

Media Information

The **MPI** website has now become the only access for **Melting Pot**. With the rise in online publishing overtaking printed publishing quite significantly, the decision was made to publish **MPI** as an online publication. Consequently, this website is now the only way to advertise in **MPI** magazine. This will mean that advertisers will now be able to advertise their products or services to a much wider audience, and for far less cost.



What is your Strategy?



There are a number of different link positions available on the **MPI** website, which includes: **Top Banner, Bottom Banner, Supersized Bottom Banner, Box, Half Box**, and a specially created **“Commercials Window.”** The **Commercials Window** is specifically designed for agencies to run their client’s **TV** commercials at an extremely inexpensive rate, and will allow advertisers the chance to reach millions of specifically targeted potential customers or clients for very little media spend.

The **MPI** website is the most effective online means of specifically targeting and reaching the interracial and mixed race community in Britain. And the rates listed below are designed to enable companies and organisations to take full advantage of this largely untapped market. Advertising on the **MPI** website is very simple and effective. There are four (4) specific types of banner advertising, and a special **Commercials Window**. An **MPI** website banner advertisement will:



- Provides guaranteed specialist and unique traffic
- Provides great value for your media spend
- Specifically targeted advertisement positions
- Specialist and niche market brand association

The thing that makes internet marketing and advertising superior in the world of advertising is that it connects your business to global markets. It can also produce a global environment for you to earn huge financial rewards from the campaigns that you initiate. There are several types of internet marketing promotions that you can use to promote your online business. It may take some time for you to choose the proper tools to work with your online internet marketing, but it will be time well spent, and choosing the **MPI** website will make a lot of difference in whether or not your online business is successful.



Advertisement Rates & Data

Rates:

Top Banner:	£	150.00 per week (min 4 weeks)
Bottom Banner:		100.00 per week (min 4 weeks)
Commercials Window:		200.00 per week (min 4 weeks)
Large Box Link:		80.00 per week (min 4 weeks)
Large Box (static):		60.00 per week (min 4 weeks)
Half Box Link:		50.00 per week (min 4 weeks)
Half Box (static):		35.00 per week (min 4 weeks)

Adoption & Fostering:

Full page:	£	300.00	(for 4 weeks)
Half Page:		160.00	(for 4 weeks)
Quarter Page:		90.00	(for 4 weeks)
Box:		60.00	(for 4 weeks)
Half Box:		40.00	(for 4 weeks)
Strip:		120.00	(for 4 weeks)

Recruitment:

Half Page:	£	180.00	(for 4 weeks)
Quarter Page:		100.00	(for 4 weeks)
Strip:		120.00	(for 4 weeks)

Advertorials:

	Colour:
500 words (plus pics)	£ 200.00
250 words (plus pics)	£ 100.00

Series Discounts (continuous period):

3 months – 10%, 6 months - 20%, 9 months - 30%, 12 months – 40%

AGENCY COMMISSION 15%

Specifications:

Top/Bottom Banner:	490 x 80 pixels
Commercials Window:	700 x 450 pixels
Large Box:	340 x 220 pixels
Half Box:	340 x 110 pixels

Full Page (Adpt. & Fos/Jobs):	710 x 900 pixels
Half Page (Adpt. & Fos/Jobs):	710 x 450 pixels
Quarter Page (Adpt. & Fos/Jobs):	350 x 450 pixels
Box (Adpt. & Fos):	320 x 250 pixels
Half Box (Adpt. & Fos):	160 x 250 pixels
Strip (Adpt. & Fos/Jobs):	710 x 90 pixels

The MPI (average) Web Stats Report 2015:

The **MPI** website enjoys a tremendous amount of average weekly and monthly hits for the type of specialist website that it is. The **MPI** website is fast becoming Britain's most visited interracial magazine website. Between June 1 and the end of December 31, 2014 the website had a total unique global visitor percentage of a **29%** increase.

Month of June 2014	Unique Visitors	Number of visits	Pages	Hits	Bandwith
	5.228	25.000	10.488	105.304	402.33 MB
		(1.53 visits/visitors)	(2.44 pages/visits)	(7.67 Hits/visits)	(114.34 KB/visit)
			30.868	49.009	108.96 MB

Month of December 2014	Unique Visitors	Number of visits	Pages	Hits	Bandwith
	7.989	31.007	15.020	112.703	900.79 MB
		(1.53 visits/visitors)	(5.25 pages/visits)	(9.29 Hits/visits)	(155.41 KB/visit)
			37.005	57.780	504.37 MB



The **MPI** web analysis is not just a tool for measuring our web traffic but it can be used as a tool for business and market research, and to assess and improve the effectiveness of our website. Our web analysis can also help our advertisers to measure the results of traditional print or broadcast advertising campaigns. And our **MPI** web analysis will provide you with information about the number of visitors to our website and the number of pages viewed.

