

3 July 2002

Penguin and Associated New Media announce 6 month partnership bringing Penguin books directly to ANM users

Associated New Media (ANM), the digital publishing division of Associated Newspapers Ltd, today announces a five figure deal with Penguin, the book publishers, to promote their lead titles, raise the profile of www.penguin.co.uk and drive traffic to the site to increase online purchases.

The six-month partnership runs from May 2002 to October 2002 and includes branding on the Books and Entertainment channels of both femail.co.uk (www.femail.co.uk) and This is London (www.thisislondon.co.uk).

The activity on both sites will include a promotion, featuring an interview with a new author, which changes weekly and sits within the editorial slots on the home page of Books. In addition 'Penguin Picks', a branded top 10 of the best books, which is featured in the right hand navigation, will change every fortnight.

The listed titles will link through to exclusive first chapters and weekly slots promoting key titles via author interviews. From here, users will be able to buy the books at www.penguin.co.uk. The activity will also be supported by banners running across femail.co.uk and This is London.

Jill Kidson, Online Marketing Manager for www.penguin.co.uk comments: "The main objectives of www.penguin.co.uk are building relationships with readers and increasing brand awareness of both Penguin and individual authors. This promotion gives us exposure over two websites that are a great fit for Penguin titles and are visited by keen readers – people who have investigated and purchased books online.

"We're confident that this promotion will raise awareness of www.penguin.co.uk and encourage readers to visit our site and browse the vast range of rich author and book content that it contains."

Mark Milner, Commercial Director, Associated New Media comments: "We are very pleased to have done this deal with Penguin, a well-known brand with trusted, well-respected values. Their mix of authors which range from the classics to modern best-sellers are ideally suited to

both femail.co.uk and This is London. The nature of the deal ensures that their content is fully integrated within both sites and we believe will significantly benefit their brand.”

Additional information

Penguin is one of Britain's top brand names and is ranked as the 10th greatest Media Brand in the world [The World's Greatest Brands ed: Nicholas Kochan, Interbrand]. The Penguin brand went online in 1995 and penguin.co.uk was re-launched with a brand new look in October 2000, covering a wide range of books and authors, from Zadie Smith and Steven Pinker to Jamie Oliver and Nick Hornby.

Objectives

- The site is aimed at readers who want more from a website than just direct purchase.
- Our main aim is to enhance the Penguin site and function as a marketing site, extending brand loyalty, both to Penguin and to individual authors.
- Paramount to the Penguin site is interactivity – enabling our readers to get closer to Penguin authors and provide feedback, while we get to know our readers better.
- The re-launch in 2000 focused on building a site that was representative of the quality and diversity of our publishing and which took into account different reading audiences rather than simply delivering a catalogue listing.
- As a trusted brand we also needed to launch a safe, reliable and robust e-commerce service.

Strategy: features and services

[Penguin.co.uk](http://www.penguin.co.uk) has a fully searchable database of every Penguin author and title – a total of over 12,000 books, plus:

- Unique features, video interviews, biographies and author chats
- First chapters, first editions, first novels
- Give-aways, competitions, ecards and quizzes
- The Penguin Readers Group – an area of the site exclusively for readers groups and currently being re-launched <http://www.penguin.co.uk/readers>
- Author events, news, awards
- ebooks with devoted ebooks channel – ePenguin
- Secure e-commerce facility
- Job vacancies, advice for writers and company history
- Service areas for authors, booksellers and academics.
- Online press office, offering 24/7 service to journalists
<http://www.penguin.co.uk/pressoffice>

Site statistics

Site statistics show consistent growth in visitors to penguin.co.uk, with visitor figures since re-launch up by 90% and page impressions increased by 70%.