

www.highampress.co.uk www.dog.biz

Online advertising guide





Introduction



We take pride in the knowledge that our information is relied upon by many thousands of people... ”

For over 60 years Higham Press has been involved with and reporting on dog show competitions throughout the UK. At one time or other we have worked on all the major championship events. We take pride in the knowledge that our information is relied upon by the many thousands of people involved in dog shows, the general public and the wider media, who often draw on it for their own reporting.

In recent years the development of the internet has allowed us to significantly grow the business and create a range of new initiatives. www.dog.biz provides a unique one stop service for those showing their dogs. Who as members, can apply online for competitions, make secure payments through the site, download documentation and view show information. Through www.highampress.co.uk we publish all the results, pictures and news fresh from the shows, often within minutes of the judges' decisions.

As a result we have seen a huge increase in our customer numbers, with both sites combined averaging over 250,000 unique visits per month, that's 8,300 per day! As well as the wider dog owning public, many of these belong to dog clubs and associations, are involved in training and breeding programs and show their pets. All are passionate about dogs and dog owning, spending significant amounts of income on their canine friends.

We have created some high profile advertising positions on both sites. Please spend a few minutes considering the benefits and opportunities www.highampress.co.uk and www.dog.biz can provide to your business. I hope to work together in the near future.

Norman Wall

Managing Director





www.highampress.co.uk

A must visit site for all those seeking dog show results

www.highampress.co.uk is one of the leading information sources for dog show competitions throughout the UK. Higham Press uploads the results in real-time at the show venues, providing a unique and unrivalled reporting service. The successful dogs and owners appear on www.highampress.co.uk often within minutes of the judges' decisions and before any other information source. It is a must visit website for all those competition enthusiasts worldwide.

As a result it boasts an impressive average of 239,266 unique visits per month, with 3.68 pages viewed, during session times in excess of 2 minutes. Customers eagerly access www.highampress.co.uk to view the results, photographs and headlines from the shows. They include the event attendees themselves, such as those showing their dogs, judges and the watching public. Other interested parties are dog club members; breeders and the general dog owning public. Most of the world's dog breeds have UK dogs somewhere in their pedigrees which generates a lot of overseas interest. With a range of advertising options including banner and tile positions www.highampress.co.uk is the perfect medium for reaching this key target audience of high spend, dog mad owners. You can be assured of a highly visible and effective marketing campaign as your advertising will share space with the latest competition results.

“
239,266 unique
visits per month ...
”



Key Facts

- Dog show results published before anyone else
- Site visitors spend a high proportion of their income on their dogs and are open minded to new products and services.
- Influential group who recommend products and services to other dog owners
- Popular and unique archive service of past results

Web Statistics

- 239,266 visits per month
- 3.68 pages viewed per visit
- 171 seconds duration per visit

Source: January to December 2008 averages

Supplied by Matrix servers Ltd



www.dog.biz

The only source of entry to many dog show competitions

www.dog.biz has over 37,000 registered members who use the site to apply for dog show competitions all over the UK. Each member has their own account where they can access and download a range of information and documents, including exhibitor passes, car park vouchers, brochures etc, as well as apply and pay for competition entries. The company also uses their contact details to provide them with emails, text messages and also information through the post.

The membership profile is one of high spenders who are very willing and able to pamper their pooches with the best of everything. They belong to dog clubs and associations, with many involved in training and breeding programs as well as showing their dogs. As such they are a very influential group amongst

other dog owners, with their opinions and recommendations highly sought after. Make them your customers and they will recommend your products and services.

Testament to the success of this site is the average page views during session times of over 6 minutes! Why not put this group at the heart of your marketing campaign? www.dog.biz offers exciting opportunities to reach them through banner advertising, tiles and membership emails.

“
Over 37,000
registered
members ...”



Key Facts

- A key source of entry to many dog show competitions
- Over 37,000 members and growing on average by 400 per month
- High spending group who pamper their pooches
- Dog club and association members, trainers and breeders – highly influential in recommending products and services to other dog owners
- Most are Kennel owners who are dedicated to dog breeds and dog showing Competitions.

Web Statistics

- 27,096 visits per month
- 8.93 pages viewed per visit
- 365 seconds duration per visit

Source: January to December 2008 averages

Supplied by Web Analyse Ltd



Prices and specifications

Prices (per week)

	Price	Frequency	Width	Height	File Size
www.highampress					
Banner	£120	Per week	468 pixels	60 pixels	30KB (Max)
Single Tile	£60	Per week	120 pixels	50 pixels	10KB (Max)
Double Tile	£100	Per week	120 pixels	100 pixels	15KB (Max)
Rotating Tile	£40	Per week	120 pixels	50 pixels	10KB (Max)
www.dog.biz					
Banner	£70	Per week	468 pixels	60 pixels	30KB (Max)
Tile	£35	Per week	120 pixels	50 pixels	10KB (Max)
Double Tile	£60	Per week	120 pixels	100 pixels	15KB (Max)

Other opportunities include: Brochure requests, email banners, revenue splits and sponsorship. To discuss these and others contact Ian Parker.

Sales Contact: Ian Parker
 Email: ian@yes-multimedia.com
 Tel: + 44 (0)7545 830730

Supplying advertisement material:

Supply Method: Email / CD
 File Types: GIF (PC Format) / Flash file / Pure html
 Colour: RGB (Red, green and Blue)

Artwork Contact: Kirsten Cozens
 Email: kirsten@highampress.co.uk
 Tel: + 44 (0) 1773 832390

* We reserve the right to restrict the file size of advertising that may affect website performance