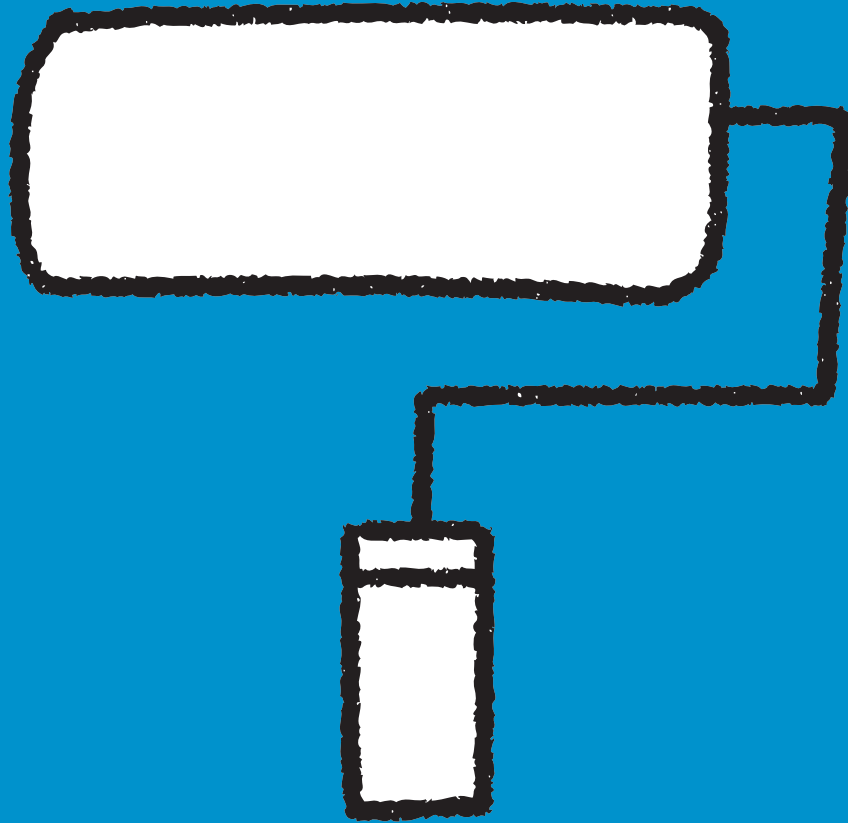


REFURB



HELPING YOU REACH LOCAL HOME IMPROVERS

A simple digital advertising solution for businesses who want to reach home improvers and renovators

News Shopper
#getconnected

On average, around 672,400 homeowners visit the Newsquest network each month¹

REFURB allows advertisers to reach local home improvers; the practical planners and idealistic dreamers who want to renovate their homes to their own standard and style, and are ready to pay for the services this requires.

PRACTICAL PLANNERS

Parents with young families who NEED to improve their homes.



Your ads will be shown to homeowners, first time buyers, second and multiple homeowners and recent movers who are 35 to 54-years-old and have children or have viewed two or more home improvement related articles in the past 30 days.

IDEALISTIC DREAMERS

Empty nesters with high disposable income who WANT to improve their homes.



Your ads will be shown to homeowners, second and multiple homeowners and recent movers who are aged 55 years or older and have a household income of more than £50k per year.

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

¹ Number of unique 'Homeowners' in the VisualDNA audience segment in the last 30 days (period ending 17/03/2015)

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 windows, doors and conservatories, whether that be practical planners or idealistic dreamers.

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 (an ad that appears while a chosen website or page is downloading).

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.