

Media Pack

Smart people who want 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

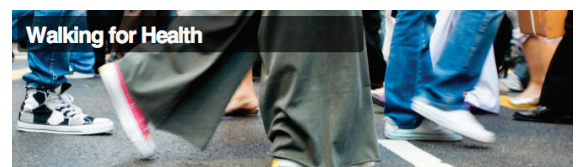
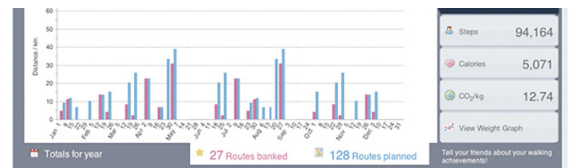
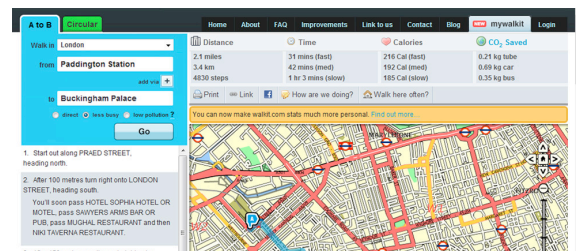
An A-to-B and circular walking route planner for major UK cities, showing: map, directions, hill profile, journey time, distance, calories burned, step count and CO₂ saved.

2 MYWALKIT

A subscription service to personalise the walkit.com experience to give more accurate route statistics. Members can also log and track their progress towards health or carbon saving goals.

3 CITY & LIFESTYLE PAGES

City specific information and events listings, and advice on urban walking topics such as: walking for health; walking to work; walking to school and going green.



walkit.com cities

Aberdeen, Aylesbury, Birmingham, Bolton, Bristol, Bury St Edmunds, Cambridge, Coventry, Derby, Edinburgh, Glasgow, High Wycombe, Ipswich, Leeds, London, Lowestoft, Manchester, Middlesbrough, Newcastle & Gateshead, Norwich, Nottingham, Oldham, Portsmouth, Salford, Sheffield, Stockport, Sunderland, Trafford, 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 for planning trips to business meetings, getting to social events and planning health and fitness walks.

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

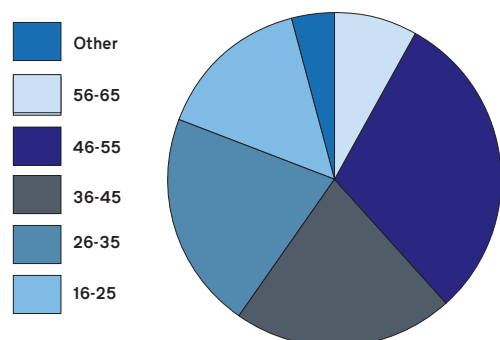
- Places of interest (73%)
- Events, festivals and cultural activities (58%)
- History and architecture (49%)
- Shoes, clothing and other walking gear (41%)

Page views/month: 502,694

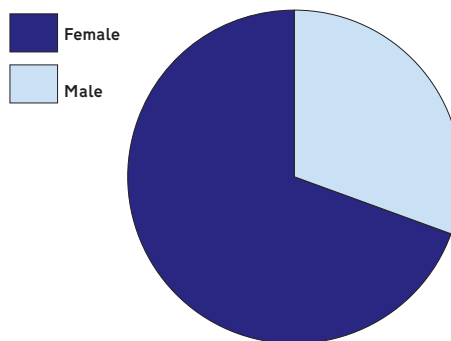
Unique visitors/month: 110,050

Email subscribers: 5,111

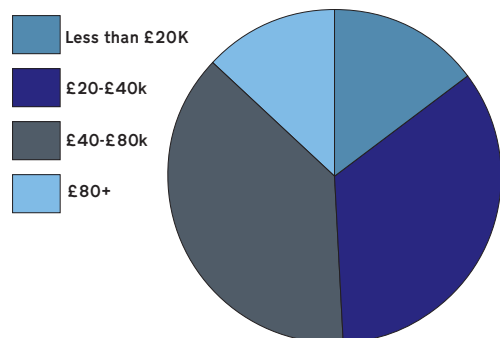
AGE



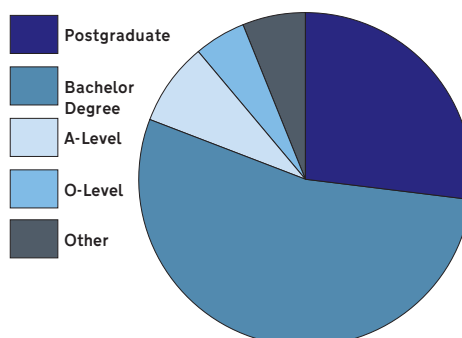
GENDER



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. Many thanks.
Geoff, April 2009

Sources: Google Analytics (June 2010). Guardian survey of walkit.com visitors (Jan 2010), Walkit.com visitor survey (May 2010)

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	£380	£460	£550
CPM (per 1,000 impressions)	£4	£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. Lifestyle pages cover key issues relating to urban walking, e.g. 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 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

	Events Listings
Up to 2 months in advance	£150

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 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