

UKLAND and FARMSS.co.uk

Website advertising | The official website of UKLandandFarms.co.uk
www.uklandandfarms.co.uk

About UKLandandFarms.co.uk

Owned and operated by The Agricultural Mortgage Corporation Plc UKLandandFarms.co.uk is arguably one of the leading rural property websites in the UK. With over 130 rural property agents/firms and over 350 offices, there are properties in England, Scotland, Wales and Northern Ireland.

Property types (& audiences) include farms, land, equestrian, woodland, country houses, horticulture, leisure and rural businesses. Properties have a minimum of 3 acres but range from prestigious homes with stables to country/sporting estates with thousands of acres.

Outside of the audiences mentioned above, UKLandandFarms.co.uk also attracts investors because it has been widely reported to suggest that farmland has outperformed both equities and commodities for value and volatility over the past 17 years (second only to gold for return)

Main facts

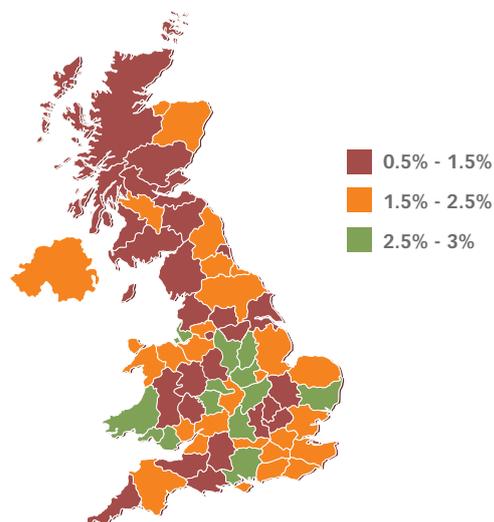
- The website generates on average, 149,000 unique users per month
- There are, on average 2,713,000 page impressions generated per month on the advert pages (details of these pages are on page 2 of this media information sheet)
- Adverts will appear and rotate across the website to give an equal share of the page impressions available to each advertiser
- Average of 271,300 page impressions per advert, per month (that's just £2.19 per 1000 views)
- 58% of registered users looking for property of £250k+
- 30% of registered users looking for property of £500k+

- Our PPC investment helps to ensure a regular stream of new visitors whilst also increasing the user base
- In-house SEO maintains first position on Google for 100+ search terms and on page 1 for a further 600+ search terms
- Key sectors include Equestrian, Country Homes, Farms & Estates, Woodland, Rural Business, Horticulture, and Leisure Properties
- There are two different sized advertising positions, banner (468x60) and skyscraper (120x60)

Audience

- Male 51% Female 49%
- Average visit time – circa 7 minutes
- Average of 10 pages impressions per user
- High demographic – AB/ABC1

Postal Areas of visitors to UKLandandFarms.co.uk



Source: Experian Hitwise – July 2012

Media information

UKLANDand
FARMS.co.uk

Distribution

UKLandandFarms.co.uk is dedicated to agricultural and rural properties with land for sale, rent and auction.

On average UKLandandFarms.co.uk reaches **149,000** unique visitors per month, which across the ad pages accounts for over **2.7 million** page impressions per month.

Rates

Size/Duration Rates

Size/Duration	Rates
Main Banner	468 x 60px
1 month	£595
3 months	£1,695
6 months	£3,213
12 months	£6,069

Size/Duration	Rates
Sky Scraper	120 x 600px
1 month	£625
3 months	£1,781
6 months	£3,375
12 months	£6,375

All prices quoted are subject to VAT at the standard rate (20%).

For all advertisers featured on the run of site, we will include a free directory listing worth £120.00 Per Annum

Where are the adverts? The adverts appear 'run of site' across 14 pages. Go to www.uklandandfarms.co.uk and click on the Home, Property Search, Find an Agent, Land Price News, Business Directory, New Agents, Farms & Estates, Equestrian, Country Homes, Woodland, Horticulture, Rural Business, Leisure or Land pages.

Artwork We charge on your behalf for the creation of graphics/adverts on your behalf a minimum of £10 for a simple graphic image. The creation of banners and more complex work is charged at £25 per hour.

Technical data JPEG or GIF – Exact address/URL required for hyperlink.

Cancellations 30 days prior to upload date

Agency discount 10% off all prices plus VAT.

Commercial Sales Manager

James Houlder [t] **01603 772538**

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Artwork Controller

For full specifications, contact Gary Stone

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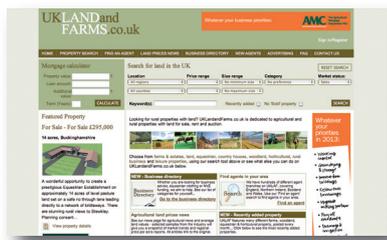
Online packages can be tailored to suit individual requirements.
For more information please contact:



Gary Stone

MULTIMEDIA ADVERTISING SALES EXECUTIVE

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Archant Dialogue offers clients a complete range of skills, from traditional publishing services to digital communications and website management. www.archantdialogue.co.uk

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