



HalldaleGroup



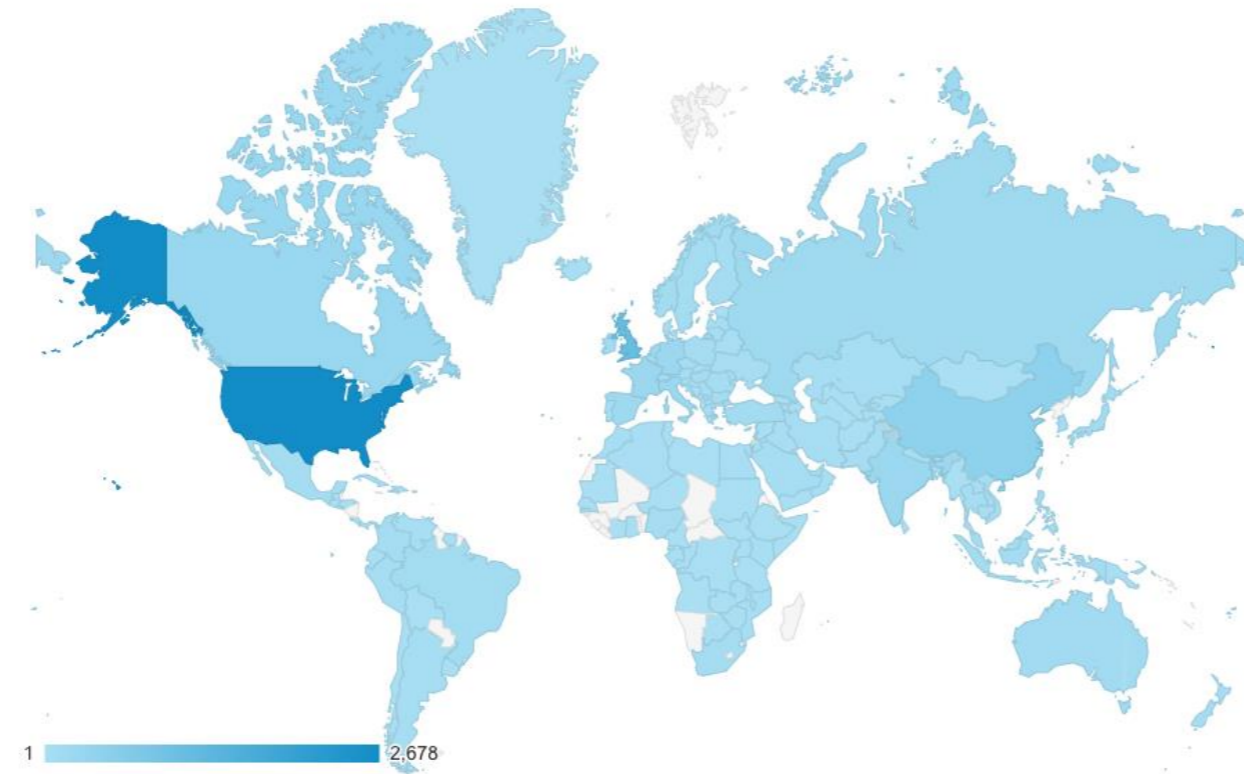
Online Media Kit

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

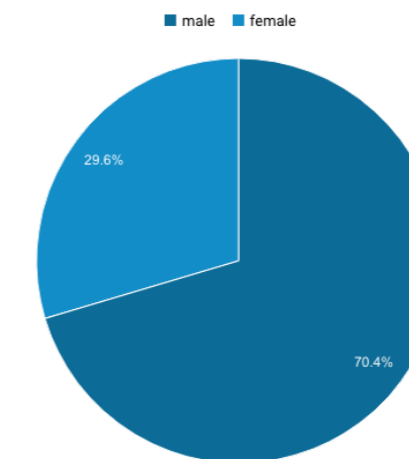
Website activity by Region



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%)

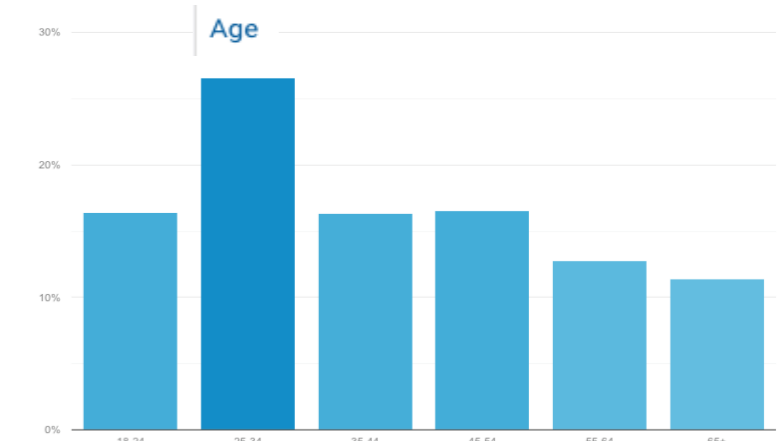
Device Overview

65% Desktop
32% mobile
3% tablet



Analytics Overview

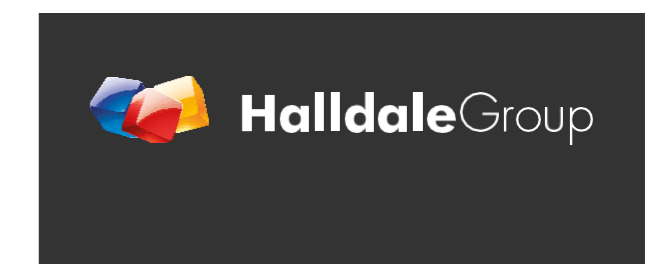
12850 users per month
14000 sessions per month
23000 page views per month
00:01:54 average session duration



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

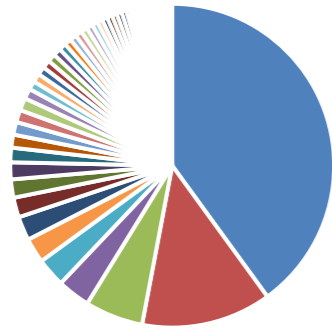
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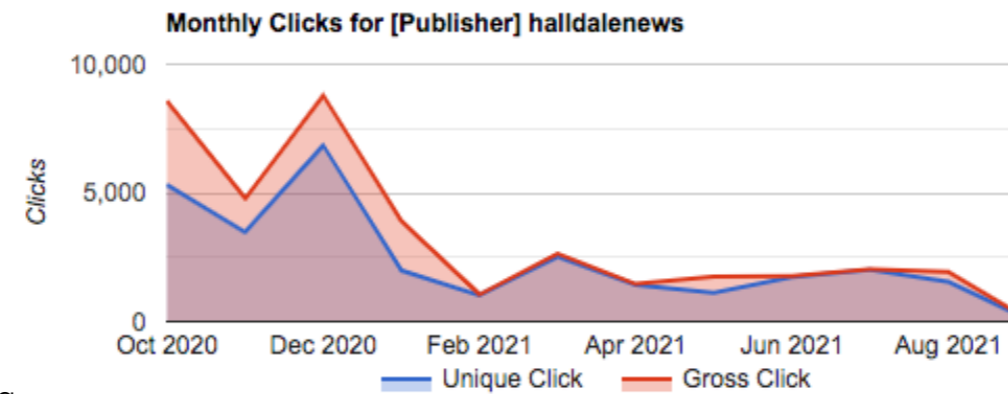
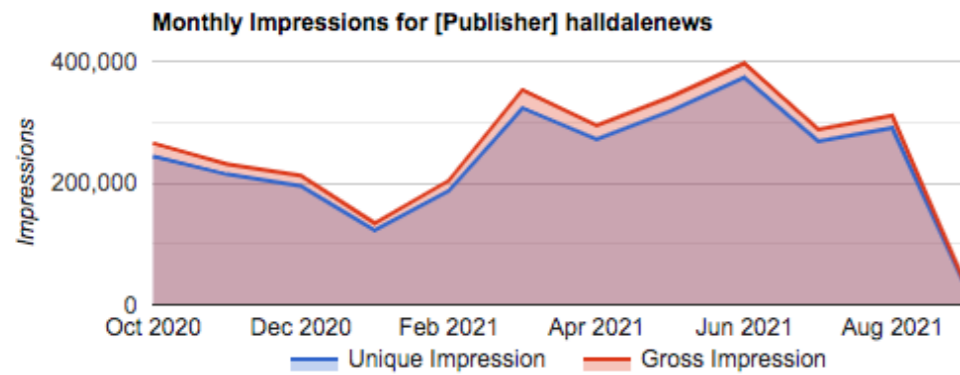
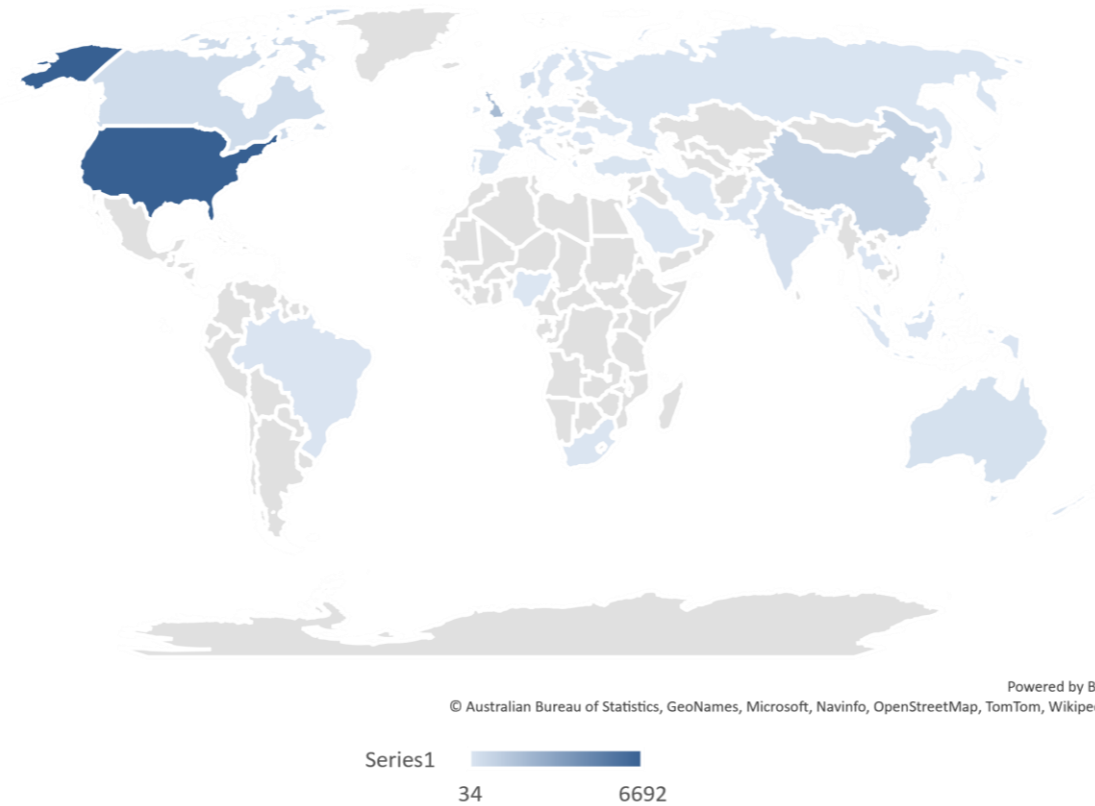
Halldale.com – E-News Overview

E-News distribution by country



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

E-News distribution by Region



Analytics Overview

27,980 contacts – CAT
 23,718 contacts – MST
 32,047 contacts - SCT
 15.5%+ open rate per month
 1.3% CTR

Gender

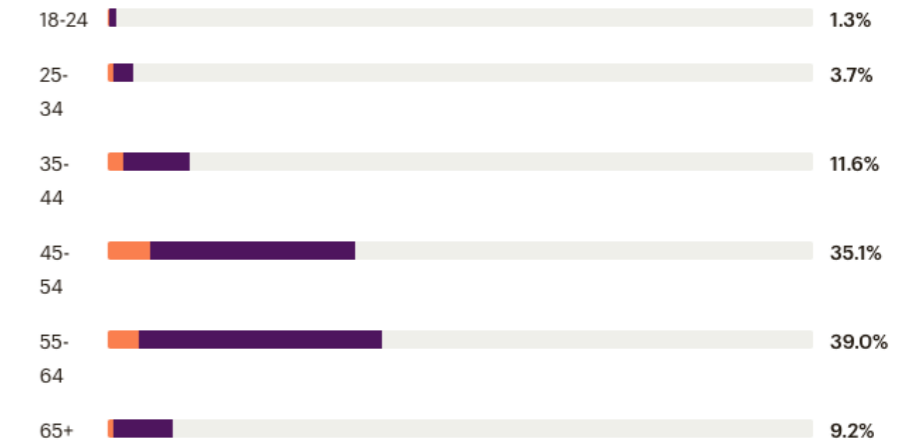
Recipients Opens Clicks



14.9% Female
 85.1% Male
 0.0% Another Identity
 0.0% Unknown

Age Range

Recipients Opens Clicks



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

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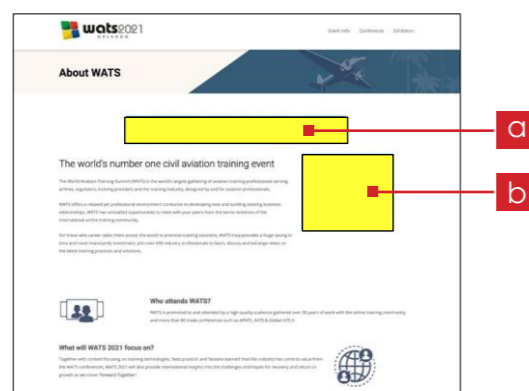


Digital Advertising Rates 2022

Website Advertising Rates (prices are per month)

	US\$	Euro	UK£
Halldale.com Website			
Leaderboard Top (1)	3,380	2,990	2,600
Leaderboard Middle (2)	3,080	2,690	2,300
Leaderboard Bottom (3)	2,780	2,390	2,000
Right Rail (Medium Rectangle) - Top (4)	2,460	2,180	1,900
Right Rail (Medium Rectangle) - Middle (5)	2,260	1,980	1,700
Right Rail (Medium Rectangle) - Bottom (6)	2,220	1,960	1,710
Event Websites			
Leaderboard (a)	4,660	4,120	3,580
Medium Rectangle (b)	3,430	3,040	2,640
Additional rates			
Buyer's Guide Enhanced Listing	2,000		

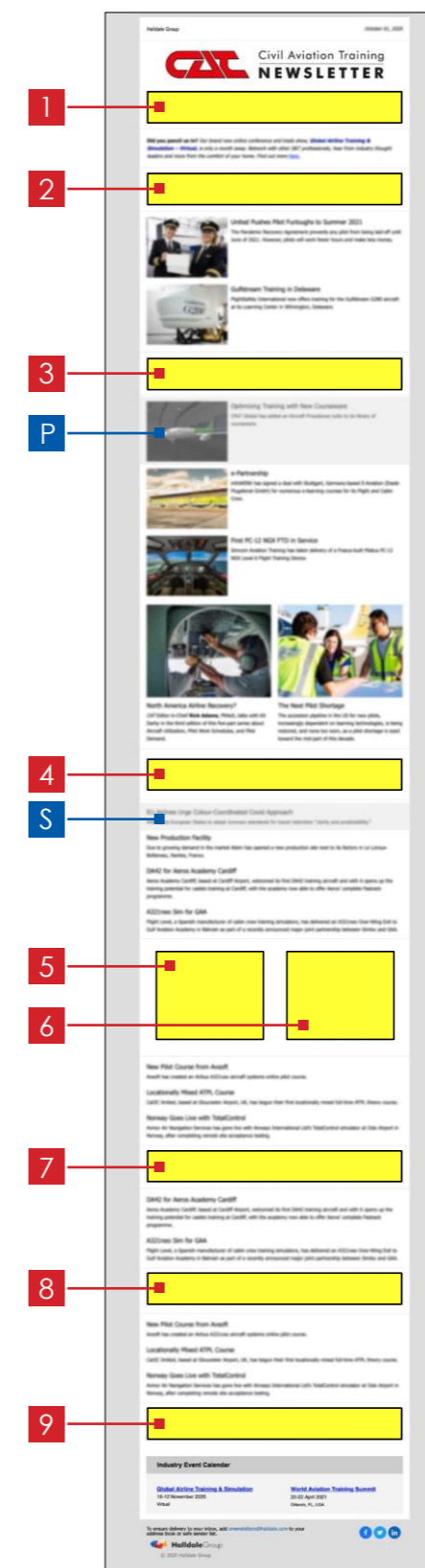
Event website



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)	4255.00	3655.00	3150.00
Standard (S)	4005.00	3440.00	2965.00
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

Have a chat with our sales consultancy team who will be pleased to discuss your individual advertising requirements.

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