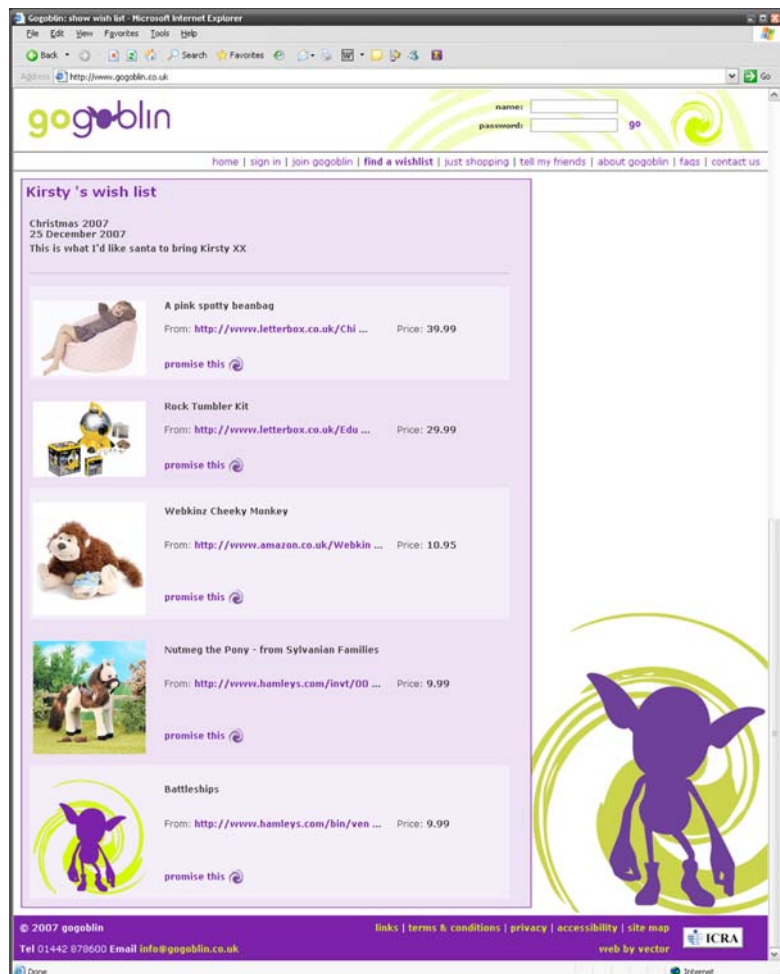


gogoblin

online wish lists for kids

First or near first in the rankings for **online wish lists**, **wish lists for children** and **wish lists for kids** in all the leading search engines including **Google**, **Yahoo**, **MSN Live**



Online
Media Information
2007

gogoblin.co.uk

To advertise email: jane@gogoblin.co.uk Tel: 01442 878600



www.gogoblin.co.uk is the only website of its kind in the UK. The purpose is to provide parents, relatives and friends with the best possible information about what our children would really like for their birthdays and for Christmas or other special occasions.

We do this in two ways:

- **Wish Lists**

The child (or parent) compiles an online wish list which is then sent by email to friends and relatives. Each item on the list may be accompanied by a web address, taking the potential giver direct to the online shop.

- **Ideal Gift Pages**

Gogoblin is a leading authority on what our children most want to play with. Gogoblin provides lists of ideal gifts for children of every age: there are individual lists of gift ideas for e.g. 8 year old girls, 12 year old boys, babies under 3 months and so on. Users will reach these pages either via search (including an aggressive PPC campaign) or through the wish list set up process during which children and their parents will be encouraged to browse the lists for ideas.

In the run up to Christmas 2006 £7.66 billion was spent online in the United Kingdom.

[gogoblin.co.uk](http://www.gogoblin.co.uk)

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Media Profile

Media interest has been very lively with reviews in:

The Times, July 2007

"...This site will save children's loved ones from making the terrible mistake of giving them stuff they do not want."

Webuser magazine, July 2007

Rating: ★★★★★

"...The free site aims to stop parents, grandparents and other gift-givers from wasting their money on unwanted presents..."

Travel and Leisure magazine, July 2007

"...It's really quick, easy and good fun to make and keep a birthday list or any other useful gift lists here...the site looks great and is very user friendly..."

Mother and Baby, September issue 2007

"...help your rellies find fresh inspiration by starting a wish list on gogoblin.co.uk."

An interview on Dublin Radio, July 2007

In the pipeline:

My Child - feature in Sept 2007

Mizz magazine – What's Hot!

Woman's Own – feature in Christmas 2007

Also numerous online webzines and blogs.

And presumably many others we don't know about!
We expect a very busy Christmas 2007 and our aim is to become the number one expert on what presents our children really want to receive.

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The Nitty Gritty

Natural Search Ranking (as of 15th August 2007)

Keyword/search engine	Google	Yahoo	MSN Live
Online wish lists	1	2	1
Wish lists for children	2,3 and 5	1	2
Wish lists for kids	3 and 4	1	1 and 4

Subscriber Profile

Parents and their children (aged 0 – 18)
From all over the UK.

Newsletter

Number of subscribers has **increased by 100%** each month from May – July 2007. Currently 2000 subscribers.

Website Visits

Visits to the site have **increased on average by 31%** per month since February 2007. Between 15th July and 15th August 2007 there were 2,564 visits.

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Advertising Opportunities

- **Homepage**
Rotating or solus banners – subject to approval.
- **Shopping Pages**
Users may search here for particular products.
Banners available.
- **Ideal Gift Pages**
Feature individual products or product groups. This includes an image, 50-75 words of copy and a link to your website. Solus skyscrapers positioned opposite product entries are also available.
- **Party Page**
A suppliers' directory for party products, party organisers and entertainers. Each entry includes a logo, contact details and link to your website.
- **Supplier's Directory**
Short description of your website, plus a link.
- **Newsletter Sponsorship**
Monthly newsletter. Place your banners or buttons on the gogoblin newsletter or provide content for the entire edition.

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Rate Card

- Banners on Homepage
£500pcm (solus) or £250 pcm (rotating)
- Banners on Shopping Pages
£200 pcm
- Skyscraper on Ideal Gift Pages
£250 pcm
- Entry on Ideal Gift Pages
£150 pcm (5 entries for £600). Any entry may be changed during the course of the year free of charge.
- Party Page
£100 per annum
- Supplier's Directory
£50 per annum
- Newsletter Sponsorship
Banner £250 per edition
Button £150 per edition
Full newsletter sponsorship: £500 per edition

All prices subject to management discretion
Minimum booking for web banners and skyscrapers is 3x months

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Technical Requirements

- Web Banners
Animated or Static (468 X 60 pixels)
- Skyscrapers
(120 x 600 pixels)
- Ideal Gift Page Entry
High resolution image of product with link
50 - 75 words of copy
Logo or button static (120 x 60 pixels)
- Party Page
Logo, contact details and link.
Short description of your site- up to 40 words
- Suppliers' Directory
Up to 20 words describing your website plus a link
- Newsletter
Banners (468 X 60 pixels), animated
Button (120 x 60 pixels), static

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