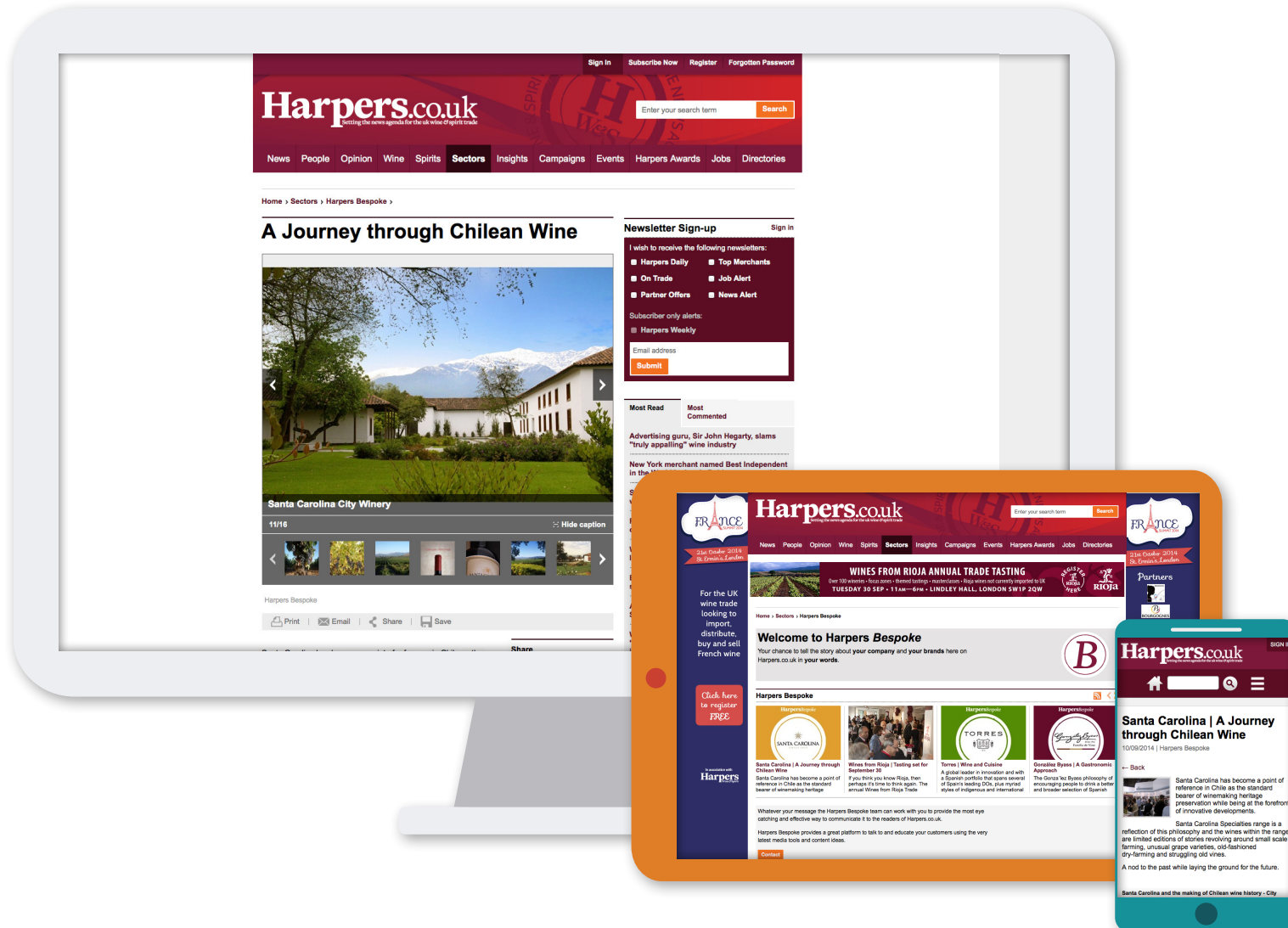


# Harpers Wine & Spirit Bespoke



# Harpers*Bespoke*

Harpers digital first strategy allows the wine and spirits trade to access and be informed of latest industry developments as soon as they happen, via a multi-platform offering: magazine, website and social media 24/7.

Agenda setting opinion from Harpers line up of key trade columnists and guest commentators from both inside and outside the drinks industry makes Harpers essential reading by both the on and off trade.

Harpers pride itself on innovation and integrity and offers a bespoke and integrated solutions using video/galleries, Q&A's and product listings to allow our users to interact with brands in an intelligent and thought provoking way and amplify their brand on both a digital and social platform.

# Harpers*Bespoke*

## HARPERS REACH

**120,000**

Page views

**47,000**

Uniques

**17,000**

Email subscribers

**1,432**

Facebook followers

**20,331**

Twitter followers

**159**

LinkedIn



# Bespoke integration

A Bespoke integration provides a great platform and opportunity to educate and be at the forefront of the user's minds, offering great standout and reach to a targeted audience, a first look at what brands across the market are championing and their marketing focus.

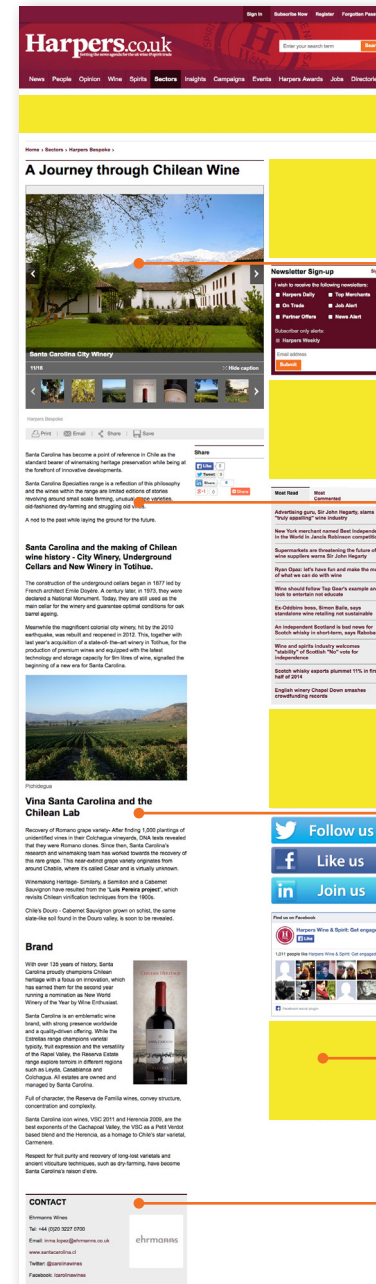
A multi-dimensional communication platform that allows the client to showcase their content, video, images, collaborations and more, whilst engaging Harpers users and driving them to their brands website.

## GALLERY OR VIDEO:

- 15 Images
- Captions for each image
- Video

## MAIN INTEGRATION TEXT:

- Header and main body text
- 3 paragraph sections
- Brand logo
- Destination URL
- Brand Profile and contact details



GALLERY OR VIDEO

INTRODUCTION TEXT

SECTION HEADS AND TEXT

AD SPACES

CONTACT AND WEB LINKS

# Amplification

Amplification of Bespoke integration, driving users to the brands Integration page:

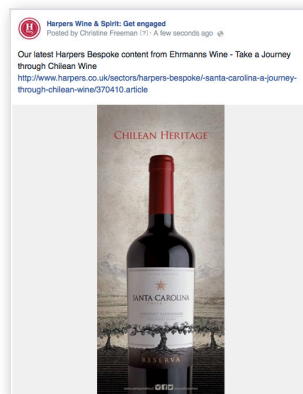
- Hosted on our Bespoke integration Homepage
- Bespoke Spin block on Harpers.co.uk Homepage
- Co-brand MPU on Harpers.co.uk Homepage
- Social media Tweets, Pins and Posts
- Promotion on weekly newsletter

Integration page amplification to the brand website:

- Main destination URL to drive users to relevant page on your site.
- Multiple destination URL's on each section to drive users to relevant info your/brands site
- Share function – social media, email



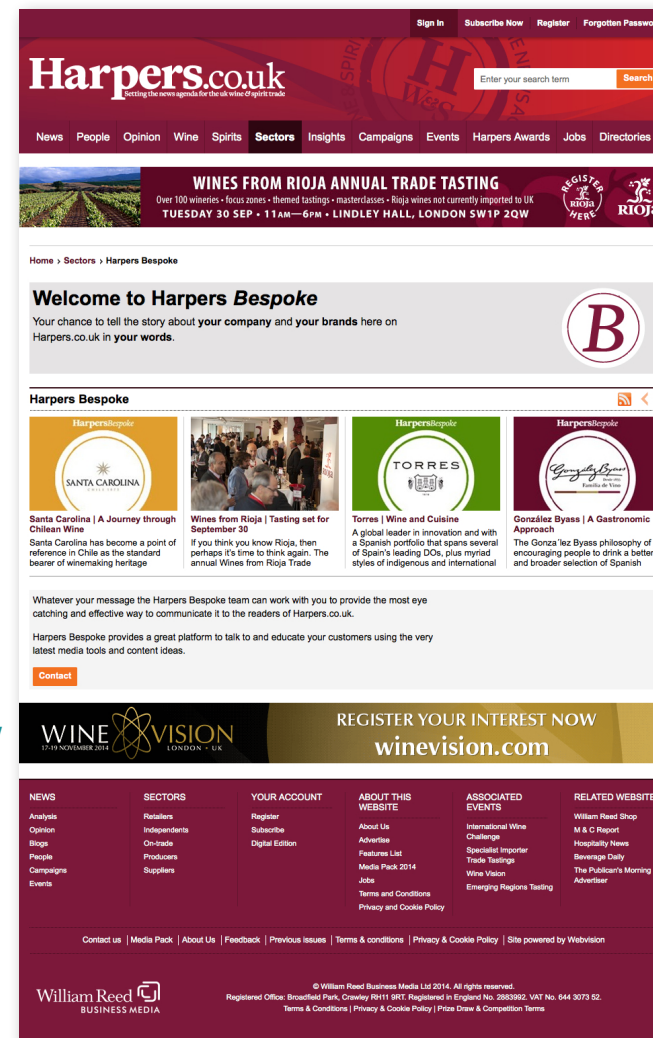
TWITTER.COM/HARPERSWINE



FACEBOOK.COM/HARPERSWINE



CO-BRANDED MPU AD



WWW.HARPERS.CO.UK/SECTORS/BESPOKE

# Package & Specifications

## Cost:

- £1200 net

## Time:

- 1 x month (includes all amplification activity)
- Opportunity to update continued presence - POA

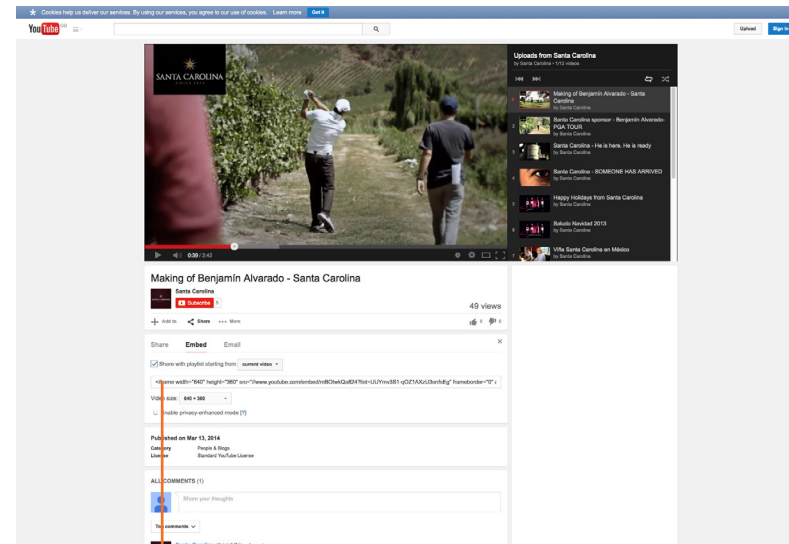
## PLEASE PROVIDE:

### GALLERY OR VIDEO:

- 15 Images in jpeg format, file size up to 200kb
- Captions for each image – up to 10 words for each caption
- Video, mpeg or Youtube link to embed in page
- Brand logo – jpeg format.

### MAIN INTEGRATION TEXT:

- Heading – 80 characters
- Main body text – 3 paragraph sections, we suggest 150 – 200 words for each
- Destination URL on each section to drive users to relevant info your/brands site
- Main destination URL – to drive users to relevant page on your site.



**YOUTUBE LINK**



# User Journey

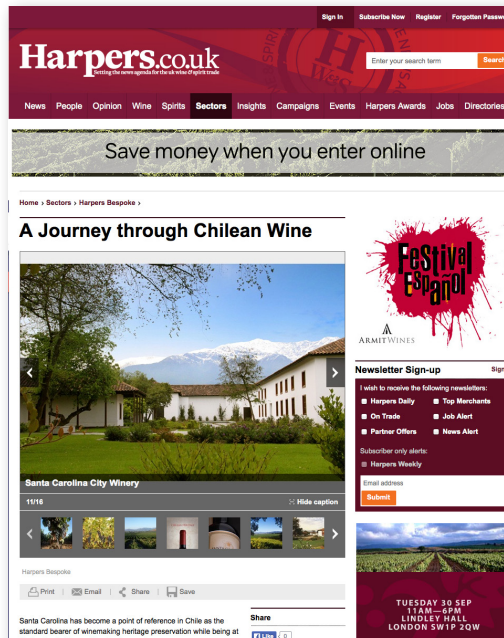


HARPER.CO.UK  
MPU AD

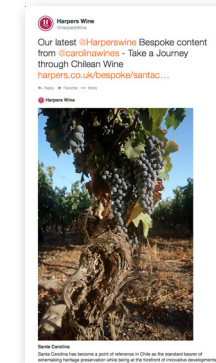
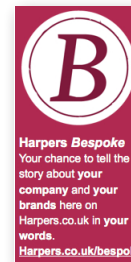
HARPER.CO.UK  
HOMEPAGE



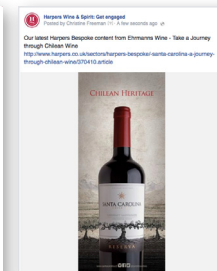
BESPOKE HOMEPAGE



HARPERS  
NEWSLETTER



SOCIAL MEDIA



SEARCH ENGINES

