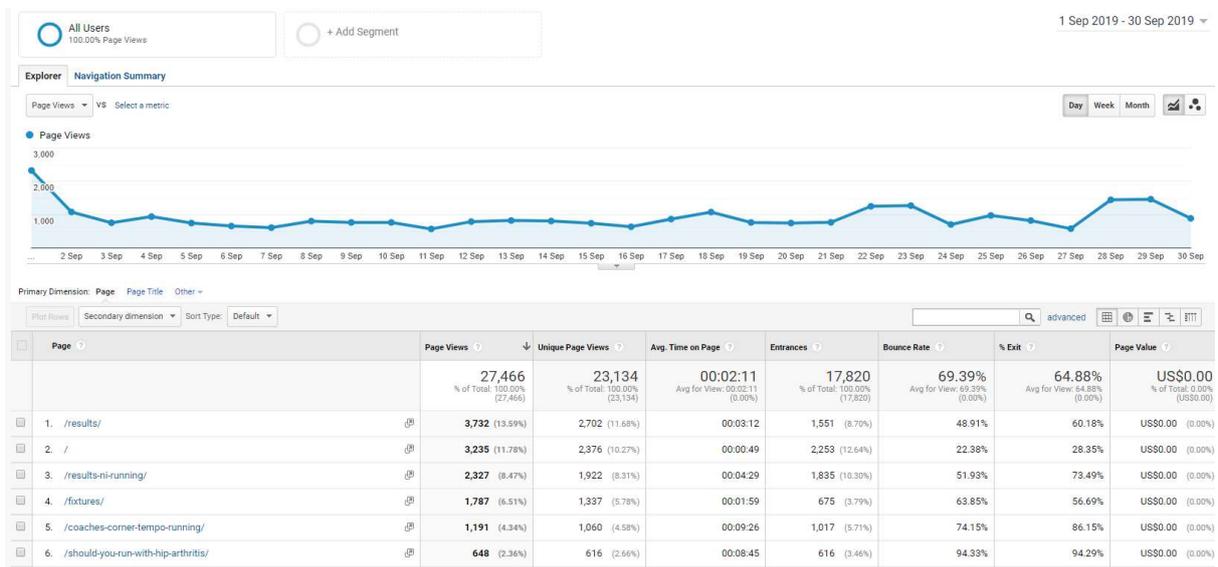


## Nirunning.co.uk – Web traffic

- 2600 pages indexed in Google, 17<sup>th</sup> October 2019 plus all other major search engines.

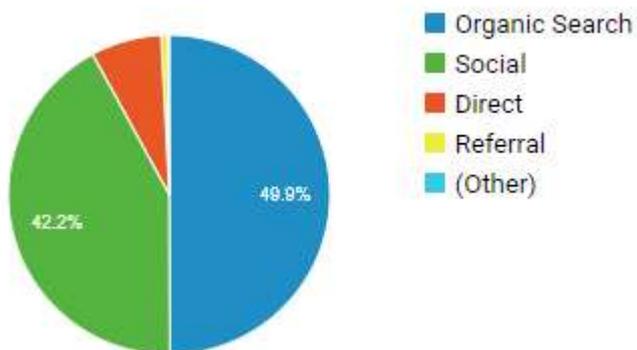


- Google Analytics Data, September 2019  
27,466 page views from 23,134 unique visitors



Sources of traffic;

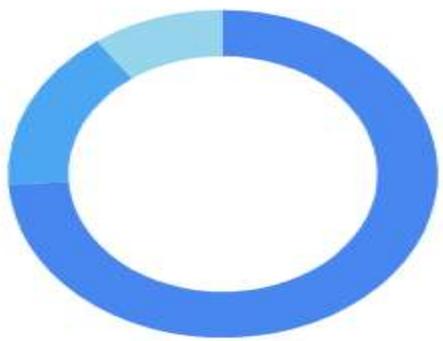
### Top Channels



Visitors from;



Sessions by device



 Mobile	 Desktop	 Tablet
74.0%	16.1%	9.9%
↑14.2%	↑15.9%	↑18.6%

3. Strong targeted social presence with great engagement.

Two horizontal bars representing social media presence. The top bar is dark blue and features the Facebook 'f' logo, the text '14,000 Fans', and a 'LIKE' button. The bottom bar is light blue and features the Twitter bird logo, the text '3,600 Followers', and a 'FOLLOW' button.

## Nirunning.co.uk - Advertising Locations

1. Site Header, type header ad 728 x 90 px



This location appears across desktop, tablet and mobile versions of the website. EVERY page. Due to its top position it is the most prominent ad space on all devices. The banner and link can be changed as often as is required during an advertising term. Advertiser to supply, static or animated.

2. Sidebar, type rectangle ad 300 x 250 px



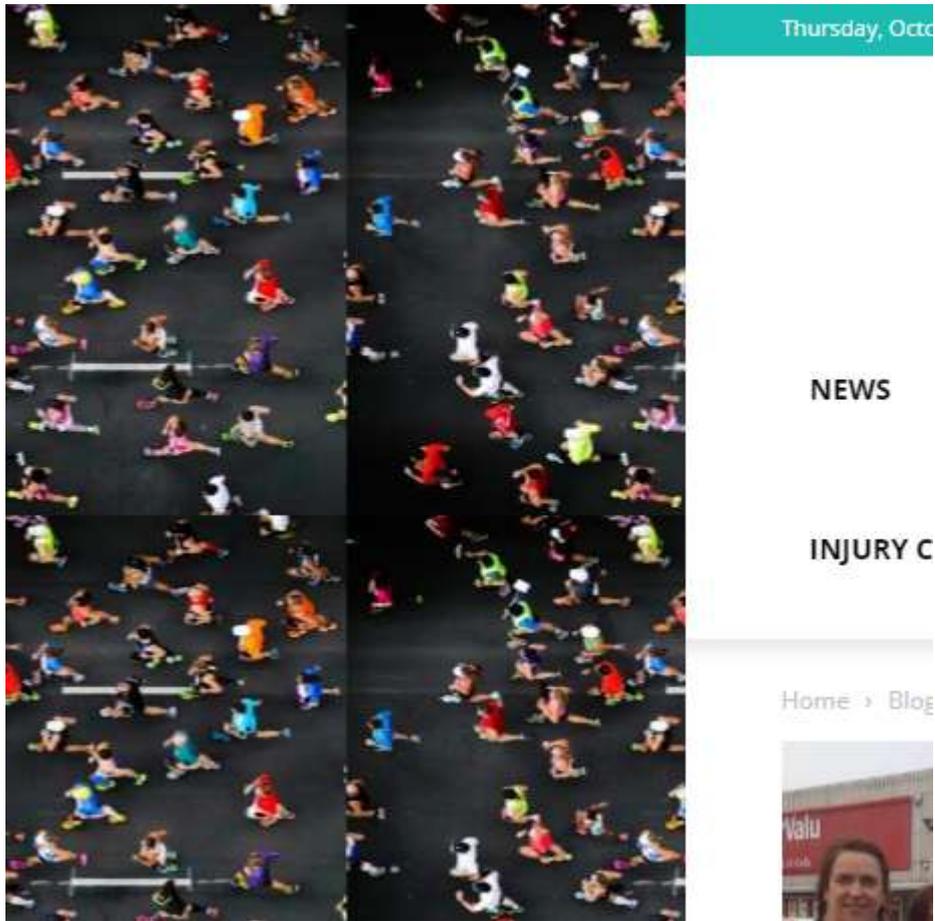
This location appears across desktop, tablet and mobile versions of the website. EVERY page. Three of these placements exist, one on top of the other. Price reflects position. The banner and link can be changed as often as is required during an advertising term. Advertiser to supply, static or animated.

3. In-post, type banner as 468 x 60px



This location appears across desktop, tablet and mobile versions of the website. Two of these placements exists, in the white space area at the bottom of the article content, on EVERY post (news item) on the site. The banner and link can be changed as often as is required during an advertising term. Advertiser to supply, static or animated.

#### 4. Desktop Background



This location appears on desktop only as the website's background. It is a significant vertical rectangle space on either side. Not linked, static only. Great for visual impact. Your ad will appear as the background to every page viewed by Desktop browsers. Different image left / right possible. Can be changed as often as is required during an advertising term.

#### 5. Business Directory Entry



A business directory will be added to the site, linked from the main menu. Each advertiser will receive a static page on NI Running detailing their business, location, opening times, 3 images. Can be modified as often as is required during an advertising term. Advertiser to supply this information.

## Nirunning Social Media - Advertising Locations

1. Facebook - <https://www.facebook.com/NorthernIrelandRunning/>



Your company logo can appear here, blended with the background image. Not linked. This location appears across desktop, tablet and mobile. No direct response marketing not allowed here as it would be likely to contravene Facebook rules.

2. Twitter - <https://twitter.com/NiRunning>



Your company logo can appear here, blended with the background image. Not linked. This location appears across desktop, tablet and mobile. No direct response marketing not allowed.

### 3. Facebook Group

Our newly formed Facebook Group, intended to promote discussion is available for banner insertion also. See <https://www.facebook.com/groups/NiRunning/>

#### **Nirunning Social Media – Direct Posting**

##### 1. To the Website

We can accept articles of a minimum 150 words and maximum 3 images for posting directly to the website. These articles must be advertorial in nature and will receive “home page time” that varies depending upon how fast other news is coming in. All articles are shared to our social media platforms by staff.

Articles are indexed by the major search engines and stored as part of our site archive, so your business could potentially be found in search engine results months or even years later. Articles are a very good long term marketing strategy.

The page views an article receives will naturally increase over time, however certain types of articles perform better than others. For instance we note race previews are always very popular, while some club news articles less so. As an example here are the page views of two posts that have a 3 day time soak, but are very different in content.

 983

 114

compared to

Results cannot be guaranteed, so best to think long term with articles. It must be your own work and when emailing the Article to us you must state you have permission to use the images attached and specify any photography credits required. Email to – [info@nirunning.co.uk](mailto:info@nirunning.co.uk)

IMPORTANT – we reserve the right to refuse to post content to our Social Media if we feel it is irrelevant or likely to disaffect our audience. Limited to one article per advertiser per week.

##### 2. To our Social Media

We can accept content for direct posting to our social media (Facebook and Twitter). No minimum word count, maximum number of images 4. Pic collages are acceptable. It must be your own work and when emailing the Post content to us you must state you have permission to use the images attached and specify any photography credits required. Email to – [info@nirunning.co.uk](mailto:info@nirunning.co.uk)

**To achieve best results for an advertiser audience engagement is essential**, so think carefully about how your post can be well received by a running audience while at the same time delivery your marketing aim. Engagement levels vary depending upon content and are not guaranteed.



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<b>3,834</b> People reached	<b>328</b> Engagements	<b>Boost Post</b>
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 You and 8 others 7 shares

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 Like     Comment     Share    

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<b>8,831</b> People reached	<b>875</b> Engagements	<b>Boost Post</b>
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 22 8 comments 16 shares

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 Like     Comment     Share    

IMPORTANT – we reserve the right to refuse to post content to our Social Media if we feel it is irrelevant or likely to disaffect our audience. Limited to one post per advertiser per week.

### **Email Marketing**

NI Running does not hold an email database so this is not possible, sorry.

### **News Feed**

Our RSS Feed is publically available and allows others to distribute our content further without charge. This also widens advertiser reach. <https://nirunning.co.uk/feed/>