

Effective September 1st 2011

The screenshot shows the website interface with a navigation bar (Home, Events, Places, Articles, Food & drink, Offers), a search bar, and several content sections including 'EDINBURGH INTERNATIONAL FESTIVAL 2011', 'ROCKNESS: 10-12 JUN', 'KARLA BLACK', 'FRIENDLY FIRES', and 'MUSIC'.

Demographic Information

| Age | (%) |
|-------|------|
| 15-24 | 15.7 |
| 25-34 | 52.3 |
| 35-44 | 22.4 |
| 45-54 | 7.6 |
| 65+ | 2.0 |

| Personal Income | (%) |
|-----------------|------|
| Under £15K | 24.7 |
| £15K - £20K | 24.7 |
| £21K - £25K | 17.9 |
| £26K - £34K | 9.6 |
| £35K - £50K | 9.6 |
| Over £50K | 4.6 |

Source: List Demographic Survey 2010

Scotland's Best Online What's On Guide

- Scotland's best loved events and entertainment publication for 26 years
- UK-wide What's on listings and advanced search functionality
- Over 900 restaurant reviews
- Music, Film, Eating out, Books, Events, Comedy, Clubs, Theatre and more

Traffic Information

- Page Impressions per month 2,197,615
- Unique users per month 839,726

Source: Google analytics August 2011

Advertising Opportunities

The core list.co.uk site is separated into three distinct areas of content.

Articles

all news, reviews and features from The List magazine as well as additional online only content.

Events

Comprehensive listings search and details for all of the UK.

Places

detailed, searchable information about restaurants, bars and venues across the UK.

The screenshot displays the list.co.uk website interface with several advertising spots highlighted by red arrows and labels:

- LEADERBOARD (728px X 90px)**: Located at the top right of the page.
- SPONSORSHIP AREA**: A yellow rectangular area located below the navigation bar.
- MPU (300px X 250px)**: A yellow rectangular area located to the right of the main content area.
- EDITORIAL BUTTON**: A red rectangular button located below the MPU.
- MPU (300px X 250px)**: A yellow rectangular area located below the editorial button.
- LARGE RECTANGLE (336px X 280px)**: A yellow rectangular area located at the bottom of the page.

All content from these main areas is integrated in order to allow us to display related material - reviews of this event/restaurant, events at this venue or event/venues related to this article.

Site sections include:

Music, Film, Comedy, Clubs, Kids, LGBT, Books, Theatre, Visual Arts, Dance and Festivals

Rates

Standard Advertising Formats

| Type | CPM Run of Network | CPM Site specific |
|--------------|--------------------|-------------------|
| Leaderboards | £10 CPM | £12 CPM |
| MPU 1 | £18 CPM | £20 CPM |
| MPU 2 | £12 CPM | £14 CPM |
| Half page | £30 CPM | £32 CPM |

Rich Media

| Type | CPM Run of Network | CPM Site specific |
|-------------------------|--------------------|-------------------|
| Expandable leaderboards | £14 CPM ROS | £16 CPM targeted |
| Expandable MPU 1 | £25 CPM ROS | £28 CPM targeted |
| Expandable MPU 2 | £16 CPM ROS | £18 CPM targeted |
| Video | £25 CPM ROS | £30 CPM targeted |

Adverts can be targeted by geographic location (location of user or city being viewed), site section (events) or site tags/keywords (comedy, rock, drama).

Other Advertising Formats

HTML Newsletters

Something for the Weekend sent to over 14,101* people every Thursday.

In-line adverts (50 words, an image and link) £125 per week

Banners, Buttons and Skyscrapers £125 each per week Sponsorship also available POA

Solus 3rd Party Mailshot £50 per thousand subscribers (5,637 subscribers*)

Sponsorship of site sections or themes £15 CPM

Advertorials £750

Microsite POA

Development work POA

Minimum booking £250

*Subscribers at 1st September 2011

Deadlines and Technical Specifications

Booking and cancellation deadlines

- Creative to be supplied 72 hours before going live date
- Alterations to campaigns 48 hours
- Change of creative 48 hours
- Cancellation deadlines 28 days prior to campaign live date

Technical specifications

Max file size for JPG, GIF, animated GIF 60K

Max initial file size for rich media 60K

| Sizes | (Width by Height) |
|--------------|-------------------|
| Leaderboards | 728x90 |
| MPU 1 | 300x250 |
| MPU 2 | 300x250 |
| Half page | 300x600 |

For a full technical spec including more detail on rich media formats, payment terms or any other questions you may have please contact digitalsales@list.co.uk or call 0131 550 3064

Terms and Conditions

- VAT will be added to rates at 20%
- Payment is required in advance unless otherwise agreed
- Interest of 6% pa will be charged on overdue accounts. In addition any charges which are incurred in securing payment. We will notify you of these charges in advance.
- The List does not accept liability for any loss incurred by error or omission of any advertisement.