

Why do Digital Advertising on FFT?

1. To increase the visibility of your products & services.
2. To draw your target audience through to your website.
3. To generate qualified leads & meaningfully boost sales.



Leaderboard ads display on all pages on all devices

How Does It Work?

As at Jan 1st 2018 www.FFT.ie receives an average of 31,347 visits per month from those in Ireland's food, drinks & hospitality sector.

Visitors stay for an average of 2mins 35secs, viewing an average of 6.8 pages with at least two ads on each page. This equates to just shy of ¼ million impressions (or views) of the ads we run every month.

Our CTR (Click Through Rate - that's the frequency with which visitors click on ads to take them from our site through to that of the advertiser) is well above the industry average at 6.9% of the time.



MPU ads display on all devices

ROS (Run-Of-Site) Ads on FFT

Ads are supplied to FFT (or designed to your specification by us, in-house) in four formats:

Main leaderboard on desktop site: 728px wide by 90px high (landscape)

MPU (appears on all devices): 300px wide by 250px high (landscape)

Banner 1 (appears on tablets): 468px wide by 60px high (landscape)

Banner 2 (appears on mobiles): 320px wide by 50px high (landscape)



Leaderboard ad as it displays on a mobile telephone



Advertising with FFT is results-driven

We take time, during and after your campaign, to ensure you understand what it has achieved for your business. Clear and simple statistics help provide an easily understandable picture of the ROI (Return On Investment) achieved.