



# **RadioTimes**

**On-Line Interactive Media Campaign  
in the United Kingdom**

**Contact:**

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### **The Mission:**

To increase travel to the USA through an integrated British Broadcasting Company (BBC) online program generating high-quality visitor inquiries and actual visitors from the United Kingdom with measurable results.

### **UK Market Facts:**

- United Kingdom is the top US visitor origin market with over 4,400,000 annual visitors projected for 2008 and growing 6 times faster than other international visitor markets.
- 78% are independent travelers / 22% use prepaid packages.
- 13.5 days is the average length of stay.
- 33 million (2/3 of UK) use the internet for independent bookings.
- ABC1's are the highest users of the internet

Sources: US Department of Commerce, Jupiter MMXI, Mintel Holiday Bookings

### **BBC Overview:**

BBC Worldwide, established by Royal Charter, is the parent company for all BBC divisions. The BBC Magazines division includes 30 weekly titles with a range of well-trusted, quality print publications and web sites for various target audiences.

### **Radio Times**

Radio Times is BBC's largest weekly magazine, first published in 1923 and it is the print version of BBC's travel programming. Radio Times ABC1 audience at 78% is the UK's largest, highest quality, upmarket readership of any paid-for magazine.



### **BBC Radio Times Magazine Readers**

- Last year 163,000 Radio Times readers traveled to the USA. This represents 6% of the total 2006 visits from the UK.
- Radio Times readers are 17% more likely to travel to USA than the average UK adult.
- Readers spent \$3,542/person on average on their holiday.
- The vast majority of these holidays were 7 to 15 days.
- Beach holidays are the most popular, then city breaks followed by lakes and mountains.

Source: TCI Jan06-Dec06

### **Current On-line Travel Trends in the United Kingdom**

The internet is the most important channel for researching and buying holidays:

**55% of internet users book holidays online** - only 7% of internet users book through an agent. Two thirds of internet users take two or more holidays a year. Seniors and retirees are enjoying more regular holidays and late bookings online.

Source: Research conducted by Nielsen/NetRatings on behalf of marketing agency Harvest Digital and pan-European advertising network Adviva Dec. 2006.

## **Radio Times Magazine website - [www.radiotimes.com](http://www.radiotimes.com)**

The [www.radiotimes.com](http://www.radiotimes.com) was launched in 1997 and currently generates:

- 21,000,000 page impressions per month
- 1,600,000 users per month
- 50% of users buy travel on-line and 50% research travel on-line
- It is the most visited TV listing site
- It is within the top 10 entertainment sites

Source: Forrester (similar to TCI, a big UK research firm): Radio Times 2<sup>nd</sup> Quarter 2006

### **Primary Audience**

- ABC1 audience: 85%
- 78% of users visit the site several times a week
- Average HHI \$104,980 (£ 41,992 x 2.05 = \$104,992), much higher than the average internet users.
- Younger, singles, dating, couples
- Age 25-34: 30% to 50%
- Age 35-44: 50% to 75%
- Upmarket, wealthy, affluent and upscale consumer who likes travel, health/fitness, outdoor/sports, nature/wildlife and entering sweepstakes and competitions. Travel, music and books are the most popular items purchased on-line.

### **UK Coverage:**

National, heavy in London and around international airports.

**Rates:**

Radio Times offers a comprehensive suite of standard advertising, bespoke placement and sponsorship and targeting opportunities along with a chance to associate with one of the UK's foremost brands.

Mixture of all ad placements

Impressions	Time Frame	Rates*
250,000	1 Month	\$7,607
500,000	1 Month	\$15,238
1,500,000	3 Months	\$45,712
5,000,000	6 Months	\$143,100
8,000,000	6 Months	\$220,480

- \*Above rates include serving fees for rich media and geo-targeting. The US\$ rates are set on 9/1/07 at \$2.02 to the £ and subject to exchange rate changes. The available units in pixels include 120\*600, 468\* 60, 728\*90, 300\* 250.

All placements can include video mpu's (message placement unit) and rich media.

Sponsorships are available for the following:

E-mail Newsletters, Wireless, Audio Podcasting, Video Podcasting, Video on Demand.

Content based sponsorships are also available.

Geo-targeting, time targeting, channel and show targeting is offered to contextually relevant shows being aired on British TV.

For any questions or to book your UK [www.radiotimes.com](http://www.radiotimes.com) placements please contact:

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# Screen Shots

BBC Radio Times homepage [www.radiotimes.com](http://www.radiotimes.com)

The screenshot shows the BBC Radio Times homepage with several annotations:

- Banner:** A purple banner at the top left advertising "Sky Broadband + Sky Talk + Sky TV" with the text "Sky TV, up to 8 MB Broadband and free UK evening & weekend calls".
- MPU:** A box labeled "MPU" (Main Product Unit) pointing to the search bar area, which includes the "RadioTimes" logo, a search input field with "TV programmes" selected, a "Go" button, and "Log in" and "Register" links.
- Advertisement:** A blue-bordered advertisement for "Cheap car hire in Portugal" from carrentals.co.uk, featuring a beach scene and the text "Compare from up to 60 car rental companies to get the best deal".

The page layout includes a navigation bar with "HOME", "TV", "RADIO", "FILM", "DOWNLOADS", and "COMPETITIONS & MORE". The main content area is divided into sections for "DRAMA" (with a featured image of a man and a woman), "WHAT'S ON" (with TV and Radio listings for "Tue 15 May"), and "ADVERTISEMENT". A footer section contains "TV HIGHLIGHTS" (e.g., "A Widow's Tale"), "TV DOWNLOADS" (e.g., "Brass Eye"), "TALK" (e.g., "The Best...breakfast TV show"), "MORE" (e.g., "Top 10 searches"), and a "sky.com" logo with "Sky Broadband" text.

Expedia.co.uk  
Let yourself go  
Create the trip that gets you going

# RadioTimes

SEARCH TV programmes  Go

Log in Register

HOME TV RADIO FILM DOWNLOADS COMPETITIONS & MORE

TV listings | Highlights | Programme Guides A-Z

## TV LISTINGS

Today Tomorrow Thu Fri Sat Sun Mon Tue 15 May Go

Listings Grid view List view

am pm

12 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11 12 pm

4 pm 5 pm 6 pm

**BBC1** CBB... W... The Basil Brush Sho... Roman Mysteries Blue Peter N... Neighbo... BBC News and Weath...

**BBC2** E... Flog It! Ready Steady Cook The Weakest Link Eggheads

**ITV1 London** For the Rest of... Agatha Christie's Poirot London Tonight

**Channel 4** Countdown Deal or No Deal The New Paul O'Grady Show The Simpsons

**Five** i Trial by Media five news Home and Away

**BBC News 24** BBC News BBC News BBC Five O'Clock News BBC Six O'Clock N...

**CBBC** Maya and Miguel The Story of Tracy Be... The Basil Brush S... Raven Stupid BAMZOOKi

**E4** The OC Hollyoaks Friends Friends Scrubs

**Film4** You'll Never Get Rich Siege at Red River

sky.com

Sky TV

up to 8 Mb Broadband

and free UK evening & weekend calls

MPU

Accessibility

Banner : 460 x 60 pixels  
 Skyscraper: 120 x 600 pixels  
 MPU: 300 x 250 pixels