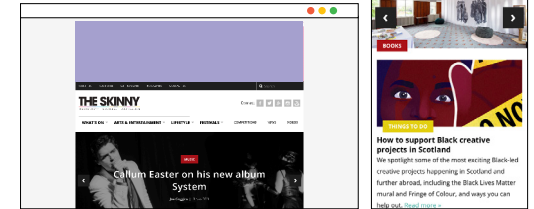
The cost of advertising on theskinny.co.uk is determined by pageviews or **impressions**. This means you pay for the **actual number of times your advert will be seen** (CPM, cost per thousand impressions).

- 1 Choose an advert type from those on the right
- 2 Decide how many times you'd like your advert to appear on our site (impressions)
- 3 Multiply the CPM cost by the impressions (in thousands)

Impressions	Billboard (£18 CPM)	MPU (£20 CPM)
10,000	£180	£200
20,000	£360	£400
30,000	£540	£600

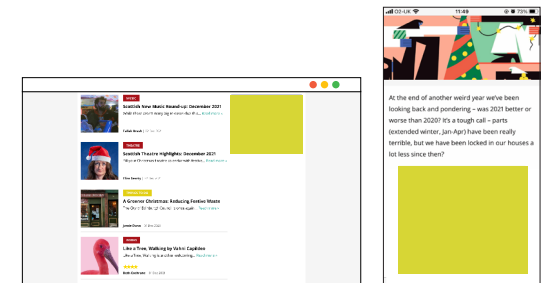
Billboard £18 CPM

Desktop: 970px(w) x 250px(h)
Mobile: 320px(w) x 50px(h)



MPU £20 CPM

Desktop & Mobile:
300px(w) x 250px(h)



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Takeovers

Book one of our web takeovers to become the exclusive advertiser on a section (e.g. music, film, students) or the whole of theskinny.co.uk.

Section: **£150** per week
Site: **£250** per day



Includes:
MPU
Billboard
Reskin