

PoliticsHome Media Pack 2010

Introducing PoliticsHome - The Voice of the Political Community

Staying on top of modern politics has become a full time job. As well as parliament, daily papers, there are now 24 hour news channels and over fifty political programs on radio and television each week. Online media including thousands of blogs and websites updating news and opinion throughout the day, press releases from political parties, government departments and stakeholders on every story of the day, as well as Twitter.

PoliticsHome provides a unique platform to browse the widest range of online and broadcast political media. As the 2010 election approaches, communications and political professionals need to be on top of the latest developments in their area by the minute. We provide a safe platform for clients looking to maximise their brand awareness to the political community.

A safe, new generation of political news service for a new media environment

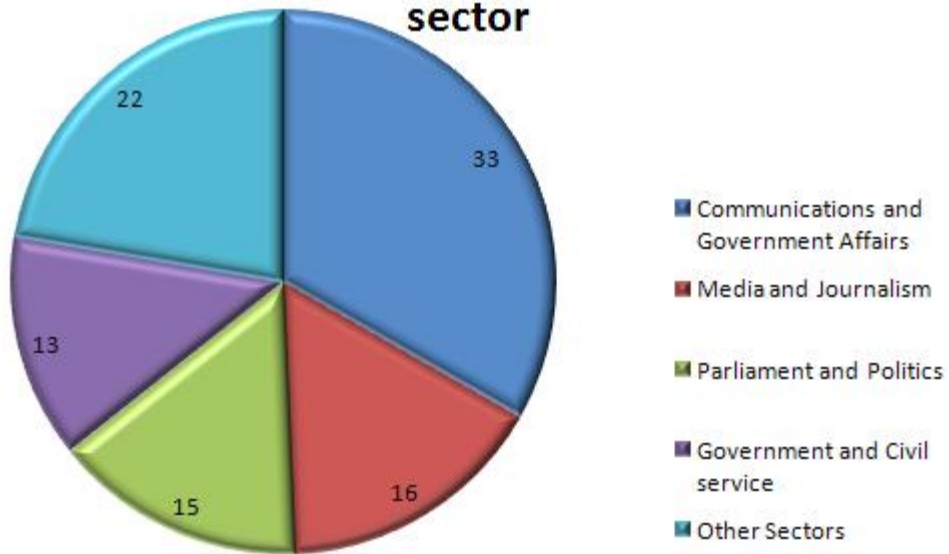
We cover the entire national political conversation, regardless of media including; newspapers, television interviews, radio, blogs, twitter, press releases and parliament. Over 20,000 sources of media a day pass through our newsroom - you only receive the important ones, relevant to you.

PoliticsHome Advertising Statistics

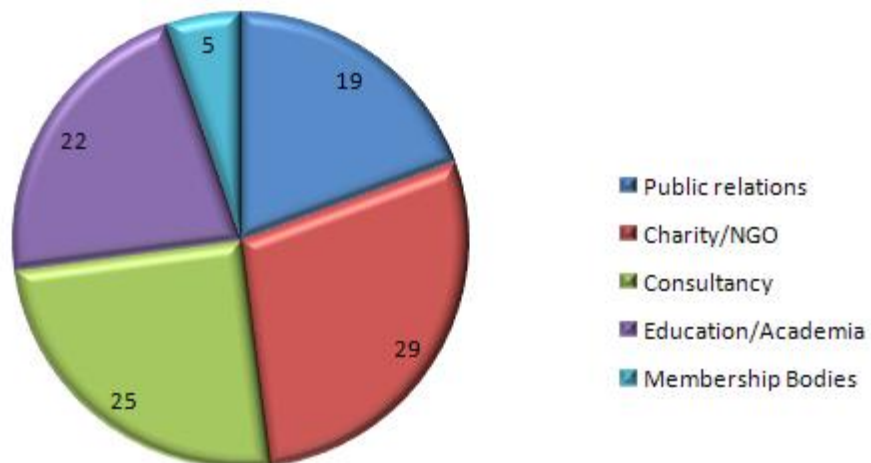
- 1 Million* total page impressions per month
- 50,000 unique users per month
- Average visit of 38 minutes per user
- 74% Male / 26% Female traffic split of registered users
- Readers from a variety of professional sectors (see below)

*December 2009 Google Analytics

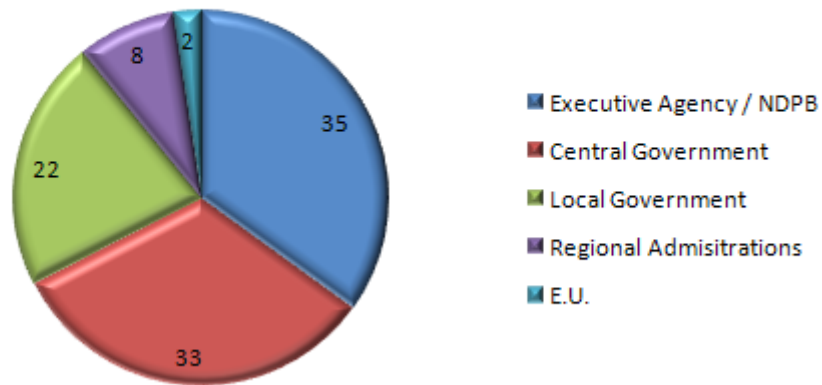
Overall breakdown of subscribers by sector



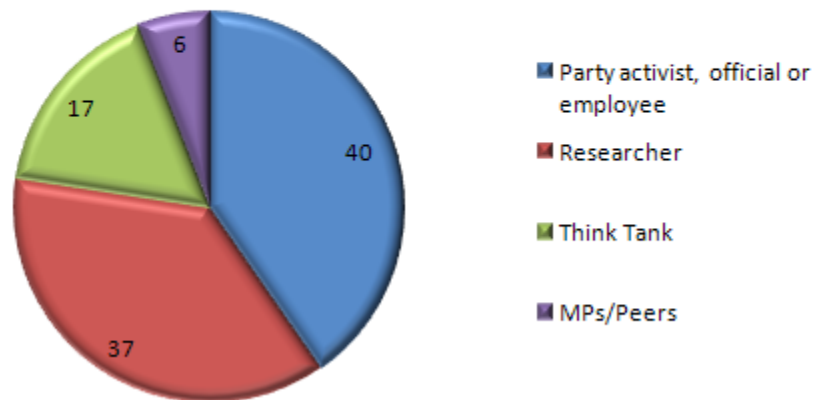
Communications sector breakdown



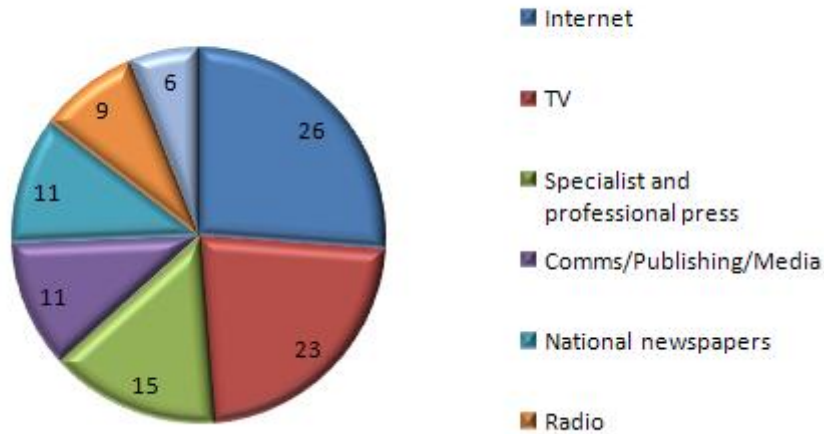
Government sector breakdown



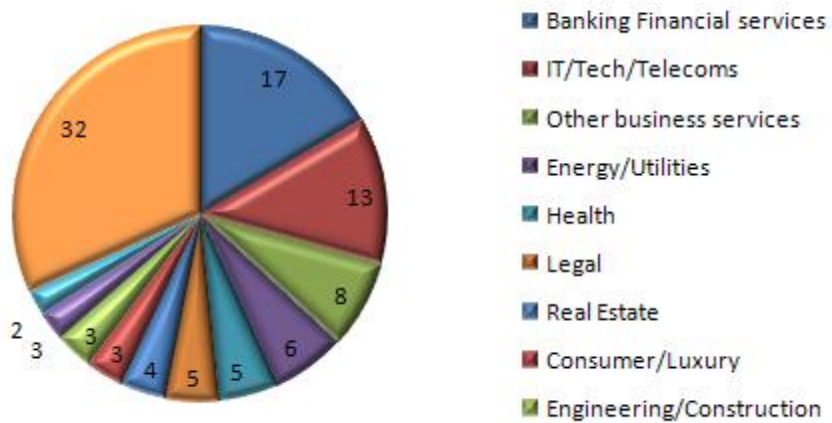
Parliament and politics sector breakdown



Media sector breakdown



Sector breakdown: other



All advert types are managed by Adtech/Helios IQ, meaning you pay for your campaign based on the number of times your advert is viewed. Advert placements are bought in units of 1000 impressions and will be displayed on all free to view pages, offering maximum exposure.

See rate card for cost breakdown.

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