



The Gleaner
ONLINE
MEDIA KIT
2017

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The Gleaner
jamaica-gleaner.com

The STAR
The People Paper
jamaica-star.com

The STAR ePaper
epaper.jamaica-star.com

diG JAMAICA
digital Information | The Gleaner
digjamaica.com

THE GLEANER'S youthlink
youthlinkjamaica.com

GO-JAMAICA
golservices.com

The Gleaner's Hospitality Jamaica
hospitalityjamaica.com

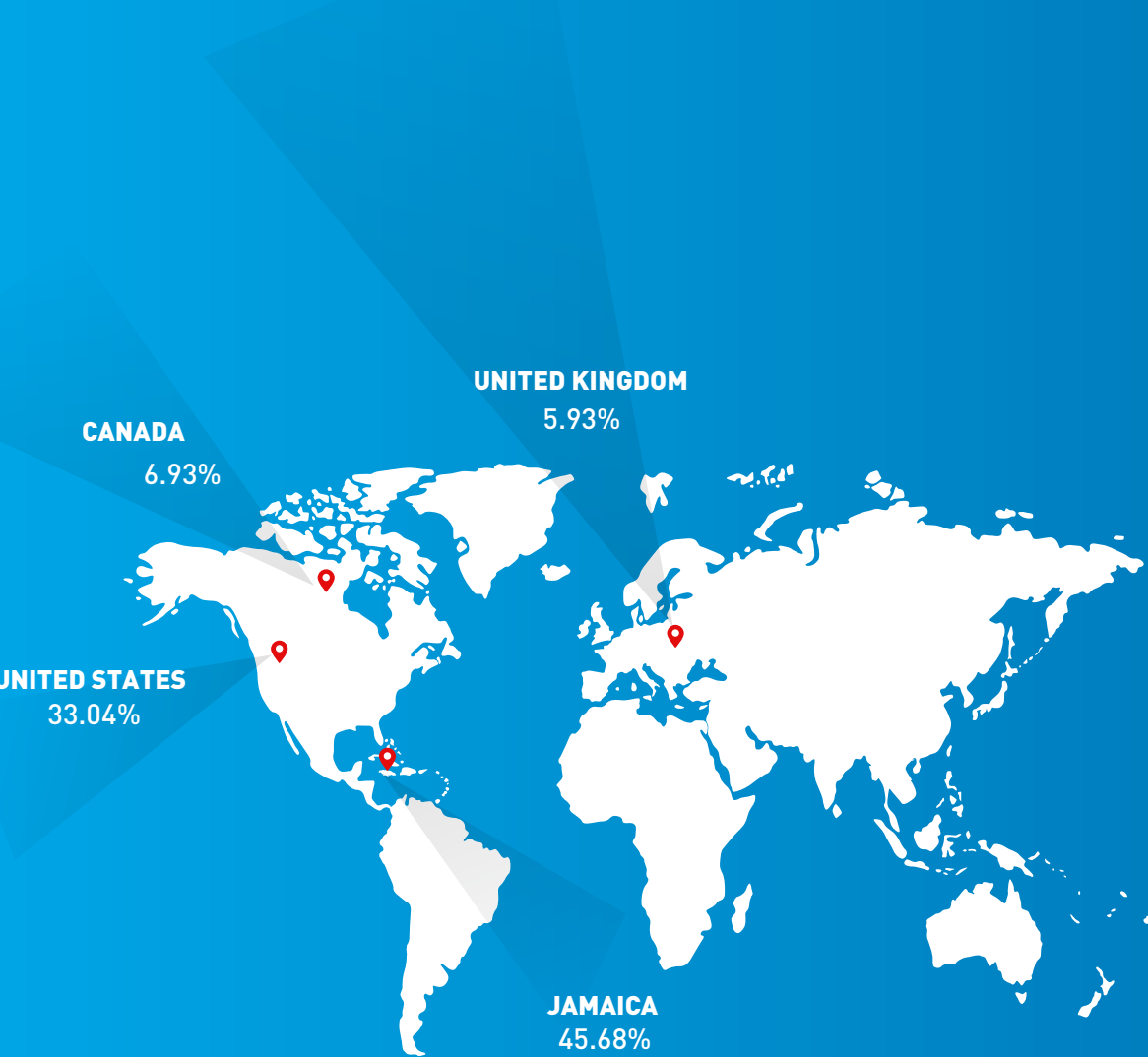
The Gleaner ePaper
epaper.jamaica-gleaner.com

The Gleaner Online is the largest online news network in Jamaica having a global reach that encompasses our Citizens, the Caribbean and the Diaspora through captivating stories and reporting, rich online media, multimedia and creative platforms that help you to reach your audience and boost your business.

The Gleaner Online is a fully owned subsidiary of the Gleaner Company (Media) Ltd.

Published June 2017

THE GLEANER GLOBAL WEB TRAFFIC



Country	Session	%
Jamaica	19,991,996	45.68%
United States	14,460,931	33.04%
Canada	3,031,460	6.93%
United Kingdom	2,288,381	5.23%
Cayman Islands	542,851	1.24%
Trinidad & Tobago	288,261	0.66%
Barbados	261,165	0.60%
India	246,141	0.56%
Bahamas	174,137	0.40%
Germany	144,055	0.33%



Visits 42,254,823



Users 15,037,834

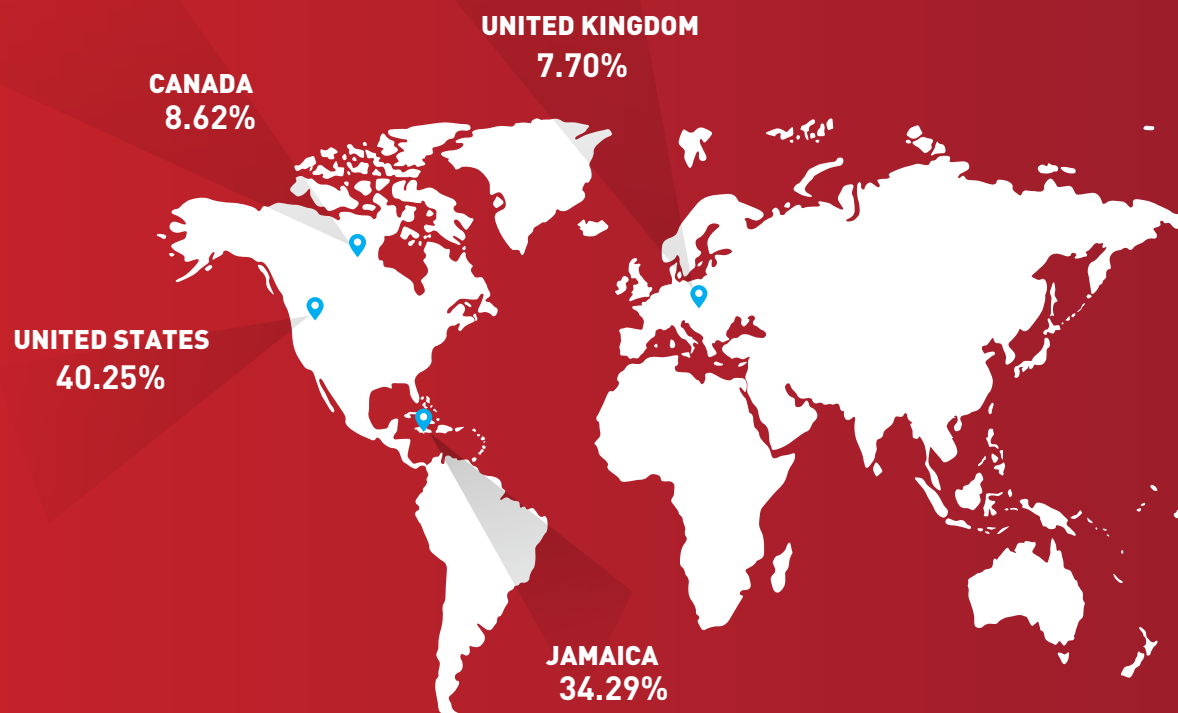


Pageviews 86,802,301

THE STAR GLOBAL WEB TRAFFIC



Country	Session	%
United States	4,940,291	40.25%
Jamaica	4,209,078	34.29%
Canada	1,058,461	8.62%
United Kingdom	945,045	7.70%
Cayman Islands	159,402	1.30%
Barbados	74,544	0.61%
Trinidad & Tobago	65,191	0.53%
India	57,677	0.47%
Antigua & Barbuda	49,335	0.40%
Bahamas	47,469	0.39%



Visits 13,545,020



Users 4,471,723



Pageviews 46,731,986

**The
STAR**
The People Paper
www.jamaica-star.com



P O Box 40 , 7 North Street , Kingston CSO, Jamaica, W.I.

(876) 932-6262 | 932-6297

Fax: 922-3196

golsales@gleanerjm.com

Live Chat At Golservices.com

WEB TRAFFIC IN JAMAICA

MONTEGO BAY

699,229 | 125,462



MANCHESTER

14,800 | 2,125



PORTMORE

673,511 | 160,855

KINGSTON

17,156,197 | 3,661,721

KEY

 JAMAICA GLEANER

 THE STAR



Number of persons that visited site in 2016

Visits	43,761,963	12,274,976
Users	15,433,849	4,113,140
Pageviews	92,130,846	45,462,495



Number of visits via device

Mobile	24,007,011	7,813,337
Tablet	16,087,011	3,573,039
Desktop	3,667,941	888,600



Number of visits by city

Kingston	17,156,197	3,661,721
Mandeville	14,800	2,125
Montego Bay	699,229	125,462
Portmore	673,511	160,855

Time Period: January 1 - December 31, 2016

WHAT WE DO

Make sure your
MESSAGE reaches
your **AUDIENCE**.

Target your audience through our data-driven advertising platform.

Reach the masses, anywhere through a truly global medium

Measure the effectiveness of every dollar you spend.

Our flagship sites are **Jamaica-Gleaner.com** and **Jamaica-Star.com** however we provide advertising opportunities on all our platforms and social media pages.

ADVERTISE with Jamaica's **MOST TRUSTED ONLINE SOURCE.** Everything news, sports, business, lifestyle, entertainment and commentary.

Premium

Home page of the website has the highest traffic

Lead Stories

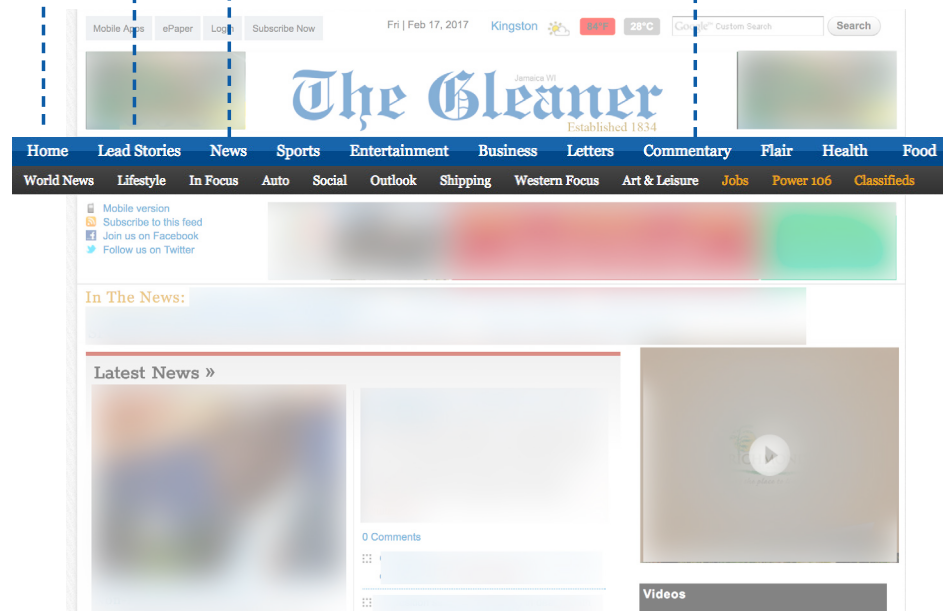
Contains all the lead stories for the day

News Stories

Stories curated by the editorial teams published both online and in print

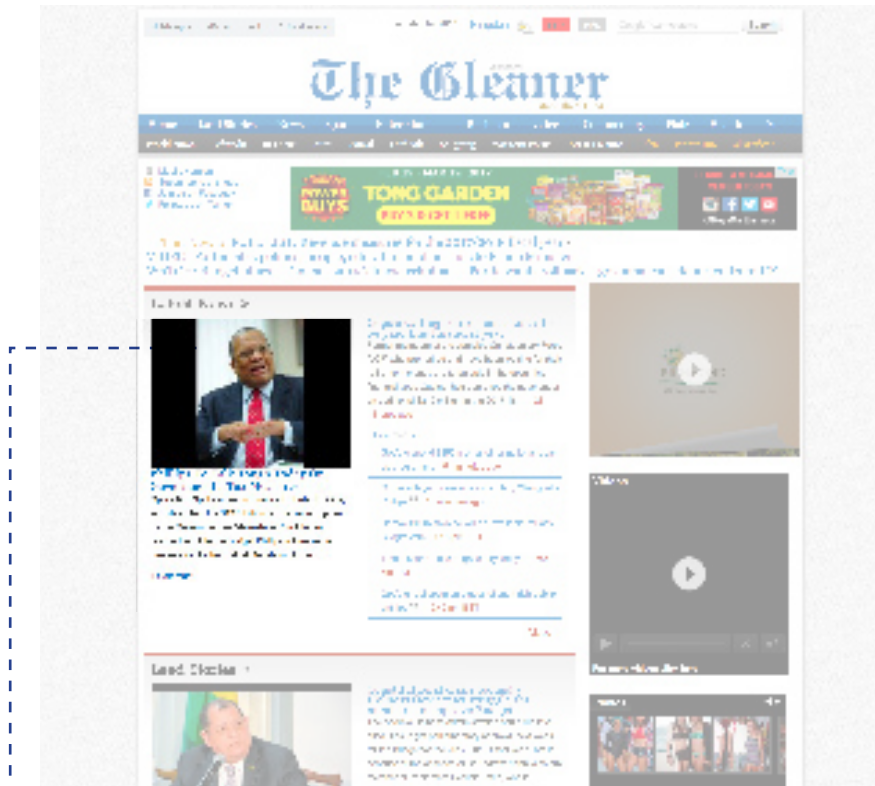
Featured Section

Features and stories



PLACEMENT PAGES

1 Section Page



Section Pages

A section page is where all related articles for that section are featured.

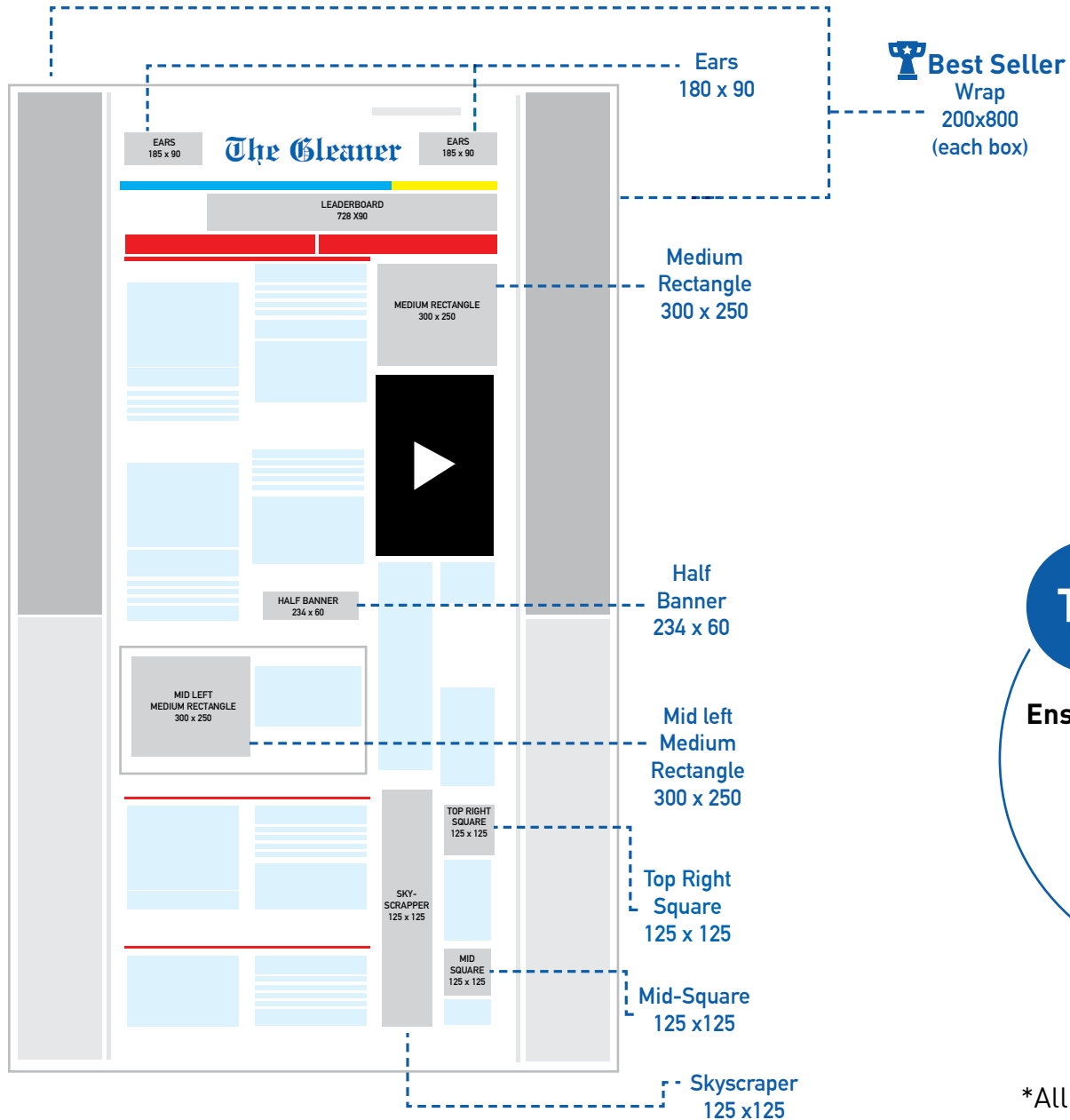
2 Article Page



Article Pages

An article page is where only a particular article is featured.

THE GLEANER AD SIZES



ADVERTISE with Jamaica's number one tabloid focusing on **ENTERTAINMENT, LIFESTYLE** and **SPORTS**.

News

News page covers the latest in local news

Sports

Highlights the major happenings in the sports arena both locally and internationally

Entertainment

Features and photos of latest trends and events.

Event Guide

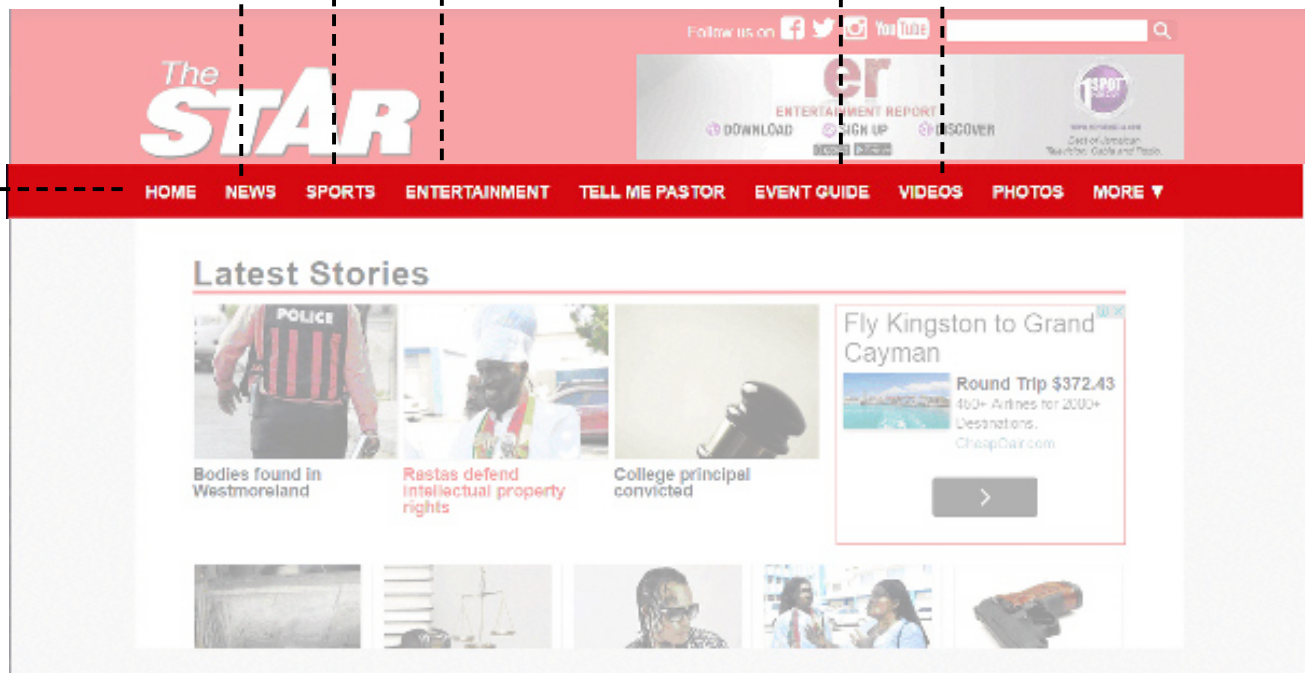
Weekly guide to the events happening in Jamaica.

Videos

Show cases latest parties and industry events.

Premium

Home page of the website has the highest traffic

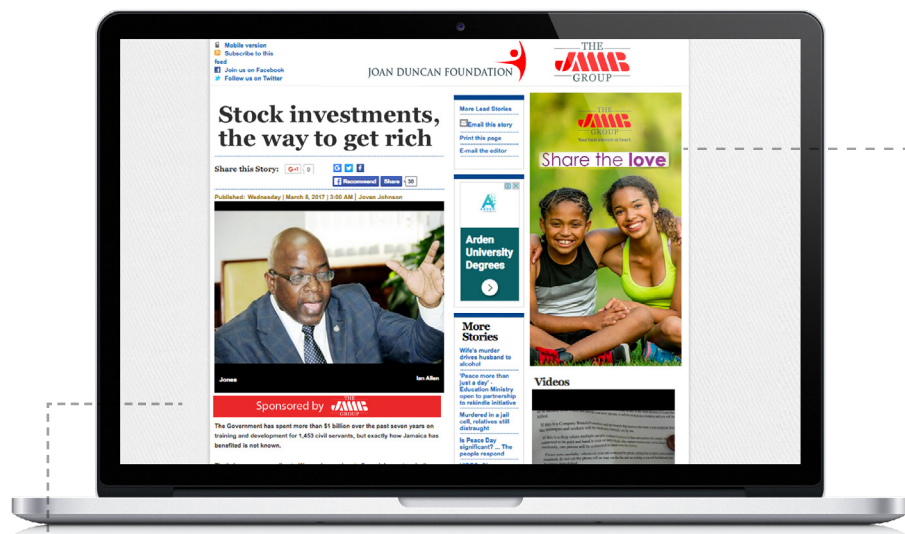


NATIVE ADVERTISING

BLEND IN

We can align your business with **CREDIBLE, INFORMATIVE** and **CAPTIVATING** content in overt or subtle ways.

Brand Ad non-rotating

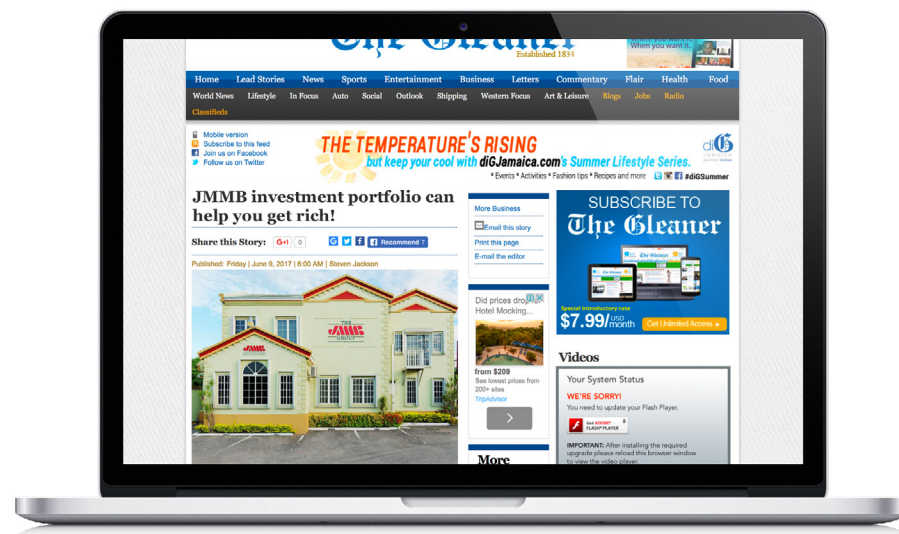


Brand & Sponsors link #1

Sponsor an article on a topic that is related to your industry and put your line of business in the spotlight.

ADVERTORIALS

STAND OUT



Feature your business in an article and talk about your products, services in depth.

VIDEO

PLAY YOUR VIDEO before or after any of our news items or features. Place ads at a flat cost per 1000 (CPM) views.

TARGET based on **VIEWS PER DAY, PERIOD OF THE DAY, COUNTRY AND EVEN CITY.** Videos shared on social media sites will still show your ad!



TIP

Video Length and Format

Ensure your videos are either 10, 15 or 30 seconds and are in MP4 or FLV formats.

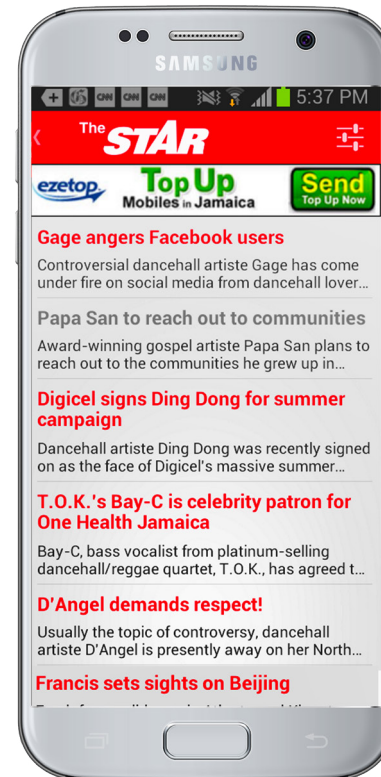
MOBILE

50% of global online traffic is derived from mobile users.
PLACE YOUR MOBILE ADS to complete a holistic online campaign.



468 x 60 Pixels

300 x 250 Pixels



TIP

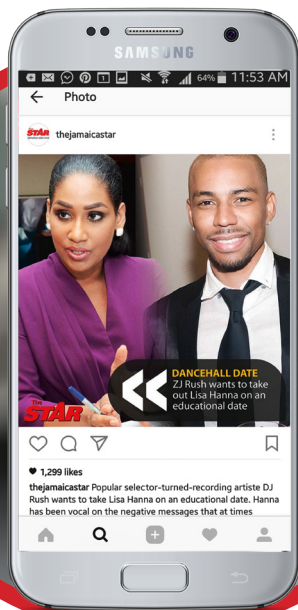
Mobile ads are small!
 It is best to have one message that is a call to action.



* The STAR app is only available on Android devices

SOCIAL MEDIA

Transform the way you do business! **ENGAGE** and **CONNECT** with our users in an organic way **OR** let us **MANAGE** your accounts for you.



ADVERTISE
on the largest
social media
network reach
in news media.



The Gleaner

The STAR
The People Paper



145,000+

@JamaicaGleaner

175,000+

@TheJamaicaStar



410,000+

@GleanerJamaica

320,000+

@JamaicaStar



210,000+

@JamaicaGleaner

125,000+

@JamaicaStar



DIGITAL SERVICES

Let us help you **BUILD**
the best online presence
and **CONTENT**

Design your online identity.

Create the most effective and visually
appealing ads for your campaign

Blow your audience away with **immersive
content**.



Allow our skilled team to **BUILD** your **ONLINE IDENTITY** and use our resources to host and maintain your site, develop your blog and optimize your searchability online.

TIP

Website Security

Benefit from our tested and secure servers when you choose to host with us.

SEO

A responsive, mobile friendly site automatically improves your search rankings on Google.

TIP

E-commerce

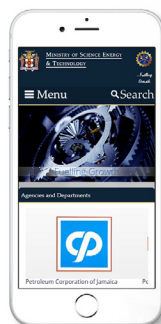
We can develop websites to sell your products.

**Email
Hosting**

**Search
Engine
Optimization
(SEO)**

**Web
Hosting**

**Web
Design**



AUGMENTED REALITY

We bring your print ads to life, **LITERALLY!**

THE BEST OF BOTH WORLDS - Let our team digitize print ads for you allowing users to interact with digital content ranging from videos to photos to exclusive campaigns.

SCAN this ad with
the **Layar App** to see what happens



Download the Layar App to
scan for content.



TIP

Your print ad can link to:

- Video
- Galleries
- Social Pages
- E-commerce Site

CONTACT

A Business Development Executive

The Gleaner Company (Media) Limited
7 North Street, Kingston CSO
Jamaica, West Indies

Telephone: (876) 932-6262 | 932-6297

Fax: (876) 922-3196

Email: golsales@gleanerjm.com



at **GOLSERVICES.COM**