



UNANIMIS



Friends Reunited

Media Pack

findmypast[™].co.uk
search with the experts

Friends Reunited
Dating

Genes
Reunited

Friends Reunited



Summary

The original social network, now a fun, friendly destination to share life's big experiences. Users can get in touch with old friends, meet new friends and share their lives online

Targeting

Target by age, gender, household, hobbies, pets, cars, holidays and jobs

Advertising

Leaderboard, MPU, Homepage Takeovers

Integrated Opportunities

Sponsored group, brand Integration, polls, seeded content

Friend Reunited User Stats

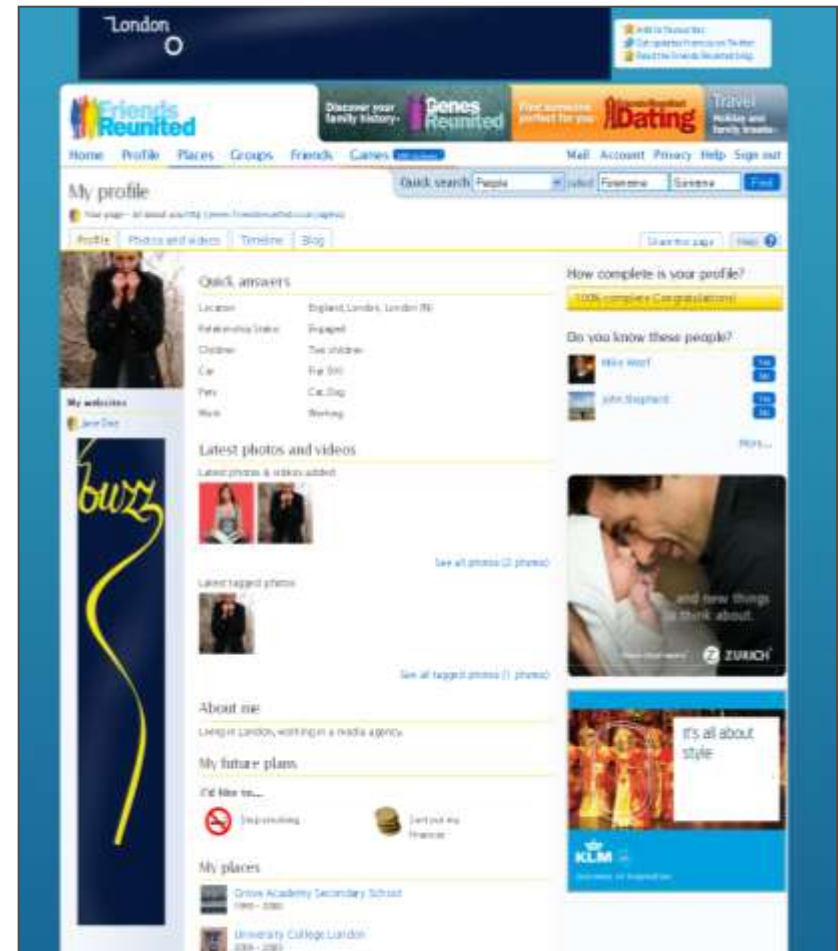
- 1.4m unique users per month
- 28 million page impression per month
- 58% males / 42% females
- Abc1: 62%
- Average age 44



Publisher Overview



- Launched 2000
- Over 24m registered members
- Over 2m Unique Visitors/ Month
- 97% brand awareness in the UK
- More than 50m messages sent by members
- Completely free to use since April 2008
- Core users in 35+ age group





Group of sites

- Friends Reunited also encompasses Friends Reunited Dating, Genes reunited and findmypast.com
- Genes reunited launched in 2003 and has 20M registered users
- Find my past had 2 million registered users and 500K Uniques a month
- Friends reunited dating was founded in 2004 and has 1.5 million registered users



Advertising Opportunities and Targeting Options



Standard Placements and Examples

- Skyscrapers – left hand side, within navigation
- MPUs – 100% above the fold
- Banners and Leaderboards – top of page



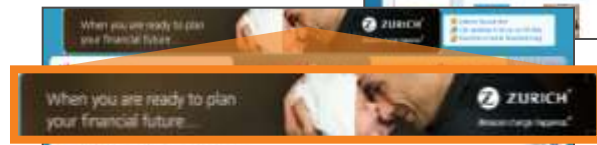
Skyscrapers



MPUs



Leaderboards & Banners





Banners and MPU's run across all pages of the site of the same brand.





Packages Available

- Homepage Takeover
- Sponsored Group
- Brand Integration
- Polls
- Seeded content



Homepage
Takeover



Brand
Integration



Sponsored
Group

Rate Card –



Opportunity	Size	Rate	Notes
Leaderboard	728 x 90	£4	
MPU	300 x 250	£5	
Newsletter	300 x 250	£4	Goes out to 9 million people twice a week. No solus emails.
Skyscraper	160 x 600	£3	
Homepage takeover		£15	Including re-skin
Section takeover (728, MPUs, Skys)		£4	

Thank You



Brand Sales

DL: 020 7016 2300

Email: brandsales@unanimis.co.uk

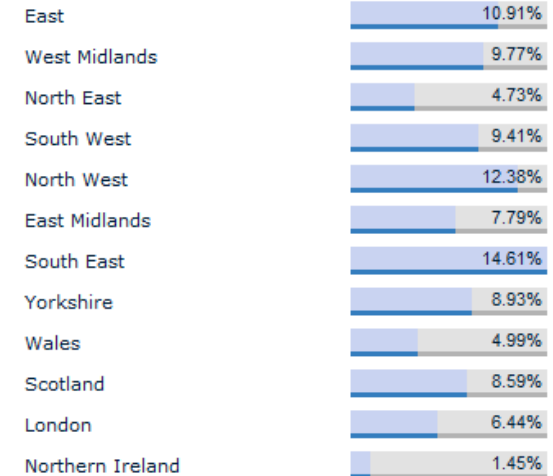
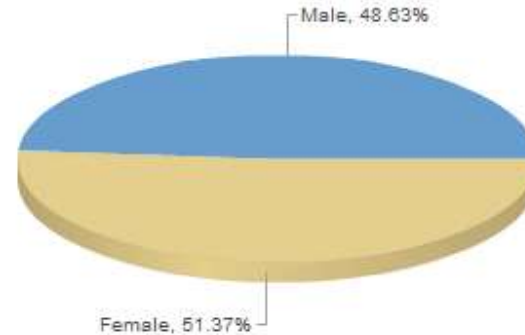
Appendix



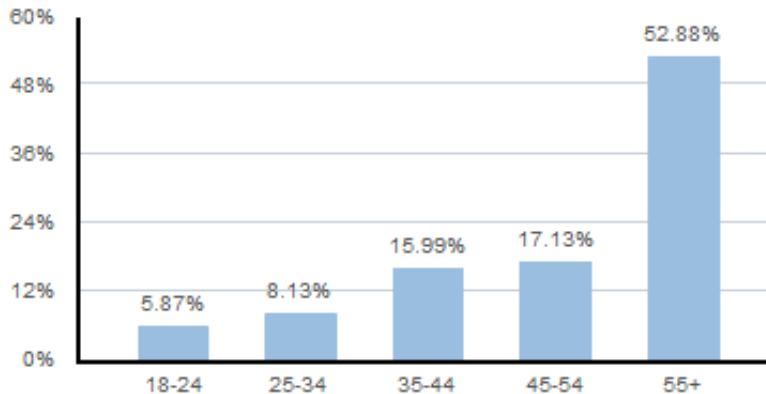
Audience Demographic / Stats

- 58% men, 42% women
- Average of 44
- 68% are ABC1
- Average of 2 children in household

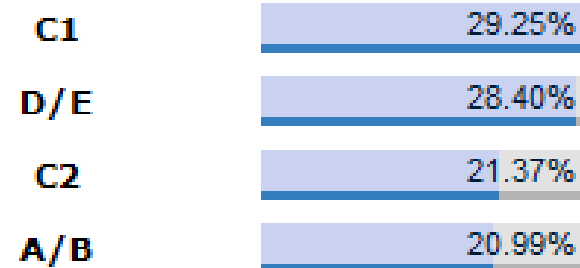
Gender of visitors



Age of visitors



Social Grade of visitors





- 73% went on holidays/short breaks in the last 12 months (index 102)
- They have taken an average 3 holidays/short breaks in the last 12 months.
- They spend an average £1,378 for their holidays and an average £459 for their short breaks.



57% have travelled by air in the last 6 months (index 101)
50% have stayed in hotels in the last 6 months (index 103)



- 78% like the idea of travelling abroad (index 103)
- 53% enjoy planning holidays (index 103)
- 41% try to go somewhere different on holiday every time (index 103)