

Start Making Great Campaigns with us Today

Reach Figures

83m PI 9m UU
Global reach

60m PI 5m UU
Irish Reach

466k
Social Followers

SOURCE: GOOGLE ANALYTICS JAN '15

Native content on Independent.ie

- Native Content is produced by our dedicated Native Editor to engage and provide value to Independent.ie visitors.
- The content is promoted by us to deliver more exposure and reader engagement for you.
- Native Content can be scheduled to coincide with News events.

Native Content Promotion

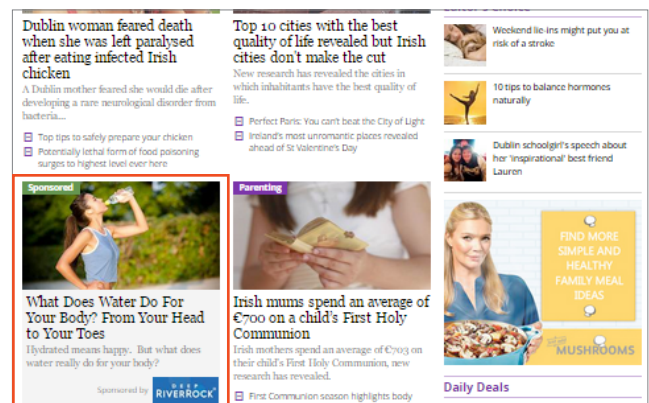
- Native Content is promoted on the Homepage, on section pages, article pages, mobile and social.

Homepage



The screenshot shows the homepage layout with a main headline: "Stephanie Roche: I thought the media attention had died down...". Below it are several smaller article thumbnails, including one about "Calling all Beauty Junkies" and another about "Please stop texting our panel". A large advertisement for "Falcon" is visible on the right side.

Section Page



The screenshot shows a section page with several articles. A sponsored article titled "What Does Water Do For Your Body? From Your Head to Your Toes" is highlighted with a red box. Other articles include "Dublin woman feared death when she was left paralysed after eating infected Irish chicken" and "Top 10 cities with the best quality of life revealed but Irish cities don't make the cut".

Mobile



The screenshot shows the mobile app interface. A red box highlights an article titled "A day in the life of Jamie" with the sub-headline "What does Jamie get up to when he's not playing rugby". An arrow points from this article to the social media post shown in the next block.

Social



The screenshot shows a Facebook post from the Independent.ie page. The post text reads: "Hydrated means happy. But what does water really do for your body?" with a link to the article. The post features a photo of a woman drinking water and shows engagement metrics: "60,864 people reached", "103 likes", "21 comments", and "30 shares".