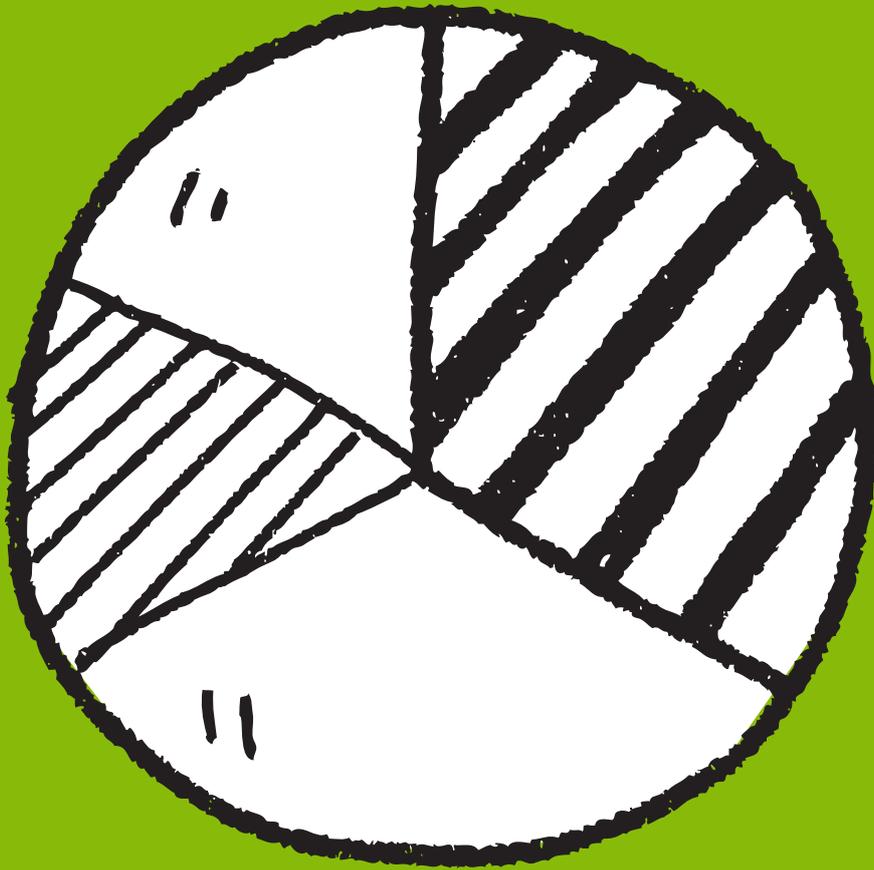# FACTS & FIGURES

The seemingly insatiable rise of the Internet has revolutionised the way we communicate. And, whether you like it or not, as an advertiser you cannot ignore it. Where your potential customers go, you must follow.

REACH THE WIDEST AUDIENCE

9 out of 10 people in London and the South East are internet users.[1]
You can't ignore online if you want to connect with your potential customers.

TIME SPENT ONLINE DOUBLES

People are spending twice as much time online compared to 10 years ago, fuelled by increasing use of tablets and smartphones. The latest Ofcom figures show internet users aged 16 and above spent over 20 hours and 30 minutes online each week.[2]

IT'S WHERE THE SMART MONEY IS

40p of every £1 spent on advertising in the UK is spent on digital advertising.[3]
That represents an 800% growth in ten years.

1. Office for National Statistics
2. Ofcom's Media Use and Attitudes 2015 report
3. Internet Advertising Bureau 2015

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Local, relevant and engaging content ensures our website has a loyal user base with more than 750,000 people consuming 3.5 million pages every month.[1] This growing audience considers local media to be the most trusted source of information[2] and are more than twice as likely to act on ads here than on the TV and social media.[3]

76%
ABC1
UK average 61%

71%
HH income £35k+
UK average 52%

48%
Aged 45+ years
UK average 42%

58%
Female
UK average 49%

1. Omniture   2. Consumer Catalyst 2014   3. Local Media Works 2014
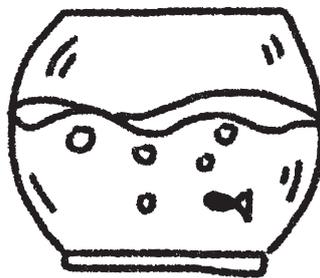
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Better connection speeds and ever-shinier devices means people are spending more time online. As a result advertisers need to find new ways to connect with them and to be relevant.

A QUESTION OF TRUST

Advertising on local newspaper websites is 77% more likely to be believed and relied upon than advertising on other websites.[1]

ATTENTION SPANS SHORTEN

At about 8 seconds, humans have shorter attention spans than goldfish.[2] Online, however, with its potential for animation, video and sound, is the perfect medium to appeal to these distracted customers.

BUYING PROCESS BEGINS ONLINE

81% of shoppers research online before they buy.[3] That goes up to 94 per cent for business buyers who do some form of research online.[4]

1. Ofcom's Media Use and Attitudes 2015 report
2. Microsoft study, 2015
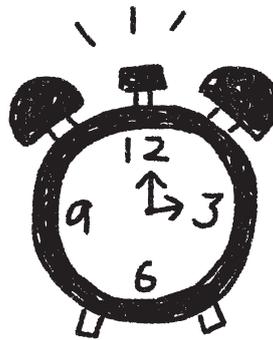3. GE Capital Retail Bank's Major Purchase Shopper Study 2014
4. 2014 State of B2B Procurement Study

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Unlike most mass media, online gives you the chance to run targeted ad campaigns that will deliver significantly increased response and conversion rates. In other words, you can cut out waste and save yourself money.

SITE SECTION

Different sections of the website attract different people, with different interests. Homes, Jobs and Cars attract house-hunters, jobseekers, and car buyers. With a bit more subtlety, Sport attracts more young men while Nostalgia is read by more elderly people.

TIME OF DAY OR DAY OF THE WEEK

Advertise when it suits your business. If you've got a sale on the weekend, advertise on Friday and Saturday. If you run a yoga class, concentrate your advertising in the evenings. If you are promoting a new lunch menu, advertise between 10am and 12pm.

WEATHER OR TEMPERATURE

Imagine you sell ice-cream. Wouldn't it be nice to be able to run your ads only when the sun was shining? Using so-called Meteo Targeting lets you tailor your advertising message to suit the temperature.

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The better the targeting, the better the results. By concentrating on reaching the customers who are most likely to buy from you, you can stack the odds in your favour.

BEHAVIOURAL TARGETING

Show your ad to potential customers based on their web browsing history.
We know what websites people have visited and we place them into categories based on those interests. When customers visit our websites, we know what category they are assigned to and we can show relevant ads.

CONTEXTUAL TARGETING

Show your ad to customers based on the articles they are interested in.
When an article is written, it is assigned to a category, education, for example. When that article is read, education ads will be shown.

DEMOGRAPHIC TARGETING

Show your ad to potential customers based on their characteristics.
You can target according to demographic attributes such as age, gender, household income, level of education, and household make up (whether there are children in the home).

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Only 2% of web traffic converts to a sale on the first visit to a website[1]. Retargeting allows you to reach and convert the other 98%.
By re-engaging visitors who have already expressed an interest in your brand, product or services you can boost response by up to 400%.[2]
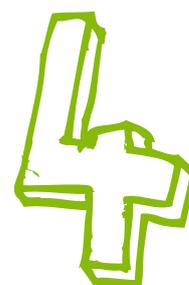
1
A user visits your website and browses various products or services.

2
The user leaves your site without making a purchase, moving on to other activities.

3
The user is retargeted with relevant ads when using other sites or online services.

4
The user clicks on the ad and returns to your site to complete the desired action.

1 searchenginepeople.com, '3 Ways Retargeting Can Transform Your Display Campaign', May 2013
2 CMO.com, Nov 2013

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