



Mother's Day  
March 2017



ESIMEDIA

Mother's Day is one of the biggest events in the retail calendar, with estimated UK spend of over half a billion. When it comes to spending it seems we are not all as generous as each other. Londoners have the deepest pockets spending more than any other region.

### ***Get prepared***

ESI's online audience search for gifting article builds steadily in the three weeks up to the event, aside from Christmas our highest peak for gifting articles.

### ***Mummy's boy's***

It was sons rather than daughters who splashed out in 2016. Men are 25% more likely to shop in impulse and buy a gift last minute.

### ***Panic buying***

ESI's online platforms see a peak in search in the week before the event. Users at this time are time-poor and increasingly looking for inspiration from brands. It's also the time we are most likely to see our audience head in store for last minute impulse purchases.

### ***Targeting Mother's Day with ESI***

- Target consumers with contextual adverts within relevant editorial environment.
- Takeover relevant online channels – ES shopping and indybest.
- Target relevant users across platforms through premium audience segments.
- Create content marketing using our in-house content team.

(see next slide for advertising suggestions)

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## Advertising Options



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### **Target consumers with contextual adverts within relevant editorial environment**

- Evening Standard gift guide – 23<sup>rd</sup> February
- ES Magazine gift guide – 24<sup>th</sup> February

Cost – Agency CPT

### **Target users with high impact channel takeovers**

Takeover our shopping and gifting channels (roadblock + skin)  
Approx. 200k page views over 7 day campaign period

Cost - £8,000

### **Target relevant users across our platforms**

1st party data targeting premium mother's day audience

- Mother's Day Gifters, 2.1M
- Young Professionals, 3.0M
- Dads with Young Children, 6.8M

Cost – Agency CPM + 20%

### **Create content marketing using our in-house content team**

- |                 |         |           |
|-----------------|---------|-----------|
| • 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

FP mag + 25x4 paper  
7 day Channel takeover  
500k audience targeted  
One content article

£20,000



#### Digital Package offer

7 day Channel takeover  
500k audience targeted  
One content article

£11,500