

**It's about the  
audience .. not  
the numbers!**



Trinity Mirror plc

A horizontal bar with a color gradient from purple to orange, located below the text 'Trinity Mirror plc'.

- 1: Structure**
- 2: Technology**
- 3: Analytics**

# 1: Structure

**Not editorial content.**

**Not advertising content.**

**Just GOOD content**

bebo

facebook

twitter

Have you got  
what it takes to be a

**3am**  
GOSSIP GONE TOXIC

girl?

Click here to apply



**OMG! Win a Samsung B3310 pink**



**Be a 3am girl with the Samsung B3310 pink**

The secret is out and the search is on. We're looking for the ultimate gossip queen to become a 3am girl!

Have you got what it takes? Could you get celebs to loosen their lips in the ladies? Can you keep your cool and not go Lady Ga Ga in the VIP section? Can you spill the beans and not your drink at Mahiki? If so, you could be a 3am girl for one incredible night and get to edit your own video diary of it all. Plus if you're one of our 20 chosen finalists you'll also win a fantastic new Samsung B3310 pink. With its secret qwerty keyboard you can quickly text and IM your

# Vote for David Walsh to be the next 3am guy!

Join



Wall Info Discussions

### Basic Info

Name:  
Category:  
Description:

Vote for David Walsh to be the next 3am guy!  
Organizations - Political Organizations  
David Walsh has entered a competition to become the next 3am girl for the Mirror, bizarre but true.

Those of you who know David will know this is the perfect job for him, those of you who don't, well I'm just gonna harass you until you vote! Plus he is a far better choice than most of the others who seem convinced that being "amazing in the sack" will make you a great "journalist"...go figure.

It'll take you 10 seconds, just follow the link and vote for candidate 3, David Walsh. Voting ends... (read more)  
Open: All content is public.

Privacy Type:

### Contact Info

Website:  
Office:

<http://www.mirror.co.uk/3amgirl/vote3/>  
My iPhone

### Recent News

News:

<http://www.mirror.co.uk/3amgirl/vote3/>

-----  
When I said you could vote as many times as you want I lied. Only once every 24 hours. But, hey vote once from every computer in the house and your iPhone everyday!

-----  
Thanks to all of you for joining, but remember it means nothing to join the group if you aren't going to keep the votes coming! So make sure you do...and tell all your friends.  
Thanks xxx

### Information

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Privacy Type:  
Open: All content is public.

### Admins

Create an Ad

### 1 minute response



With a Capital One Classic card get up to £1,500 credit limit and a choice of card design. Apply now and get a response in 1 minute.

Like

### 5 Flat-Stomach Foods



This weird site shows surprising (healthy) foods that help to burn stomach fat.

Like

### BYE BYE High Bills.



Get a FREE LG Cookie this Summer, exclusively FREE



## The Big Match

Win a personalised history of football. Mirrorfootball.co.uk in association with Vauxhall Commercial Vehicles have come together to bring you this top class prize.

**PLAY**



### MATCH THE YEAR 1949

#### Game Instructions

Correctly match below the production year of the van, football team and the competition they won to the year to the year shown to the left. Simply click and drag the small images in place to complete the year. You have to correctly match all six years. **Green** = correct, **Red** = incorrect



## 2: Technology

**Content attracts.. but  
technology engages**



Like duh, you need to log in. [Sign In](#) | [Register](#)

**3am**  
GOSSIP GONE TOXIC

with [www.mirrorcash4phones.com](http://www.mirrorcash4phones.com)

CLICK HERE TO TURN YOUR OLD PHONE INTO CASH!

Don't forget we'll be tweeting I.. [See all Bleats](#)  [3am Jukebox](#) [3am in a Flash](#) [Celebrity Finder A-Z](#) [GO](#)

[Home](#) [Ooh...](#) [Gasp!](#) [Grrr!](#) [Phwoar!](#) [TeeHee!](#) [Diary](#) [Specials](#)

[Jordan](#) | [Katie Price](#) | [Joe McElderry](#) | [Heather Mills](#) | [David Beckham](#) | [Kym Marsh](#) | [Brian Friedman](#) | [George Lamb](#) | [Myleene Klass](#) | [Charlie Brooks](#)

**Feature Video**  
**Natalie Imbruglia**  
**Want**  
Posted by: [3am](#) 1 hour ago

HELLO SYDNEY! HOLA MEXICO CITY! GUTEN TAG BERLIN! WOTCHA PECKHAM! Why hav...

[Care? Read on](#)

**3am Jukebox**  
**Play**

**What's Hot?**

**Ooh...**  
Find out who reacted best - and worst - to our aggressive ...  
[Care? Read on](#)

**Gasp!**  
Did Joe borrow Jordan's make-up artist last night?  
[Care? Read on](#)

**Grrr!**  
And the crowd went wild...  
[Care? Read on](#)

**Phwoar!**  
That's not Lohan on her back with spread legs?

**Don't Cha wish your girlfriend was hot like me?**  
Posted by: [3am](#) 2 hours ago

# Partnership with Rockaboxmedia.com



**OPINION** **change4life** **Join them** ▶

HOME NEWS SPORT CELEBS TV & ENTERTAINMENT LIFE & STYLE ADVICE OPINION FUN & GAMES VIDEO MOBILE

# BSB 2010

British Superbikes on Mirror.co.uk

IN ASSOCIATION WITH 

## Video exclusive: Behind the scenes at Brands Hatch

If you're a fan of bikes, two-wheeled action doesn't come any more exciting than the MCE Insurance British Superbike Championship. On Easter Monday the 2010 BSB season kicked off at the spiritual home of motorcycle racing, Brands Hatch, and the Mirror.co.uk cameras were there to give you an exclusive behind-the-scenes look at a BSB raceday with the MSS Colchester Kawasaki team.

Check out this video, in association with [Kawasaki UK](#), by clicking the image below:

**Kawasaki**


Bonus bike videos:

- ZX-10R
- 1400GTR
- Verysa
- Z1000

Remember, Kawasaki excitement doesn't stop trackside. Right now the Ninja ZX-6R and ZX-10R, plus loads of other bikes from the new 2010 Kawasaki range, are on 0% Typical APR or low

Find out about Finance **GO**

Book a test ride **GO**

Follow: on Twitter or Facebook  

Thanks to everyone at [Kawasaki](#) for inviting us into their team for the day. Follow them on [Facebook](#) and [Twitter](#).

The next round of the MCE Insurance British Superbike Championship takes place at Thruxton on 17/18 April. For more information, [click here](#).

If you can't get to Thruxton, you can follow all the action LIVE on [Eurosport 2](#).

SEARCH THE SITE

**BSB**  
BRITISH SUPERBIKES  
on Mirror.co.uk

## EPISODE 1

**PLAY**

RECENT POSTS

Haydon's inside line: Cadwell Park

Brogie's watch: Cadwell Park

Video exclusive: Behind the scenes at Brands Hatch

Competition: Win tickets to the 2010 MCE Insurance British Superbike Championship

Coming soon. BSB, the Movie

BSB Round 8 @ Brands Hatch - Highlights

Competition: Win a Swan Honda Fireblade worth over £12,000

Sykes makes it a double

# Partnership with Rockaboxmedia.com

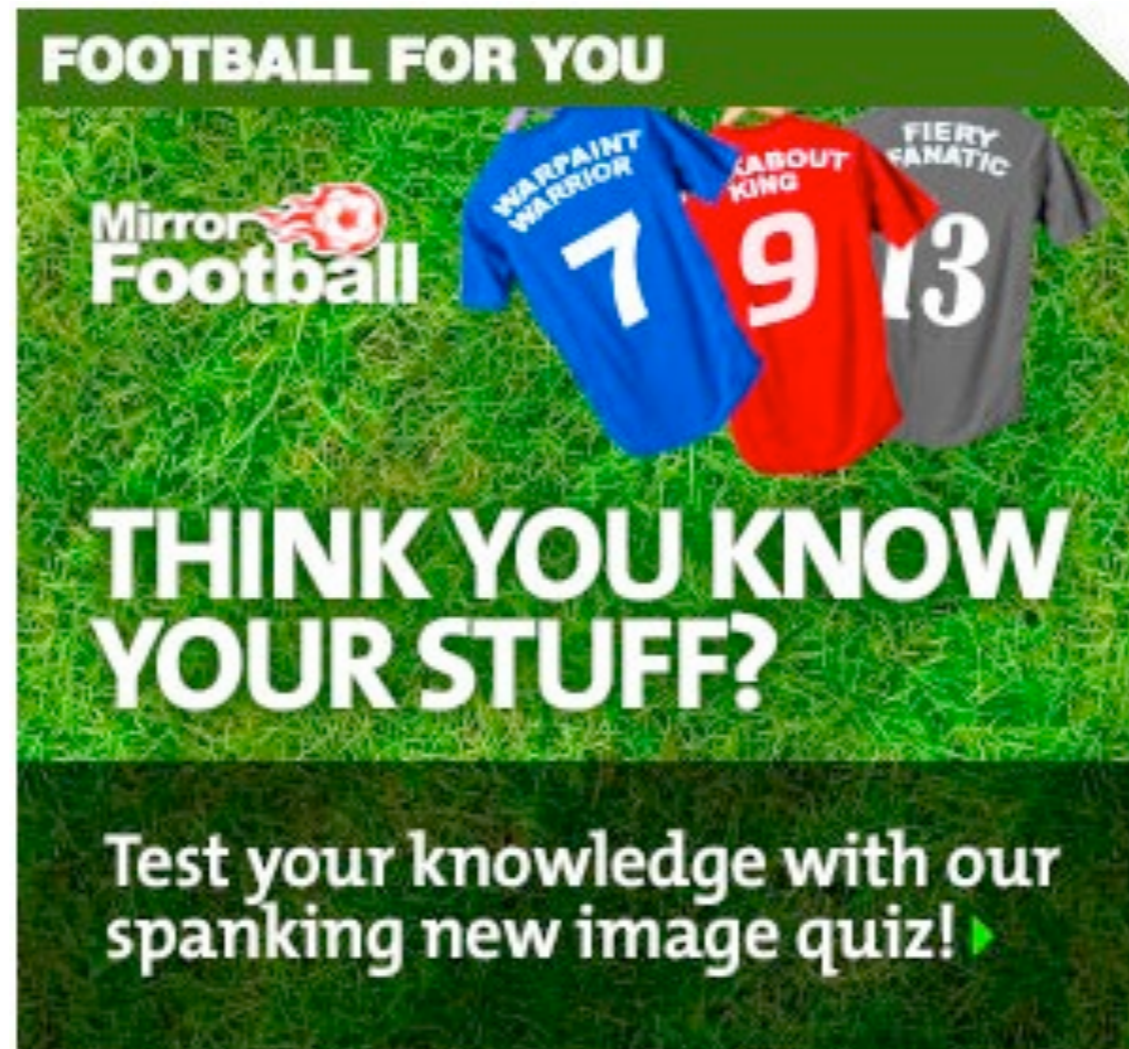


rockabox  
media

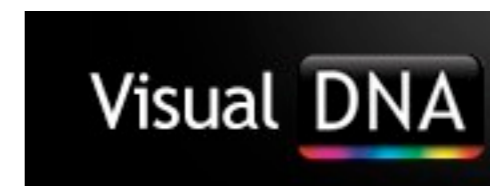
**40% interaction rates**  
**240% increased dwell time**  
**200% more links**

# 3: Analytics

**Not unique users  
.. but people, fans,  
even customers**



# Partnership with VisualDNA



Home

Audience Groups

Compare

All Mirror Users

Auto

Beauty

Charity & Eco

Clothing

Entertainment

Financial

Food & Drink

Health

Home & Garden

Lifestage

Nature

Technology

Travel

## Reach the audience you need, right now



*"Nothing gives you depth of audience like this. This is web advertising 3.0"*

Matt Kelly, Digital Content Director, Mirror Group

**670% click thru' rates**  
**400% CPM increase**  
**Editorial targeting**

## Natwest

Special analysis found 3 brand specific audience segments

- Brand Overview ▶
- Travel
- Entertainment
- Football

## Overview

Natwest users enjoy spending time with friends, either at the pub or chilling out in front of the TV. Relationships are also a high priority. This group like to holiday with friends or loved ones and show a preference for beach destinations. They have a strong interest in fashion and enjoy shopping for clothes or browsing magazines for the latest trends. Eating healthily and keeping fit is also important to them. This group has a slight bias towards a younger demographic.

% Reach  
**12.8%**



Behaviors:  
**6 3 1 , 9 3 1**

The Natwest user base divides into three natural segments, clustering around football, entertainment and travel.

- [Travel](#) 44%
- [Entertainment](#) 28%
- [Football](#) 28%

### Natwest Bank Users Demographic

			index
Age	Under 18	7%	87
	18-24	20%	118
	25-34	21%	100
	35-44	20%	95
	45-54	16%	94
	55+	16%	100
Gender	Female	60%	103
	Male	40%	95

### About Natwest Bank Users

#### Tag Cloud

home healthy tv relationships pub  
 magazines fashion news travel education  
 friends

#### Defining Images



# Thank you



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**@mk1969**



Sociedad  
Interamericana  
de Prensa

Trinity Mirror plc