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

**The Gleaner Global Web Traffic**

- **Visits**: 42,254,823
- **Users**: 15,037,834
- **Pageviews**: 86,802,301

*Live Chat At Golservices.com*
THE STAR GLOBAL WEB TRAFFIC

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

Visits 13,545,020
Users 4,471,723
Pageviews 46,731,986
WEB TRAFFIC IN JAMAICA

Number of persons that visited site in 2016

<table>
<thead>
<tr>
<th>Visits</th>
<th>43,761,963</th>
<th>12,274,976</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>15,433,849</td>
<td>4,113,140</td>
</tr>
<tr>
<td>Pageviews</td>
<td>92,130,846</td>
<td>45,462,495</td>
</tr>
</tbody>
</table>

Number of visits via device

<table>
<thead>
<tr>
<th>Device</th>
<th>Visits</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>24,007,011</td>
<td>7,813,337</td>
</tr>
<tr>
<td>Tablet</td>
<td>16,087,011</td>
<td>3,573,039</td>
</tr>
<tr>
<td>Desktop</td>
<td>3,667,941</td>
<td>888,600</td>
</tr>
</tbody>
</table>

Number of visits by city

<table>
<thead>
<tr>
<th>City</th>
<th>Visits</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kingston</td>
<td>17,156,197</td>
<td>3,661,721</td>
</tr>
<tr>
<td>Mandeville</td>
<td>14,800</td>
<td>2,125</td>
</tr>
<tr>
<td>Montego Bay</td>
<td>699,229</td>
<td>125,462</td>
</tr>
<tr>
<td>Portmore</td>
<td>673,511</td>
<td>160,855</td>
</tr>
</tbody>
</table>

Time Period: January 1 - December 31, 2016

KEY
- [ ] JAMAICA GLEANER
- [ ] THE STAR
WHAT WE DO

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.

Make sure your MESSAGE reaches your AUDIENCE.

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.

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

Premium
Home page of the website has the highest traffic
Section Pages
A section page is where all related articles for that section are featured.

Article Pages
An article page is where only a particular article is featured.
THE GLEANER AD SIZES

Ensure your ads are:
- Clean and crisp
- Uncluttered
- Simple and easy to read
- Specific in messaging

*All measurements in pixels

TIP

Best Seller
Wrap 200x800 (each box)
ADVERTISE with Jamaica’s number one tabloid focusing on ENTERTAINMENT, LIFESTYLE and SPORTS.

**Premium**
Home page of the website has the highest traffic

**News**
News page covers the latest in local news

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

**Event Guide**
Weekly guide to the events happening in Jamaica.

**Entertainment**
Features and photos of latest trends and events.

**Videos**
Showcases latest parties and industry events.
NATIVE ADVERTISING ADVERTORIALS

BLEND IN

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

STAND OUT

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

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

**Video Length and Format**
Ensure your videos are either 10, 15 or 30 seconds and are in MP4 or FLV formats.
50% of global online traffic is derived from mobile users. PLACE YOUR MOBILE ADS to complete a holistic online campaign.

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.
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**

- Instagram: 145,000+ @JamaicaGleaner
- Instagram: 175,000+ @TheJamaicaStar
- Facebook: 410,000+ @GleanerJamaica
- Facebook: 320,000+ @JamaicaStar
- Twitter: 210,000+ @JamaicaGleaner
- Twitter: 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.

P O Box 40, 7 North Street, Kingston CSO, Jamaica, W.I.
(876) 932-6262 | 932-6297
Fax: 922-3196
golsales@gleanerjm.com

golservices.com
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.

**Email Hosting**

**Search Engine Optimization (SEO)**

**Web Design**

**E-commerce**
We can develop websites to sell your products.

**Web Hosting**

**TIP**

**Website Security**
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**Email Hosting**

**Search Engine Optimization (SEO)**

**Web Design**

**E-commerce**
We can develop websites to sell your products.

**Web Hosting**
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

TIP

Your print ad can link to:
- Video
- Galleries
- Social Pages
- E-commerce Site

Download the Layar App to scan for content.
CONTACT

A Business Development Executive
The Gleaner Company (Media) Limited
7 North Street, Kingston CS0
Jamaica, West Indies

Telephone: (876) 932-6262 | 932-6297
Fax: (876) 922-3196
Email: golsales@gleanerjm.com