

The Internet Facts

- With over 19.2 million households (73% as of August 2010, courtesy of ONS, Office for National Statistics) having Internet access, an increase of 0.9 million on the previous year and an increase of 5 million since 2006, this is set to rise over the coming years. The internet is a powerful medium for promoting your business.
- In 2009, the Guardian Newspaper reported “The UK has become the first major economy where advertisers spend more on internet advertising than on television advertising, with a record £1.75bn online spend in the first six months of the year. The milestone marks a watershed for the embattled TV industry, the leading ad medium in the UK for almost half a century. It has taken the internet little more than a decade to become the biggest advertising sector in the UK.” This little known fact proves that companies need to be spending advertising monies in the right area, embracing the technology that will drive customers to your business.
- As of the end of 2009, 76% of businesses had a website (courtesy of ONS, Office for National Statistics). For those that do, promotion of the website and business through advertising on www.twyford.co.uk, www.reading.co.uk and/or www.wokingham.co.uk will drive customers to your website and business. How else will they find your business on the World Wide Web (www) ?. For those that do not have a website, advertising with us is your first step into internet advertising.

Why advertise on www.twyford.co.uk, www.wokingham.co.uk, www.reading.co.uk

- An instantly identifiable and easily memorable web address.
- By its name, it is instantly recognisable as related to and intended for use within its focus areas, Twyford, Reading or Wokingham.
- Online reference / testimonial facility for your clients to recommend your business services.
- A cost effective way to either start advertising on the internet or to promote your existing website.

Promotion and Advertising

- Every household will receive details of the website, through a marketing programme that includes a postal flyer. Continual development, promotion and advertising will ensure consumers and businesses are using the resource and therefore guaranteeing advertisers exposure within the local community.
- Local, relevant events will be attended and/or sponsored to promote the website resource.

“Let us promote your business”