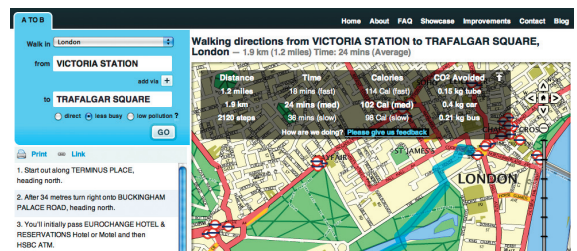


# Media Pack

Smart people who need to get around town on foot use walkit.com. We're an award-winning website for urban walkers, with three key features:

**1 WALKING ROUTE PLANNER**

A free-to-use walking route planner for major UK cities, showing: map, directions, journey time, distance, calories burned, step count and CO<sub>2</sub> saved.



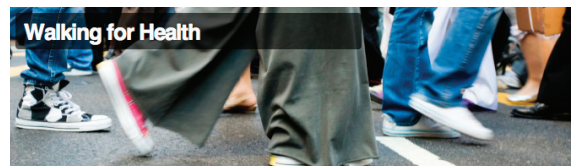
**2 CITY PAGES**

Our visitors can opt to choose a particular city as their home page for walkit.com. City pages are ideal for the promotion of local events and attractions.



**3 LIFESTYLE PAGES**

Original, high quality information and advice on urban walking topics such as: walking for health; walking to work; walking to school and going green.



## walkit.com cities

Aberdeen, Birmingham, Bolton, Bristol, Cambridge, Coventry, Derby, Edinburgh, Leeds, London, Manchester, Newcastle & Gateshead, Norwich, Oldham, Sheffield, Sunderland, Wigan.

We are launching new cities regularly.

### WINNER

National eWell-Being Award 2007  
TalkTalk Innovation in the Community Award 2007  
BT Essence of the Entrepreneur Award 2007  
National Transport Awards 2008



### RUNNER UP

National Energy Efficiency Awards 2007  
Media Guardian Innovation Awards 2008  
Observer Ethical Business of the Year 2008



### 'BEST OF'

Time Out 50 Best London Websites 2008  
Telegraph 101 Most Useful Websites 2008  
Guardian 100 Top Websites for the Year Ahead 2008



# Audience Profile

## OUR COMMUNITY

**Professional and sociable:** our visitors use walkit.com most for planning trips to business meetings and getting to social events.

**Active and health-conscious:** nearly 60% take at least an extra hour of exercise per week as a result of using walkit.com.

**Culturally and environmentally aware:** Our visitors' top interests are

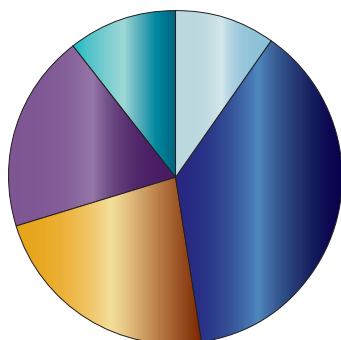
- Places of interest (81%)
- Events, festivals and cultural activities (63%)
- History and architecture (60%)
- Green living/energy saving (57%)

Page views/month: 389,000.

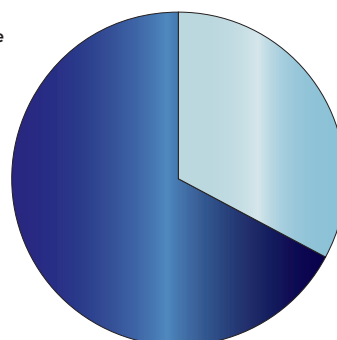
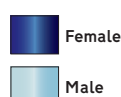
Unique visitors/month: 54,000.

Email subscribers: 4,250.

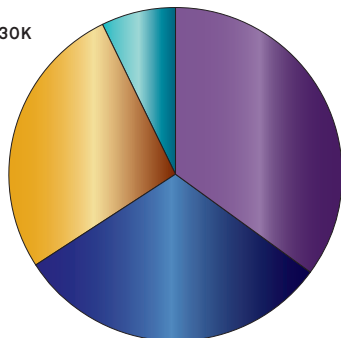
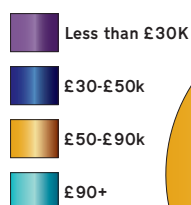
### AGE



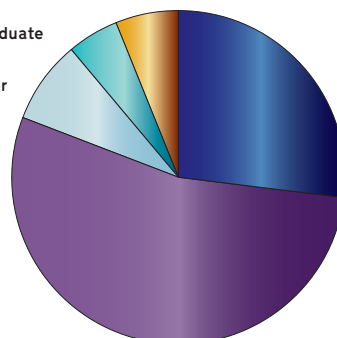
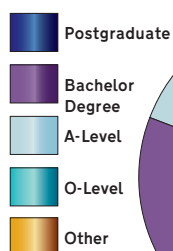
### GENDER



### HOUSEHOLD INCOME



### EDUCATION



*"Very good site. Has been giving us some really good routes for very enjoyable walks. Very clear instructions."*

*Anji, August 2009*

*"This is a fantastic website! I've found so many quicker routes, it's great to know the distance I'm walking, and estimating calories burnt is a real incentiviser."*

*Vicki, April 2009*

*Great. I love this site, it has freed me from the underground and allowed me to know where I am.*

*Geoff, April 2009*

Sources: Google Analytics (Jan-Jun 2009), Guardian survey of walkit.com visitors (Jan 2009), Walkit.com visitor survey (May 2009)

# Banner Advertising

You can buy advertising space on walkit.com in two ways. For maximum exposure to our visitors, you can buy space on a residency basis. Your advert will be visible to everyone viewing that page, for the time period that you select.

Alternatively, you can buy space on a CPM (cost per thousand impressions) basis. You pay per thousand views of your advert, over a given time period specified by you. Your advert will be rotated with other adverts, so not every visitor to walkit.com will see your ad.

We have a range of banner advertising options and sizes available. Please do get in touch - we will help you put a great package together.

## RUN OF SITE

	Skyscraper	Leaderboard	MPU
Residency basis, per week	£540	£640	£800
CPM (per 1,000 impressions)	£4	£5	£6

## HOME PAGE

	Skyscraper	Leaderboard	MPU
Residency basis, per week	£270	£320	£400
CPM (per 1,000 impressions)	£4	£5	£6

## ROUTE RESULTS

These pages are generated when a visitor plots a walking route.

	Skyscraper	Leaderboard	MPU
Residency basis, per week	Not available	£460	£550
CPM (per 1,000 impressions)	Not available	£5	£6

## ARTWORK SPECIFICATIONS

Pixel dimensions (width x height):

- Leaderboard / Horizontal Banner - 728×90
- Skyscraper - 120×600
- Wide Skyscraper - 160×600
- MPU/Medium Rectangle - 300×250

We accept the following file formats: GIF, JPG, PNG, SWF (Flash), JavaScript, Text, HTML. Maximum file size: 40kb. White and light coloured creative should have a 1pt dark border. Please remember to supply click-through URL.

## ADDITIONAL INFORMATION

- All prices quoted exclude VAT
- There is a minimum order for banner advertising of £250 +VAT
- Discounts are available for registered charities
- Bookings are subject to our terms and conditions

# Targeting your Campaign

## CITY & LIFESTYLE PAGES

You select the specific page or pages that you would like to advertise on. Our city pages contain local information and links, e.g. [www.walkit.com/birmingham](http://www.walkit.com/birmingham). Lifestyle pages cover key issues relating to urban walking, e.g. [www.walkit.com/walking-for-health](http://www.walkit.com/walking-for-health).

	Skyscraper	Leaderboard	MPU
Residency: London city page	£75	£90	£110
Residency: Non-London cities, and lifestyle pages	£50	£60	£72
CPM (per 1,000 impressions)	£4	£5	£6

## EVENT LISTING

Our event listings are a targeted advertising choice for promoting walking, cultural, community or sporting events. You can select to list your event on one or more city home pages. National or international events are listed on the [walkit.com](http://walkit.com) home page.

- Event title and summary - max 15 words
- Date and location
- Description - max 150 words
- Logo/thumbnail image
- Contact details: name, tel, email, website link

	Run of site (home page, all city pages & relevant lifestyle pages)	Specified city or lifestyle pages (per page)
Per calendar month	£150	£50
Per additional day	£5	£2

## EMAIL NEWSLETTER

Our monthly e-newsletter goes to 4,250 subscribers. It covers topical urban walking issues, as well as providing updates on [walkit.com](http://walkit.com) news and developments. We offer a maximum of two advertising spaces per newsletter. A newsletter advert comprises:

- 70 words text
- Small image or logo

Single Insertion	Two Insertions	Three Insertions
£200	£380	£540