

Country: Latvia

Info: Total population 2,300,000 – Internet population 800,000 - % of population 34.7%

Introduction

Background

- No. 1 Portal in Latvia

General Info

- Internet news portal since 2001 in all Baltic countries.
- Provide hottest news every day
- DELFI Webmail service since 2001 (two versions: 1) free of charge 2) paid service)
- DELFI Smart (search engine)

Key Metrics

- **Reach:** 0.6 million unique users; (source: portal information 02/2006); reach (net users) 30%
- **Page impressions:** 13 million per month
- **Socio-demographics:** Gender: 46% men / 54% women; Age: Under 18 - 33%, 18 to 34 –36%, 35 to 49 – 24%, Over 50 –7%; High incomes: 60%



Advertising Metrics

Ad formats: Large banner(468x60); Small banner (120x60); Article banner (180x150); Tower banner (180x300); Splash banner(398x60+200); Flying banner (125x125); Pop-under; Background banner (120x250); Scroller (800x35); Floating banner

Channels: National News, World News, Sport, Entertainment, Video News, Auto, Women, Technology news.

Specials: All big sport events have special site (like Olympic games

(<http://www.delfi.lv/news/sport/torino/>), Webbaby project (everything about kids).

Benefits / USP

- Targeting almost all Latvian internet users (6 months = 79% of all internet users).

Specific Portal info

- All data about users are based on Baltic Media Fact Research (Gallup, E-rating).

Links:

www.delfi.lv