

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

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

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)

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

Occupy the MPU, Billboard and Reskin (sides of the page) of a section, the homepage or the whole site.

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

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

Includes:  
MPU  
Billboard  
Reskin

