

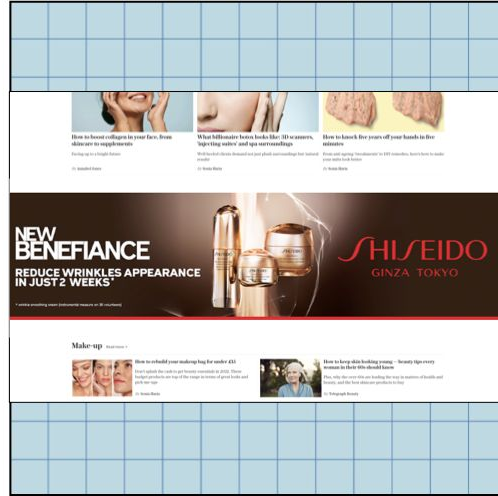
Display *Plus*

→ High-impact digital display + branded content

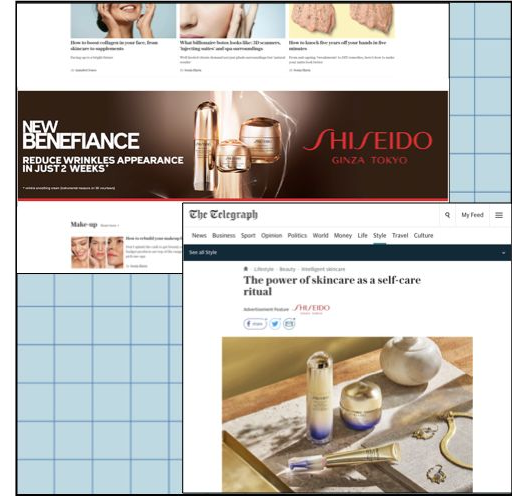
THREE WAYS WE CAN WORK TOGETHER



FIRST-PARTY
DATA INSIGHTS



HIGH-IMPACT
DIGITAL DISPLAY



HIGH-IMPACT
DIGITAL DISPLAY PLUS
BRANDED CONTENT

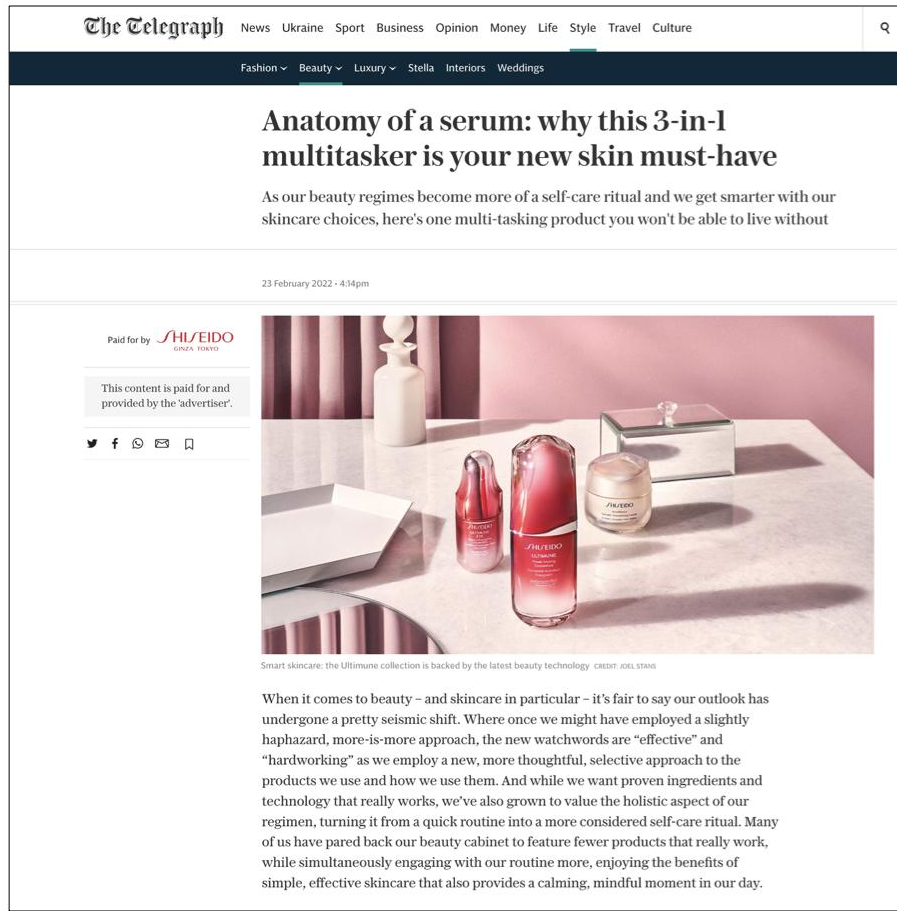
DISPLAYPLUS EXPLAINED

An opportunity for premium partners to enhance our subscriber experience with exclusive content, opportunities and explainers.

High-quality imagery and up to 800 words must be supplied. We will ensure it is presented in house style and will resonate well with our subscribers. The story can also include two 'no follow' links.

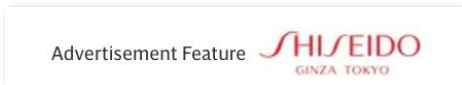
Once published, you will be able to monitor the impact your story is having with our live Clarity reporting and optimisation dashboard.

You can also ensure that your brand dominates the space by owning all of the ad units around the story.



The screenshot shows a web page from The Telegraph. At the top, the navigation bar includes 'The Telegraph' logo and links for News, Ukraine, Sport, Business, Opinion, Money, Life, Style, Travel, and Culture. Below this is a secondary navigation bar with categories like Fashion, Beauty, Luxury, Stella, Interiors, and Weddings. The main headline is 'Anatomy of a serum: why this 3-in-1 multitasker is your new skin must-have'. Below the headline is a sub-headline: 'As our beauty regimes become more of a self-care ritual and we get smarter with our skincare choices, here's one multi-tasking product you won't be able to live without'. The date '23 February 2022 - 4:14pm' is displayed. The advertisement section is titled 'Paid for by SHISEIDO GINZA TOKYO'. It includes a disclaimer: 'This content is paid for and provided by the advertiser.' and social media sharing icons. The main image shows several Shiseido skincare products on a white surface. Below the image is a caption: 'Smart skincare: the Ultimune collection is backed by the latest beauty technology. CREDIT: JOEL STANS'. The article text begins with: 'When it comes to beauty – and skincare in particular – it's fair to say our outlook has undergone a pretty seismic shift. Where once we might have employed a slightly haphazard, more-is-more approach, the new watchwords are "effective" and "hardworking" as we employ a new, more thoughtful, selective approach to the products we use and how we use them. And while we want proven ingredients and technology that really works, we've also grown to value the holistic aspect of our regimen, turning it from a quick routine into a more considered self-care ritual. Many of us have pared back our beauty cabinet to feature fewer products that really work, while simultaneously engaging with our routine more, enjoying the benefits of simple, effective skincare that also provides a calming, mindful moment in our day.'

Standard Advertorial

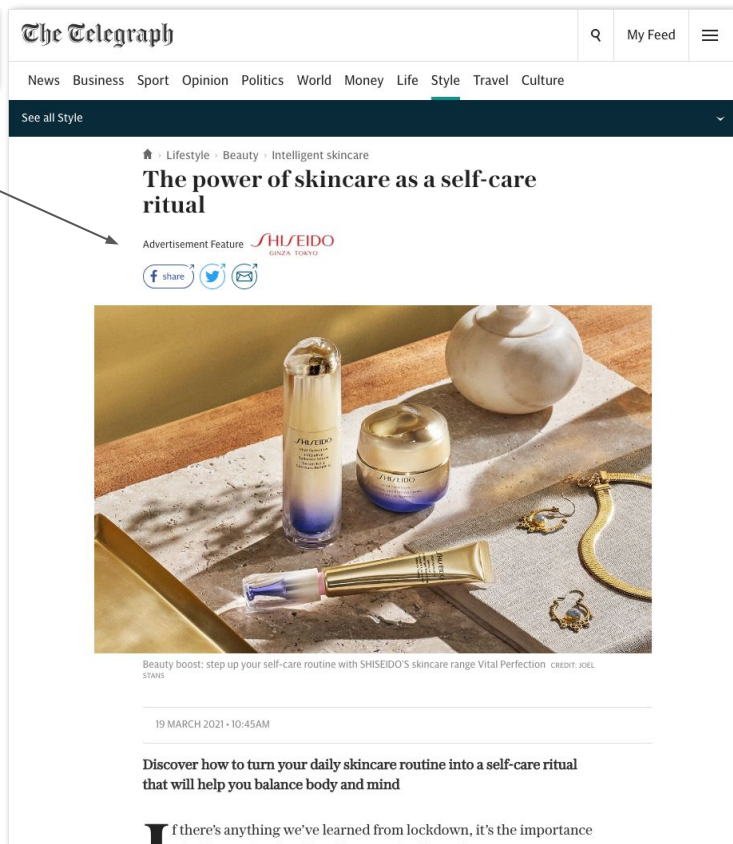


Production Cost (single article) - £5,000

- Includes copy up to 800 words
- Access to a Clarity dashboard
- Inclusion of two 'nofollow' links
- Road blocking of article with client ads (supplied)
- Maximum one round of amends

Distribution Cost - £10 cpm

- No unique user guarantees
- CPM based on ROS (audience or contextual targeting to be priced accordingly)
- Single distribution to our app audience



DISPLAYPLUS DISTRIBUTION AND COSTS

Your story will be published on our website and will also benefit from The Telegraph's powerful SEO ranking.

The production cost for this is just £5,000.

You can then boost your reach and effectiveness with our first-party audience and contextual targeting. There is an additional CPM for this promotional activity.

