# GTPORSCHE

THE PURELY PORSCHE MAGAZINE

## THE DIGITAL REVOLUTION

Since the launch of the Apple iPad on 3rd April 2010 and the forever growing introduction of other mobile and tablet devices, digital advertising has witnessed a significant and continued growth. Mobile and tablet technology has revolutionized consumer behavior and generated considerable interest among media owners as platforms for distributing content to an audience, as well as advertisers and marketers who are exploring how to take advantage of these as a commercial message channel.

With the launch of Apple's 'Newsstand' in late 2011 the face of digital publishing changed forever. A magazine folder (Newsstand) now comes pre-installed on all Apple mobile and tablet devices, waiting to be filled. Since the launch reading magazines on digital devices, primarily iPads, has become the norm rather than the exception for tablet owners.

The **GTPORSCHE** app is an enhanced digital edition of the printed magazine which allows for the inclusion of clickable hyperlinks, image galleries and integrated video making it more of an interactive reader experience.



Read all about it.
All in one place.



The **GTPORSCHE** digital edition is distributed globally on all the major platforms allowing for maximum exposure across not only a wide range of devices but the whole world!

Interactive links, image and video ads can trigger immediate responses from readers who are more likely to visit your website after seeing a digital ad. A recent study by GFK Media/MRI indicated that tablet and mobile advertising is extremely effective and readers are more likely to remember digital ads, as the rate of recall was higher in digital versions. By utilizing some or all of the advertising features available via the **GTPORSCHE** digital edition, you can easily generate more awareness for your brand.

## Linked Ads

Adding a hyperlink to your ad in the **GTPORSCHE** digital edition will open a URL of your choice when clicked from within the digital edition; this could be a direct link to your website or a link to an email address.

The image to the left shows an example of an ad which has made use of using multiple hyperlinks with 3 linking to the website and one linking an email address.
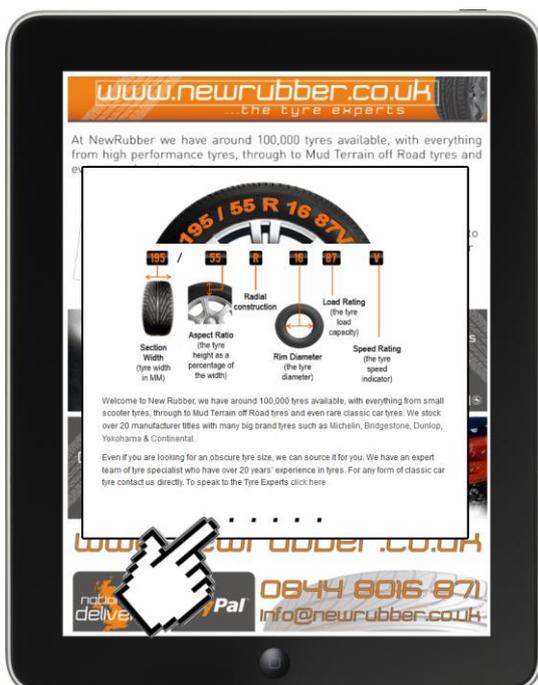
## Enhanced Ads

You can enhance your ad in the **GTPORSCHE** digital edition with the option of adding a popup gallery of up to 5 images. This combined with a hyperlink on the main ad provides an excellent opportunity for you to market and sell your products and services.

The image to the left shows an example of a pop up gallery. The reader clicks an image on the main ad to get the pop up feature and then is able to scroll through the other images. If the reader then double taps the image it would appear in full screen mode.

**Dimension**: width=727px height=727px
**Format:** Jpeg

## Splash Pages

Splash pages provide premium sponsorship and promotional opportunities. When the **GT**PORSCHE application is loading/opening, a splash page is displayed on the app's home screen for 3 to 5 seconds. Splash pages are full page ads, viewed by every reader of the app.

The image to the left shows an example of a splash screen.

**Dimension-Tablet**: width=768px height=1024px
**Dimension-Mobile**: width=320px height=480px
**Format:** Jpeg

NOTE: Please add 'Loading Please Wait' text to the bottom of the page.

## Banners

The **GT**PORSCHE digital edition has a promotion area which sits at the bottom of the app's home screen. The display area is large and this prominent area is viewed every time the user is on the home screen of the app. The banner has the option of including a hyperlink, which will open a URL of your choice when clicked from within the app home screen. You can choose the start and end date and it can be active within minutes. Banner views are monitored in real-time providing you with results you can actually see.

The image to the left shows an example of the banner placement on the home screen of the app.

**Dimension**: width=1460px height=200px
**Format:** Jpeg

## Video Ads

A survey from Mobclix found that compared with standard display ads, rich media video ads have click-through rates that are 11x higher. More readers are likely to engage with an ad that contains video. Videos within the **GT**PORSCHE digital edition can appear embedded within the page as well as be clicked to play in full screen mode.

The image to the left shows an example of an embedded video playing within the ad page. The reader clicks a button to play the video in the page and can then watch in full screen mode if they wish.

**Dimension**: width=640px height=320px
**File Size:** 5-10mb
**Format:** MP4

PLEASE NOTE: YouTube videos can also be linked to.

## In App Notification

Have a special deal, competition or event? The **GT**PORSCHE in app notification function is a great way of sending targeted messages to readers to notify them of your promotion. In app notifications are displayed the first time that a user opens the app after the message has been sent. They are 100% reliable and reach all users who open the app.

PLEASE NOTE: In app notifications can only be a maximum of 187 characters long.

## Mail Shots

HTML mail shots are another way of informing readers about your special deal, competition, event or any other information you'd like to promote. The **GT**PORSCHE opted-in database is a fantastic way of getting your message to targeted individuals with the option to run follow up campaigns to send further messages to either users who did or did not engage with your first message.

For further information on advertising opportunities within the **GT**PORSCHE **Digital Revolution** please contact Sarah Norwood on snorwood@unity-media.com or call 01732 748075.