

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

**ARTWORK CHECKLIST**

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

Template files available on [theskinny.co.uk/specs](https://theskinny.co.uk/specs)

**How much does it cost?**

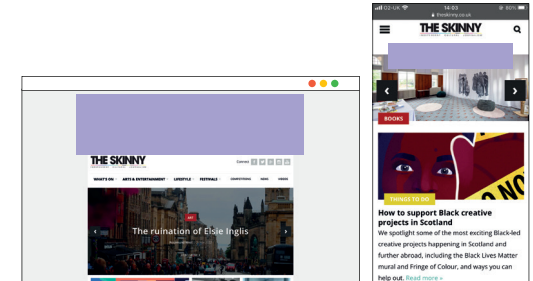
The cost of advertising on theskinny.co.uk is determined by pageviews or **impressions**. This means you pay for the **actual number of times your advert will be seen** (CPM, cost per thousand impressions).

- 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)

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

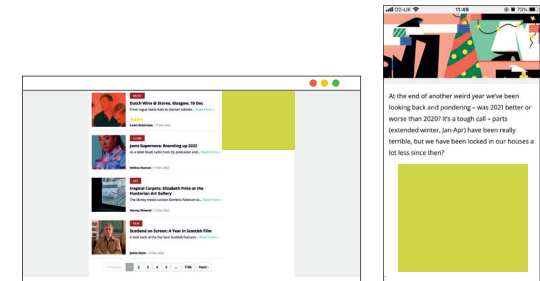
**Billboard** £18 CPM

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



**MPU** £20 CPM

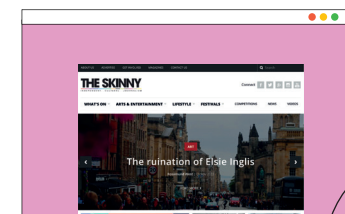
Desktop & Mobile:  
300px(w) x 250px(h)



**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