

DINE



SERVE YOUR ADS TO FOOD ENTHUSIASTS

Reach local diners and drinkers, whatever their tastes — bars, takeaways, fine dining or pub grub

News Shopper
#getconnected

OVERVIEW

01689 885 607

getconnected@newsshopper.co.uk

Around **1.5 million** unique visitors are accessing food & drink related content¹ across our network each month, with **over 600K** of those considering themselves food enthusiasts.²



DINE allows local food, drink and hospitality businesses to reach and engage this audience based on their particular preference in cuisine.

1 1,484,518 Unique Visitors | Advertising Context Report | Newsquest Group Traffic | April 2015 (1 Apr 2015 - 30 Apr 2015) | Adobe Analytics
2 639,804 Unique 'Food Enthusiasts' in the VisualDNA audience segment in the last 30 days (period ending 15/05/2015)

News Shopper
#getconnected

DINE caters for various types of food and drink enthusiasts so advertisers can reach local consumers whatever their appetite ...



TAKEAWAY AND FAST FOOD FANS

Target fast food regulars, who are most likely to eat takeaway more than once a week. They are typically 15 to 35 years old, single, with lower household incomes.



LOCAL MARKET SHOPPERS

These people regularly shop at local high street market shops or farmers' markets; they are more likely to be aged 55+, with adult children and average household incomes.



RESTAURANT ENTHUSIASTS

These are heavy frequenters of restaurants. Usually either studying or employed, more likely to have no kids in the house and much more likely to be high income earners.



CAFÉ ENTHUSIASTS

Consumers who eat out at coffee shops and sandwich bars 2 or 3 times per week; a slight female skew, these people are typically aged 25 to 34 with household incomes of £50K+.



BAR & PUB GOERS

Reach those who are most likely to go drinking 2 or 3 times a month; generally aged 18 to 25 or 55+, with no kids in the house and typically higher disposable incomes.

We use a combination of **behavioural** and **demographic targeting**, which allows advertisers to:

- Reach and engage local diners
- Raise brand awareness
- Drive targeted web traffic
- Grow your business



THE RIGHT AUDIENCE

We use our own first party data and industry leading third party data to reach the people that matter.



IN THE RIGHT PLACE

We work hard to ensure your ads appear in the right place, on the right sites. Premium ad positions help drive viewability.



WITH THE RIGHT MESSAGE

A great ad is critical in differentiating you from your competitors. Our design team can create your ads at no additional cost.

Choose between two pricing options, Standard and Premium, and three campaign weights.

Standard

Leaderboard, skyscraper, MPU, mobile ad strips

Premium

Double-height MPU, high vis, billboard, in-article MPU, mobile interstitial

	LOW	MEDIUM	HIGH
Standard	£120 10k impressions	£200 20k impressions	£320 40k impressions
Premium	£240 10k impressions	£400 20k impressions	£640 40k impressions

What is behavioural targeting?

This type of targeting serves ads based on the actions a user has taken online (e.g. visiting a website, reading certain types of content or clicking on certain links). We use cookies on our sites to collect this information and serve them ads that are relevant to them based on their online behaviour.

What is demographic targeting?

We use a number of industry leading data providers, in addition to our own data, to create and target the demographic profile most likely to be interested in your business.

How long will my campaign run?

A standard campaign will serve impressions evenly over the course of a 30 day period.

Which ad formats are supported?

Standard campaigns will be delivered using MPUs, leaderboards, skyscrapers and mobile ad strips. Premium campaigns will be delivered using premium MPUs, billboards, high vis, in-article MPUs and mobile interstitials.

Where will users go if they click on our ad?

When clicking on your advert, users will be taken through to your website. It's recommended that landing pages are relevant to the products, services and messaging in your ad creative.

How will I know that my ads have been seen?

We'll send you a campaign performance report once your campaign has finished to show you how many times your ads have appeared, where they've appeared and how many people have clicked through to your homepage.