

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

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)

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

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

BILLBOARD

Desktop: 970px(w) x 250px(h)

Mobile: 320px(w) x 50px(h)

£18 CPM

MPU

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

£20 CPM

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

Reskin specs: 2560px(w) x 1440px(h)
theskinny.co.uk/specs

