



HalldaleGroup



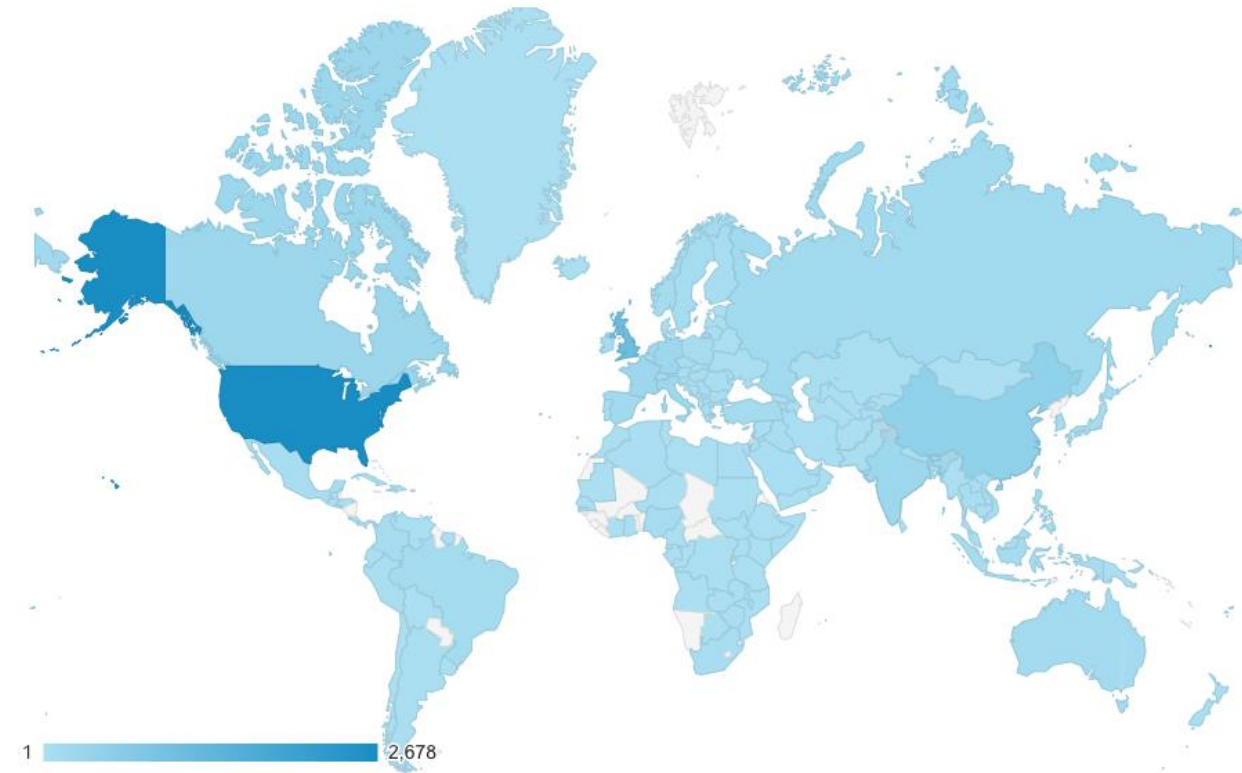
Online Media Kit

Halldale.com – Website Overview

Website visitors - Top 50 countries

1. United States	26. Poland
2. United Kingdom	27. Philippines
3. China	28. Mexico
4. Canada	29. Finland
5. India	30. Hong Kong
6. Germany	31. Malaysia
7. France	32. Belgium
8. Italy	33. Israel
9. Spain	34. South Africa
10. Russia	35. Switzerland
11. Australia	36. Thailand
12. Netherlands	37. Taiwan
13. Singapore	38. Bangladesh
14. Turkey	39. Greece
15. Japan	40. Portugal
16. Norway	41. Argentina
17. Brazil	42. New Zealand
18. South Korea	43. Ukraine
19. (not set)	44. Bulgaria
20. Ireland	45. Hungary
21. Sweden	46. Peru
22. Indonesia	47. Austria
23. Nigeria	48. Kazakhstan
24. Colombia	49. Pakistan
25. United Arab Emirates	50. Vietnam

Website activity by Region



1. Americas	3,315 (37.45%)
2. Europe	3,076 (34.75%)
3. Asia	1,913 (21.61%)
4. Africa	283 (3.20%)
5. Oceania	178 (2.01%)
6. (not set)	87 (0.98%)

Analytics Overview

12850 users per month
 14000 sessions per month
 23000 page views per month
 00:01:54 average session duration

Talk to the team to find out how Halldale can support your marketing programme.

Holly Foster
 Email: holly.foster@halldale.com
 Tel: +1 813 994 0191

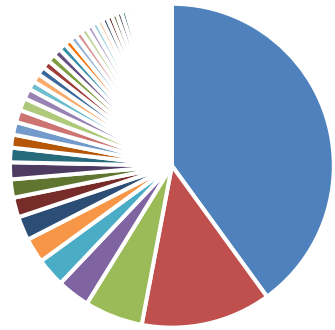
Jeremy Humphreys
 Email: jeremy.humphreys@halldale.com
 Tel: +44 (0)1252 532009



Halldale.com – E-News Overview

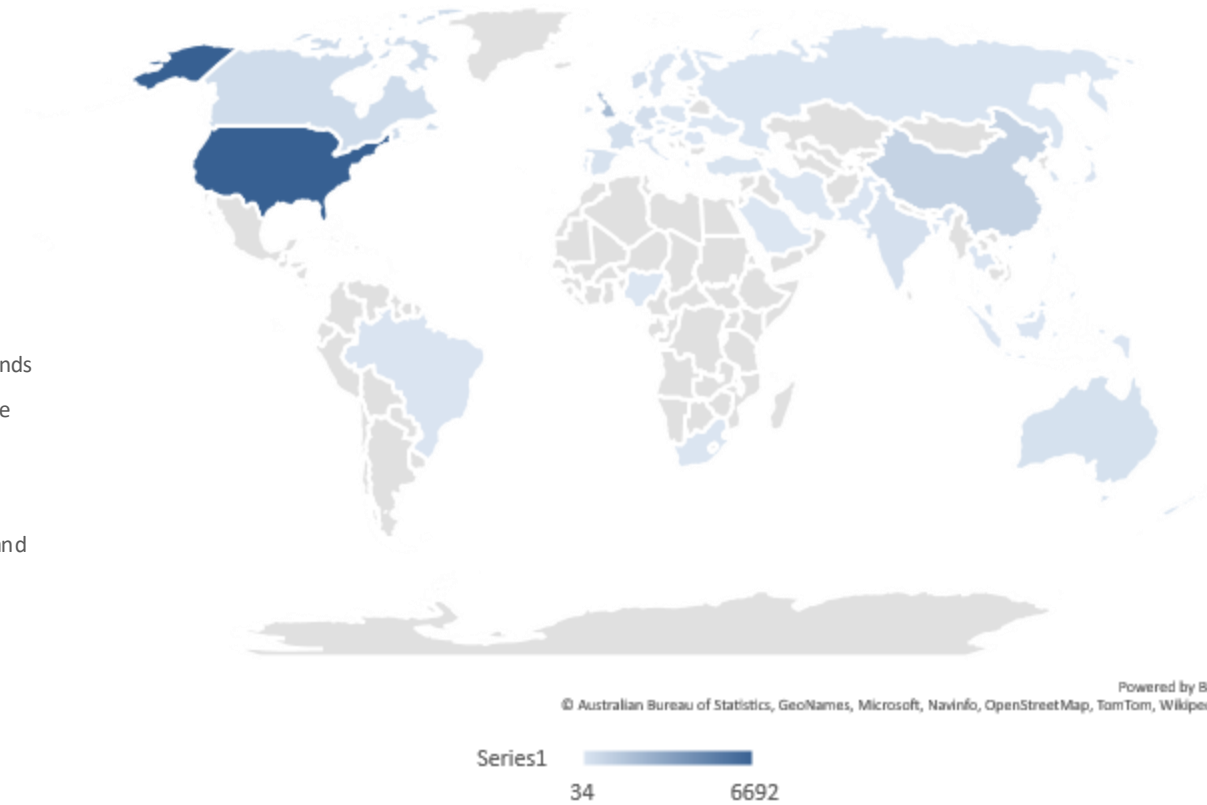
Analytics Overview

E-News distribution by country



- | | | | | |
|-----------------|------------------|---------------|------------------------|---------------|
| ■ United States | ■ United Kingdom | ■ China | ■ Canada | ■ Norway |
| ■ Germany | ■ France | ■ India | ■ Australia | ■ Netherlands |
| ■ Spain | ■ Ireland | ■ Italy | ■ United Arab Emirates | ■ Singapore |
| ■ Japan | ■ South Korea | ■ Turkey | ■ Philippines | ■ Finland |
| ■ Russia | ■ Sweden | ■ Hong Kong | ■ Belgium | ■ (not set) |
| ■ Brazil | ■ Israel | ■ New Zealand | ■ Malaysia | ■ Switzerland |
| ■ Taiwan | ■ South Africa | ■ Poland | ■ Portugal | ■ Austria |
| ■ Indonesia | ■ Greece | ■ Pakistan | ■ Romania | ■ Thailand |
| ■ Denmark | ■ Czechia | ■ Hungary | ■ Bangladesh | ■ Qatar |
| ■ Ukraine | ■ Saudi Arabia | ■ Lithuania | ■ Nigeria | ■ Iran |

E-News distribution by Region



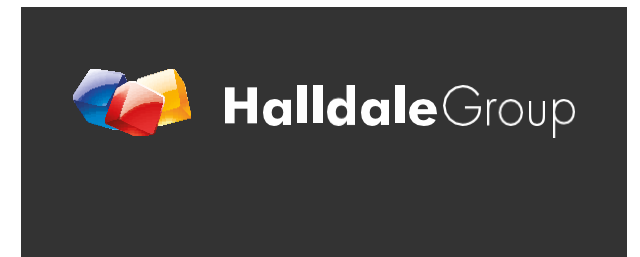
24,025 contacts – MST
 25,974 contacts - SCT
 15.5%+ open rate per month
 1.3% CTR

Line chart with impression data

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Digital Advertising Rates 2024

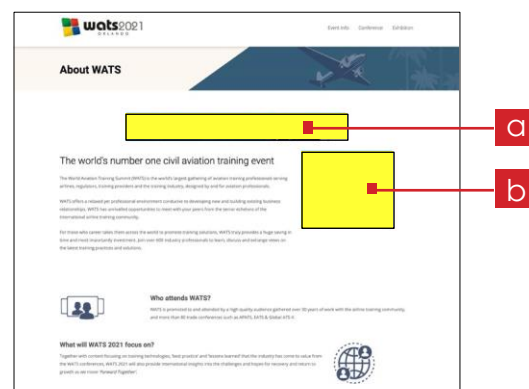
Website Advertising Rates (prices are per month)

Halldale.com Website US\$ Euro UK£

MST			
Leaderboard 1	\$1,145.00	€ 990.00	£850.00
Leaderboard 2 Middle	\$595.00	€ 520.00	£450.00
Leaderboard 3 Bottom	\$1,015.00	€ 880.00	£760.00
Right Rail 4 Top	\$1,035.00	€ 900.00	£770.00
Right Rail 5 Middle	\$1,430.00	€ 1,240.00	£1,060.00
Right Rail 6 Bottom	\$1,520.00	€ 1,320.00	£1,130.00

Event Website			
Banner (a)	\$2,580.00	€ 2,820.00	£2,420.00
Banner (b)	\$2,100.00	€ 2,590.00	£2,220.00

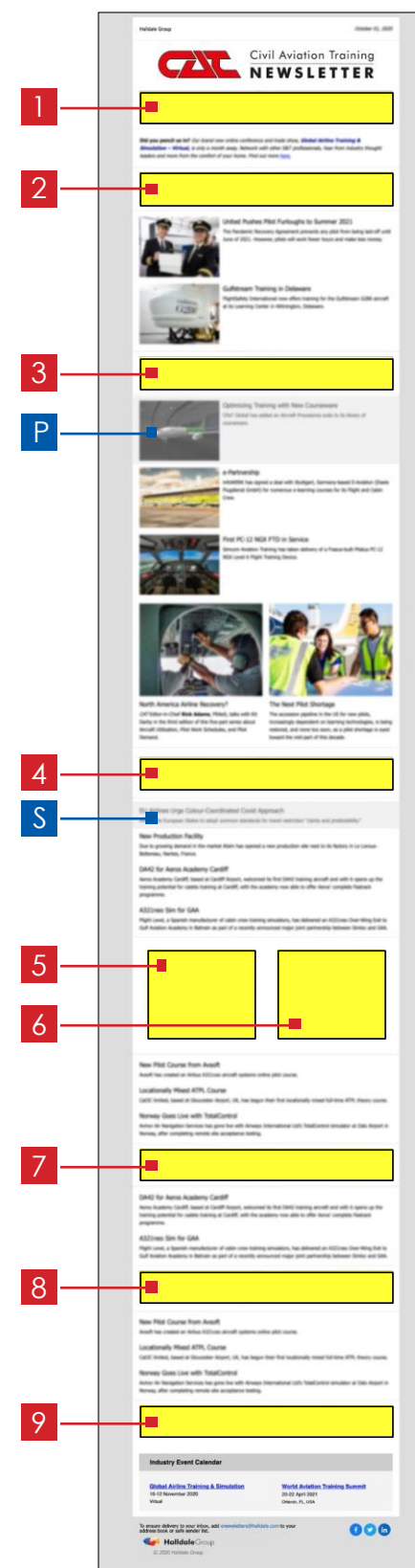
Event website



halldale.com website



Newsletter



Newsletter Advertising Rates (prices are per month)

	US\$	Euro	UK£
Banner 1	4160.00	3575.00	3080.00
Banner 2	3915.00	3365.00	2900.00
Banner 3	3355.00	2885.00	2485.00
Banner 4	3003.00	2585.00	2225.00
Medium Rectangle (left) 5	2775.00	2385.00	2055.00
Medium Rectangle (right) 6	2775.00	2385.00	2055.00
Banner 7	2255.00	1940.00	1670.00
Banner 8	2035.00	1745.80	1505.00
Banner 9	1830.00	1575.00	1355.00
Sponsored Content			
Premium (P)	6255.00	5375.00	4635.00
Standard (S)	5005.00	4300.00	3705.00
Video Placement	3445.00	2960.00	2550.00

Featured on home page premium charge of \$1135/€975/£840

Advertising Specifications

- Website Leaderboard: 728 x 90 pixels and 320 x 50 pixels (for mobile device viewing)
- Website Medium Rectangle: 300 x 250 pixels
- Newsletter banner: 728 x 90 pixels
- Newsletter Medium Rectangle: 300 x 250 pixels

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