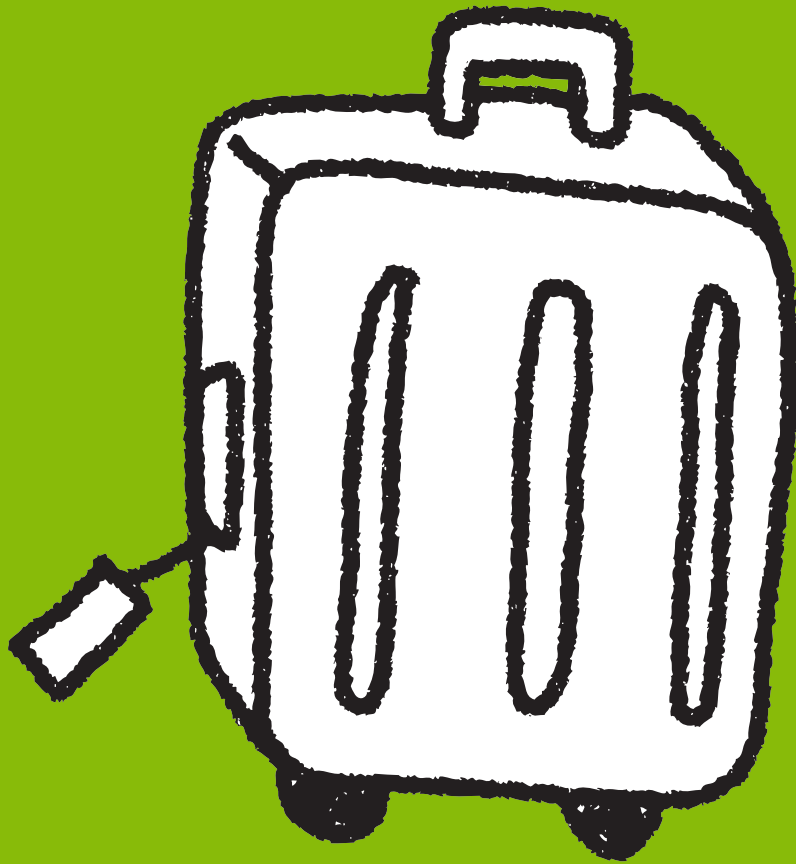# TRAVEL

DIRECT HOLIDAYMAKERS TO YOUR BUSINESS

Reach local holidaymakers while they're planning their next trip, whether in the UK or abroad

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There's a huge opportunity for travel companies across our network, with an average of 600,000 unique visitors accessing travel related content[1] each month. More than half of those intend to go on holidays in the next few months.[2]

TRAVEL uses a combination of behavioural, interest, intent and demographic targeting to allow you to reach and engage holidaymakers **while they're planning their next trip**.

HOLIDAYMAKERS

Reach holidaymakers who are intending to travel in the next few months who most likely to book through an agent:

- 55+ years old
- Household income of over £70k per year
- Preference towards package holidays

COACH TRAVELLERS

Target local people intending to book a trip in the next few months who have a higher propensity to book their travel by coach:

- 55+ years old
- Low travel budget
- Solitary lifestyles, divorced or widowed
- Household income between £20k-£30k

HOTEL, COTTAGE, AND B&B GUESTS

We can also target holidaymakers who are looking to go away in the next few months and who intend to stay at a hotel, cottage or B&B:

- 35+ years old
- Household income over £50k per year

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

- Reach and engage local holidaymakers
- Raise brand awareness among consumers
- Drive targeted web traffic
- Grow your business

HOW WE'RE DIFFERENT!

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.

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

	12.5k impressions	25k impressions	50k impressions	75k impressions	100k impressions
Standard Leaderboard, skyscraper, MPU, mobile ad strips	£150	£250	£400	£600	£800
Premium Double-height MPU, high vis, billboard, in-article MPU, mobile interstitial	£300	£500	£800	£1,200	£1,600

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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 audience 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.

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