



Affluent Digital Media

Affluent Digital Media is the Premier Destination for **AFFLUENT ENGAGEMENT ONLINE**

- 10m Affluent Uniques Across 100+ Professional & Lifestyle Sites
- Highest Consumer Engagement (from 30 minutes to 2 hours)
- Deep Experience Across All Major Categories
- Customized, Goal Driven Campaigns Across Multiple Digital Media Formats

Dynamically Capturing the Affluent Consumer: 360° & 24/7

Passion

Weekend/End of Day
Hobby & Enthusiasts



Business

9 to 5
Passion for Profession



Lifestyle

"Me Time"
Travel, Luxury, Philanthropy



THE EXCEPTIONAL AFFLUENT DIGITAL MEDIA AUDIENCE

Affluent Digital Media Connects Luxury Brands with an Engaged & Highly Qualified Audience

- 5M Unique Users – HHI £100K+
Top 25% of online population
- 72% Business Decision Makers

Audience Measurement & Verification by Aperture

The Affluent Digital Media Audience is determined using the most accurate audience measurement technology available: pixel tracking verified with multiple offline sources results in precise, individualised data.

Household income £125K+



Net Worth £500K+



College Degrees



Luxury Vehicle Ownership



■ Affluent Digital Media ■ Internet Average



THE AFFLUENT DIGITAL MEDIA PREMIUM PUBLISHER NETWORK

Affluent Digital Media provides access to an unrivalled Premium Audience

Our invite only publisher network includes both branded and niche sites, totalling over 100 properties.



www.squaremile.com



www.poloimes.co.uk



www.greenbang.com



www.horseandcountry.tv



www.yachtworld.com



www.thetraveleditor.com



www.hedgefundclub.co.uk



www.gunsonpegs.com

AFFLUENT DIGITAL MEDIA CHANNELS

Affluent Digital Media connects Luxury Brands with its Empowered Premium Audience via its Professional & Lifestyle Channels. By targeting affluent consumers engaged in their pursuits online, we bring brands significantly higher engagement, campaign performance and ROI.

PROFESSIONAL PURSUITS



LIFESTYLE PURSUITS



MEDIA & FORMATS

Beyond the Banner: Ads that Engage Your Audience 360°

- Premium IAB Display
- 1M Unique Affluent Emails
- Video: Pre, Mid, Post-Roll, In-Banner & Expandable
- High Impact Formats
- Mobile: 30M+ UU
- Custom: Sponsorships, Advertorials, Microsites
- Widgets & More



TARGETING AFFLUENCE ONLINE ACCURATELY

Affluent Digital Media specialises in reaching affluent online audiences, allowing our clients to enjoy significant brand reach with high earning individuals.

Follow these three easy steps to get started

1. Define exactly who you want to reach online (e.g. female professionals earning in excess of £100k)
2. Define your / your client's budgets and goals
3. Send us the creative and we'll work with you to create custom packages for you / your client

We're also happy to participate in the RFP process

And enjoy many business benefits

- Reach enviably accurate audience groups with minimal effort
- Higher conversions and return-on-investment
- Lower cost through reduction of irrelevant impressions
- Better brand saturation within qualified audiences
- Better, more highly qualified leads

Our promise is to provide a personalised service with custom made campaigns.



General Creative Requirements

All creative subject to TDP approval.
Sponsor of advertising placement must be clearly displayed.
No more than 3 loops, 15 seconds max, no more than 5 seconds per loop.
Border required for white or transparent backgrounds.
Audio: User-initiated.
Video: Auto-play upon load (with user-initiated sound).
No audio looping.

HTML Requirements

Creative may not contain more than 2 images.
Navigation to the landing page must be via <http://> or <https://> hyperlink URLs.

Flash Requirements and Specifications

Must have backup image.
No misleading functions, i.e, if graphic contains radio buttons, drop-downs, etc., they must function as such.
Click-through functions must use the "getURL" command: `On(release) (getURL (clickTag, "_blank");)`
When sending Flash banners to TPD, please provide the following in a unique zip file per banner

- .swf file
- Default .gif or .jpeg file
- Click-through URL

Ensure that your ActionScripts support <https://> destination urls.

Third Party Creative

Third party creative must fit with the guidelines specified above.
All third party creative must be able to accept a dynamically generated click tracking url. TDP requires that all third party and HTML tags be able to handle a click- tracking URL. Please include instructions on how to utilize this click-tracking functionality along with third party creative.
Individual third party tag must be generated for each unique creative.

Click Tracking Details

TDP requires that the entire creative be clickable to increase click through ratio and performance.
All creative must spawn a new window.
All Flash creative must contain a clickTag variable.
The TDP ad server needs to track both the click and acquisition events.

Expandable Units

Adhere to size and creative restrictions, above.
Expand Method: Automatic or by click expand method.
Dimensions: Can expand horizontally to a total width of 700px and vertically to a total height of 400px.
Close Method: A close button (both "Close" and "X") must be visible at all times.
Backup Creative: a backup .gif or .jpg for users with missing plug-ins or unsupported browsers.

CONTACT US

For further information or to request a proposal, please contact:

Dolly Thornton

Email: dt@affluentdigitalmedia.com

Tel: 020 7490 0634

Fax: 020 7022 8799

Or see us online at: www.affluentdigitalmedia.com

Affluent Digital Media is based in the heart of London's financial district, near Bank tube station.

Find us at:

Dynamis House
6-8 Sycamore Street
London
EC1Y 0SW

