

Media Pack
2012



Global Reach : Local Focus : International Market

Now in its eleventh year, AngloINFO is the world's most popular supplier of online information to one of the Web's most exciting markets – English-speaking expatriates.

AngloINFO is a **global** network:

- 60 regional websites
- 27 countries
- 85 million pageviews every month
- more than 2.5 million unique visitors.

Its audience is **local**:

- over 70% actually live in the closely-defined region covered by the AngloINFO website they use.

It's also **international**:

- people on every continent use AngloINFO to help make their most important decisions before moving to a new country or region.

This is **your market**, and AngloINFO is the best in the world at reaching it.



www.angloinfo.com

Why Online Advertising?

Global Internet usage continues its massive growth with Internet advertising matching this expansion.

Internet advertising offers a unique opportunity to combine:

- “pull” advertising (such as directory advertising)
- “push” advertising involving a strong call-to-action (such as a classified ad)
- display advertising for brand positioning

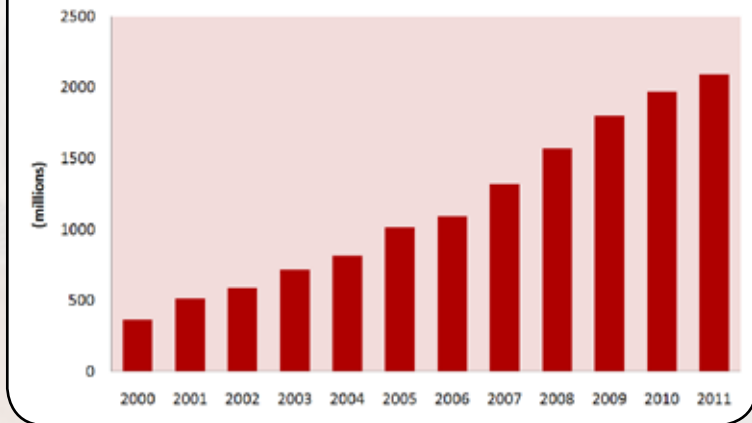
And Internet advertising works for you around the world, 24 hours a day, 7 days a week, 365 days a year.

Why AngloINFO?

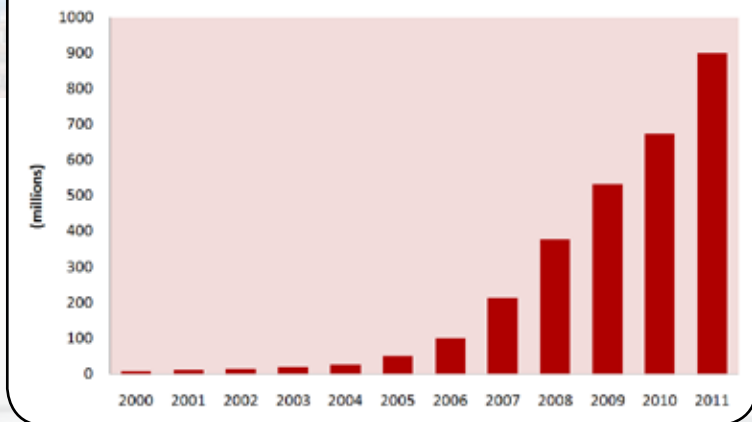
AngloINFO is extremely effective at reaching your target market.

- AngloINFO has a large and dedicated audience that keeps on growing (over 25,000 new people visit the site from search engines every day)
- AngloINFO gives you all the benefits of directory, classified and display advertising – mix and match to meet your specific requirements
- AngloINFO has a range of advertising solutions to suit every marketing need – and every business budget

World Internet Users 2000 - 2011



AngloINFO Pageviews 2000 - 2011



Directory Advertising

With The AngloFILE, AngloINFO's local business and service directory, you reach the most focused audience imaginable – up to nine times* more targeted than search-based advertising.

People looking through a business directory are already actively engaged in the buying process. They intend to make a purchase and they know what they want to buy. With an advertisement in The AngloFILE, you can make sure they'll buy it from you!

Graphical Advertising For Brand Positioning



Category Sponsorship delivers your brand message at exactly the right time to remind people that you have what they're looking for. There's nothing hit or miss about this brand advertising – it's there when the consumer wants it.

Text Advertising For Attracting New Business

Text-based advertising works because it provides just the information your potential customer is actually looking for:

- This is a Showcase Display -

Effective, text-only advertisement displayed at the top of a category of your choice. We allow only three per category making this a visually powerful and quite exclusive way to communicate a clear message. Includes FULL contact details and FREE INFOsheet.

Send e-mail
Visit website
View INFOsheet
Tel: 123 456 7890
Fax: 123 456 7890

Showcase Display advertisements are viewed by consumers as valuable content and not intrusive marketing. In a typical visit to The AngloFILE they are receptive to each and every ad encounter.

This is a Featured Listing
Simple, budget product – buy online and pay just once – this is a text-only advertisement in the directory category of your choice. It displays above the free line listings, but below the Sponsorship, Showcase Display and sub-category menu.

INFOsheet: click here to find out more...
Website - (new window)
Send an e-mail Tel: 123 456 7890 Fax: 123 456 7890

A Featured Listing provides a low-cost way to stand out from the crowd.



* AngloINFO research 2000-2008

Classified Advertising

If you want to sell certain items NOW, or introduce people to something that's happening on a specific date, you need call-to-action classified advertising.

AngloINFO offers two simple, low-cost ways for you to make your pitch to your target market:

1. High-Traffic Advertising In Classifieds & Discussions

Featured Classified: Reach out to the busy classifieds and discussions area of your local AngloINFO website by advertising in the category of your choice. This is a highly-targeted method of reaching a big audience, with a clear offer, for a specific period.

Properties, jobs, cars, promotions, special offers – buy THIS item NOW!

2. Event Promotion In The What's On Guide

Featured Event: Promote your special event a week or more in advance, at the top of every page of the What's On Guide. More of the right people will know your event is happening, so more will book, and more will attend.

Shows, exhibitions, conferences, seminars, launches and special events

Targeted Mail-Out Advertising In The Weekly Newsletter

Newsletter Sponsorship: Put your sponsorship banner at the top of the AngloINFO Update Newsletter, sent weekly on Mondays to all the registered users of your AngloINFO website. You appear in four newsletters over a month. The AngloINFO Update is valued by its readers for its local, relevant editorial content, and you benefit from your association with this.

- get your customer's attention
- trigger a spontaneous response
- build brand awareness



Who Uses AngloINFO?

Most of AngloINFO's audience is made up of people who already live in one of the clearly-defined regions served by a local AngloINFO website. The rest are, typically, moving to (or planning a move to) the region.

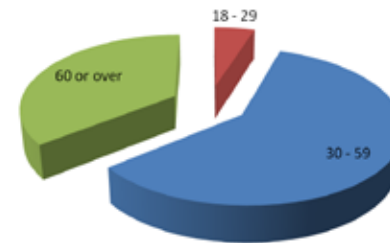
- it's an adult audience, with just under two-thirds falling in the 30-59 age-group
- it's a settled audience, with just under 75% spending over six months in their region each year
- it's an audience of property-owners, with over 70% owning local real estate and some 44% considering purchasing in the next two years
- it's an economically-active audience – over 50% have bought goods or services from an AngloINFO advertiser at some time!
- it's a loyal audience with 90% finding that AngloINFO provides a Good to Excellent service and 83% having used AngloINFO for over a year.
- our users access AngloINFO for practical advice, local businesses, specific services and products, classifieds and to find out what events are happening - all of which are relevant to you

source: 2011 AngloINFO global visitor survey

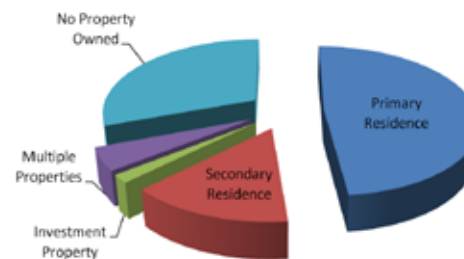
How much time do they spend in their AngloINFO region per year?



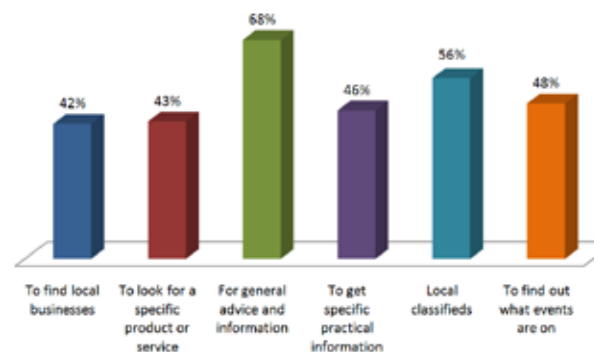
How old are they?



What Local Property Do They Own?



What do most people use AngloINFO for?
(% of local users)



Display Advertising

If your business wants to reach the largest possible audience, across multiple regions, countries and even continents, campaign-based display advertising will deliver what you need.

Industry-standard graphical advertising blocks can be combined to provide you with the most relevant market segmentation, broken down by locale, advertising zone and content category. Whether your campaign needs a high-degree of focus or worldwide run-of-site exposure, AngloINFO is here to work with you and your agency.

LEADERBOARD

**S
K
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C
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A
P
E
R**

BUTTON

MPU

Industry-Standard Graphical Advertisement Blocks

It's easy to include AngloINFO in your display advertising campaigns, thanks to industry-standard advertisement blocks designed for:

- Leaderboards and Banners
- Skyscrapers and Wide Skyscrapers
- MPUs and buttons

AngloINFO can host and report on your rich media advertisements directly, or work with any 3rd-party ad-serving code/tags.

Ultimate Advertising Flexibility

AngloINFO offers a huge range of display advertising options, from run-of-site across all regions to highly-focused campaigns based on any combination of:

- Geography – specific countries and continents, and custom groupings
- Advertising Zone – associate your message with a group of editorially-similar pages
- Content Category – maximize your focus with highly-relevant editorial content

It all depends on the nature of your message and who you want to reach!

Make The Most Of The Mobile Web

AngloINFO Anywhere: More and more people are using smartphones and handheld computers to get online. Reach out to this affluent and active market.

- your message in the palm of your customer's hand...
- consumers can call or SMS straight from your ad!



Advertising with AngloINFO:

- Global Reach : Local Focus : International Market
- The Power of the Web 24/7
 - Directory, Display & Classifieds
 - Your Audience, Ready to Buy
 - Building your Brand, Growing your Business