

Looking to get some attention for your large format printing related products?

# Follow the Traffic

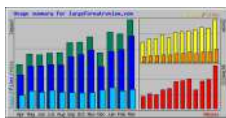


Large Format Review is the fastest growing website dedicated specifically to the global wide and superwide format digital printing industry. The website is constantly updated and receives almost 2000 unique visitors a day searching for the very latest news.

If you've got the product, we've got the audience you need to be reaching.

**And we're still growing rapidly...**

## Monthly Statistics for October 2011



Average Visitors to our website Per Day: 1891

Total visitors to our website during October: 58637

Total pages served for October 311384 (5.3 pages per visitor)



# Traffic statistics for Large Format Review

## OCTOBER 2011 - The Actual Numbers

Large Format Review can help you get your products in front of an involved and receptive audience of large format print professionals. With some **835,000 hits** per month, and over **58,000** total visits, LFR is now a definitive resource for the large format industry.

Of course competing websites may try and tell you a similar story, but can they provide you with published statistics?

Talk to us about advertising on LFR and get your products the attention they need - and turn that attention into actual sales.

### Monthly Statistics for October 2011

Total Hits	<b>833896</b>
Total Files Served	<b>719478</b>
Total Pages Served	<b>311380</b>
Total Visits	<b>58637</b>
Average visits per day	<b>1891</b>
Email News subscribers:	<b>35,739</b>

## WEEKLY EMAIL HEADLINES TO 35,000 USERS

As well as our website, we also issue Weekly eNews bulletins.

Currently, the LFR eNews Bulletin readership stands at 35,000 recipients. This comprises 17,000 in the UK and 12,000 across Europe/EMEA, with the remainder being primarily from the USA. We receive over 500 new subscribers each month.

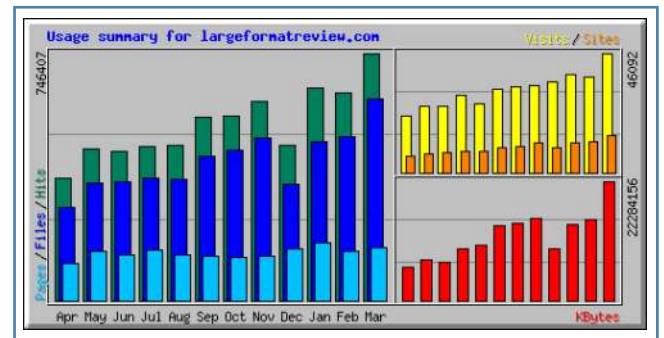
Breakdown of our eNews Bulletin recipients is 45% sign & digital display, 30% screen and other traditional print markets and 10% copyshops and quick printers. The remaining 15% comprises various large format print professionals including CAD/GIS, galleries, fine art, photographers, manufacturers and suppliers.

## LFR ON GOOGLE, TWITTER & FACEBOOK

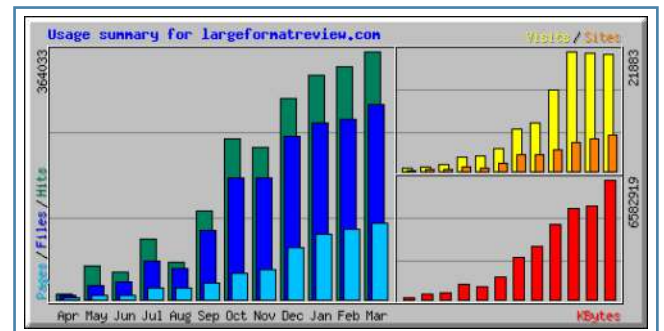
We top Google for many of the most common wide format print search terms and a sizeable proportion of our new subscriptions come as a direct result of users finding us on a Google search for a related product or service. Google loves the Large Format Review website. We also now have an active presence on Twitter and Facebook, broadening our reach further still.

However, the leading source of new LFR reader subscriptions is still by direct recommendation - our readers love us even more!

## HISTORICAL STATISTICS UP TO MARCH 2011



## HISTORICAL STATS - April 2009 to March 2010



## Have you had a bad experience with a less effective website?

Paying for advertising on a website with no traffic not only wastes money, it also gives you an entirely negative view of the significant potential of the Internet as an effective and dynamic marketing tool. Try LFR instead.



Get off the road to nowhere

Try LFR, it's where the traffic goes

## ONLINE ADVERTISING ON THE LARGE FORMAT REVIEW NEWS PORTAL

Large Format Review is growing at an alarming rate. With 35,000 registered subscribers to the weekly LFR news bulletin and daily visits to the site running at a higher rate still, LFR has already captured the imagination of the industry. With plans for further development already underway, we fully expect this growth to continue. There is considerable work going on in the background to ensure we get more hits, rank higher on search engines and create ever-more compelling content.

Our readers are your prospects - so use LFR to generate greater product awareness and qualified leads in order to drive your sales.

Advertising on LFR is easy and effective. Choose from either Fixed Rate Advertising, or try our Performance Related Advertising where you pay only for the number of times your advert is viewed by our readers. Let us drive our traffic in your direction

### FIXED RATE ADVERTISING COSTS

Fixed Rate Advertising allows you to place advertising to suit a specific fixed budget, for a specific period of time.

Choose from Run of Site 'everywhere' Advertising, or reduce costs further with Section Specific Ads that are targeted to a specific audience on the most relevant pages.

Email [sales@largeformatreview.com](mailto:sales@largeformatreview.com) to find out more.

Rates:

**SINGLE BUTTON** (140 x 120 pixels)

Run of Site from £250 monthly      Section Ads from £75

**DOUBLE BUTTON** (140 x 240 pixels)

Run of Site from £400 monthly      Section Ads from £120

**BANNER** (468 x 60 pixels)

Run of Site from £750 monthly      Section Ads from £225

**SKY SCRAPER** (140 x 600 pixels)

Run of Site from £1000 monthly      Section Ads from £300

**MPU BLOCK** (320 x 240 pixels)

Run of Site from £1500 monthly      Section Ads from £500

### WHAT CLIENTS SAY ABOUT ADVERTISING ON LFR

We know from our clients that advertising on LFR really does work. And don't just take it from us...

"LFR is a great vehicle for introducing new products to the global wide format industry. We recently ran an industry-wide ad campaign and LFR delivered a high global impression total with one of the best per-click rates. We are very pleased with their professionalism and the value of the results returned from our advertising."

Dean Derhak, Marketing Director at ONYX

"LFR truly take the time to understand our marketing communication objectives and provide creative solutions and opportunities to help us achieve them. It's evident our news and campaign messages are reaching the right audience given that our web banner and news articles consistently deliver high volumes of traffic and sales enquiries to our website. Thank you for your support LFR, it's a pleasure to work with you."

Gillian Montanaro, Head of Marketing, Roland DG (UK)



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