

Info: Total population 4,104,354 – Internet population 2,060,000 - % of population 50.2%

Background

Independent News & Media Plc is a leading international media and communications group with its main interests in Ireland, United Kingdom, Australia, New Zealand, South Africa and India.

Spanning four continents and delivering product to 21 individual countries, INM operates in the areas of publishing (magazines, national/regional newspapers and online), radio and outdoor advertising. The Group publishes over 175 individual titles with a weekly audience of over 100 million consumers and presently operates in excess of 70 online sites. The Group manages gross assets of €4.0 billion, revenue of over €1.8 billion and employs over 10,400 people worldwide.

Introduction

Launched in March 2000, Independent.ie is now one of the leading Irish News sites. It is the primarily the digital arm of The Irish Independent, Ireland's leading national newspaper, and so seeks to maintain the traditional qualities and standards of print but with all the added benefits of online. Constantly improving architecture and navigation gives us significantly more flexibility in placing content for maximum editorial and visual impact. The resulting scale leads readers effortlessly from top stories and features of the day to areas of interest around the site, readily accessible via multiple entry points to subsequent content.

Independent.ie's CMS platform integrates content from The Irish Independent, The Sunday Independent and 14 regional titles, thus ensuring complete national coverage. This locally generated content is then augmented with world news from leading INM titles globally. With its core content predominantly Irish, Independent.ie caters to a broad-interest audience, providing daily access to specific vertical markets: cars, property, shopping, jobs and travel.

Our content team, in co-operation with our titles, ensure that we are constantly evolving and meeting our users' needs. New channels and sections, such as GAA Championships and Independent Competitions, are constantly being added to ensure our users are kept interested and informed on all topics.

A broader range of ad spots on any page than our competitors, and a progressive attitude to rich media formats, ensures advertisers have an ever widening range of options. Additionally, a higher percentage of Irish traffic than any other Irish competitor provides a ready made geo-targeted option for our vast array of clients.

Delivering **23 million page impressions** and reaching **1.12 million unique users**.

Of 23 million page impressions, approximately **75%**, or 17.2 million of these are **Irish Page Impressions**.

Independent.ie has risen to the challenge of providing a content-rich experience coupled with innovative and subtle integration of advertising inventory.

Key Metrics

Reach:

1.1 million unique users.

53% reach per month.

Page Impressions:

23 million per month.

Of 23 million page impressions, approximately 75%, or 17.2 million of these are Irish Page Impressions.



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Socio demographics

Gender: Male 44%, Female 56%;

Age: Up to 25: 13%, 26- 35: 40%, 36-45: 22%, 46-55: 14%, 56 plus: 11%

Occupation: Professional 15%, Management 19%, Civil Servant 12%, Other White Collar 29%

Advertising Metrics

Ad formats: Banner 468 x 60, Expandable Banner 468 x 60 to 468 x 275, Button 120 x 90, Small Button 120 x 60, Leaderboard 728 x 90, Expandable Leaderboard 729 x 90 to 728 x 275, Half Page 300 x 600, Skyscraper 120 x 600, Wide Skyscraper 160 x 600, Expandable Skyscraper 120 x 600 – 275 x 600, MPU 300 x 250, 300 x 300, Expandable MPU 300*250 to 500 x 250, Island 250 x 250, Expandable Island 250 x 250 to 400 x 250, Tile 125 x 125, Overlay creative 400 x 400, Peelback 80 x 90 to 400 x 400.

Channels: Homepage, Business, Sport, Entertainment, Health, Lifestyle, Education, Opinion, Regional Newspapers, LoadzaCars.ie, LoadzaTravel.ie, TheMeetingPoint.ie.

Links: www.independent.ie; www.loadzacars.ie; www.loadzatravel.ie; www.themeetingpoint.ie; www.herald.ie.

For more site information please see www.idworks.ie.