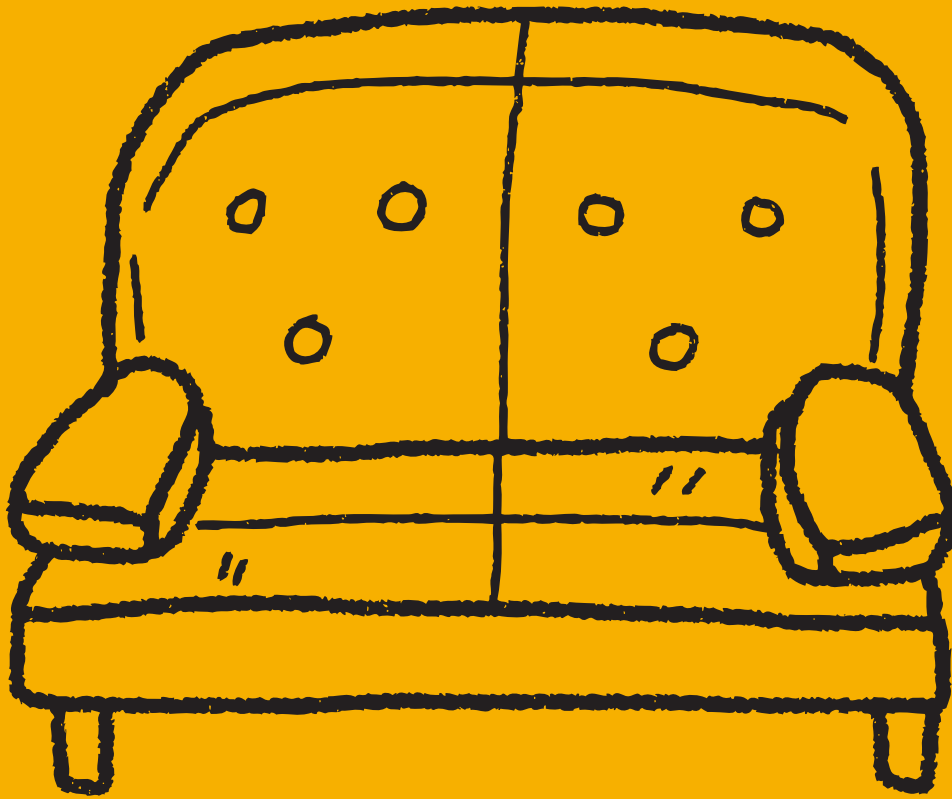


FURNISH



REACH FURNISHERS AND HOME IMPROVERS

Reach local consumers who are ready to spend on
homeware and on improving their homes

News Shopper
#getconnected

OVERVIEW

01689 885 607

getconnected@newsshopper.co.uk

On average, around 869,300 homeware fans¹ and 145,900 home improvers² visit the Newsquest network each month.

FURNISH allows retailers to reach local consumers who are interested in purchasing homeware and/or improving their homes.

HOME FURNISHERS

Users likely to treat themselves to homeware purchases.



Your ads will be shown to users who are considered homeware fans — people who are likely to buy products ranging from chairs and sofas to lamps and light shades.

HOME IMPROVERS

Users who have a domestic focus and spend large amounts on domestic purchases.



Your ads will be shown to users who have a domestic focus and spend large amounts on sizeable purchases such as furniture and whitegoods.

They are interested in renovating the home to their own high standards, and are ready to spend on the services this requires.

¹ Number of unique 'Homeware Fans' in the VisualDNA audience segment in the last 30 days (period ending 20/03/2015)

² Number of unique 'Home owners' in the VisualDNA audience segment in the last 30 days (period ending 20/03/2015)

WHY FURNISH?

01689 885 607

getconnected@newsshopper.co.uk

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

- Reach and engage local home improvers
- Raise brand awareness among local consumers
- Drive targeted web traffic
- Generate new business leads



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.

News Shopper
#getconnected

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 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 buying home wares or improving their homes.

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.