



London Marathon



ESIMEDIA

The greatest Marathon in the world returns to the capital on Sunday 23 April. Over 40,000 runners will take part and up to a million people will line the streets. From the best distance runners in the world to the bravest charity runner dressed as a fridge, this is a truly special event with a special atmosphere.

London Marathon Preview – 21st April

We'll profile some of the elite athletes taking part, including - men's, women's and wheelchair races. We'll also be looking at some of the inspirational stories of those making their way round the 26-mile course in aid of charity. Also included will be a course map of the best vantage points and best places to grab a pint on the day.

Insight

- More than 1 in 10 Evening Standard readers are runners and they are more likely to take part in marathon running specifically (index 204, higher than any Qual, Metro or the Mail and twice as likely as the average UK adult).
- Evening Standard readers are more likely than readers of any Quality to be interested in marathon running (index 124) and to have read about marathon running in the papers (index 173).
- Evening Standard readers are more likely than readers of any Quality, Metro or the Mail to agree 'I tend to buy products from companies who sponsor sports events and teams' (index 184).

Targeting The Masters with ESI

- Target consumers with contextual adverts in our preview guide.
- Sport channel takeover.
- Target relevant users across platforms through premium audience segments.
- Create content marketing using our in-house content team.

(see next slide for advertising suggestions)



Advertising Options



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Target consumers with contextual adverts within relevant editorial environment

- London Life Health and Fitness Marathon Special – 17th April
- London Marathon Preview – 21st April

Cost – Agency CPT

Sport channel takeover *independent.co.uk&standard.co.uk*

- Approx. 500k page views over 3 day campaign period

Cost - £20,000

Target relevant users across our platforms

1st party data targeting key segments.

- Work/life Balancers, 3.7M
- Health & Fitness Enthusiasts, 8.3M
- Experience Motivated, 2.5M

Cost – Agency CPM + 20%

Create content marketing using our in-house content team.

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|-----------------|---------|-----------|
| • One article | £5,000 | £1.25 CPV |
| • Three article | £12,000 | £1.0 CPV |
| • five article | £18,000 | £0.9 CPV |

*4,000 minimum view per article guarantee



Print+ Digital Package Offer

x2 25x4 print
500k sport channel takeover
250k audience targeted
x3 article content series

£ 28,500



Digital Package Offer

500k sport channel takeover
250k audience targeted
x3 article content series

£ 18,500