

*I'm 22  
years old*

*I'm a  
student*

*I like to  
shop on-line*

**Are you  
looking  
for me?**

*I'm a  
female*

*My shopping list*

- Clothing ♥
- Beauty products ♥
- PC & Videogames
- Books & Magazines
- Electronics

**The Sims  
Resource**

MEDIAKIT 2015

# About us

The Sims Resource is the #1 website for The Sims™ Fans and Artists. With the help of our unique Tools we provide high quality Downloads to be used in the Game, such as Fashion for women and men, Make-up, Hairstyles, Home Decoration, Furniture, Cars and Houses to name a few examples.

**Monthly unique Users: 1.040k \***

Women: **905k** (87%)

**Monthly Pageviews: 88.2M \***

Pages per User: **25**

**Monthly Ad impressions: 472.5M \***

Average Ads per Page: **5**

## Available Ad formats:

- Flexible Leaderboard  
728x90/980x120/970x250  
970x90/970x66/930x180
- Flexible Rectangle  
300x250/300x600
- Rectangle 300x250
- Site skin
- Take-over Sponsorship
- Contact us for unique sizes

Our top placed Ad units can be booked in tandem to enhance the impact and visibility of a campaign, for example:

- 728x90 + 300x250
- 980x120 + 300x600

*\* Unique Users statistics comes from Google Analytics and Pageviews/Ad impressions comes from DART, all for January 2015.*

# Our Website

Our Website is at its core a huge database consisting of close to one million Custom Content files available for download, covering all The Sims™ games. We publish on average 50-100 new files and serve over 450.000 Downloads globally every day.

# Our Content

Almost all Custom Content we have available can only be found at our Website. The most popular Content types we have are:

- Fashion for women and men
- Hairstyles
- Furniture
- Home Decoration
- Make-up
- Houses
- Cars



# Our Artists

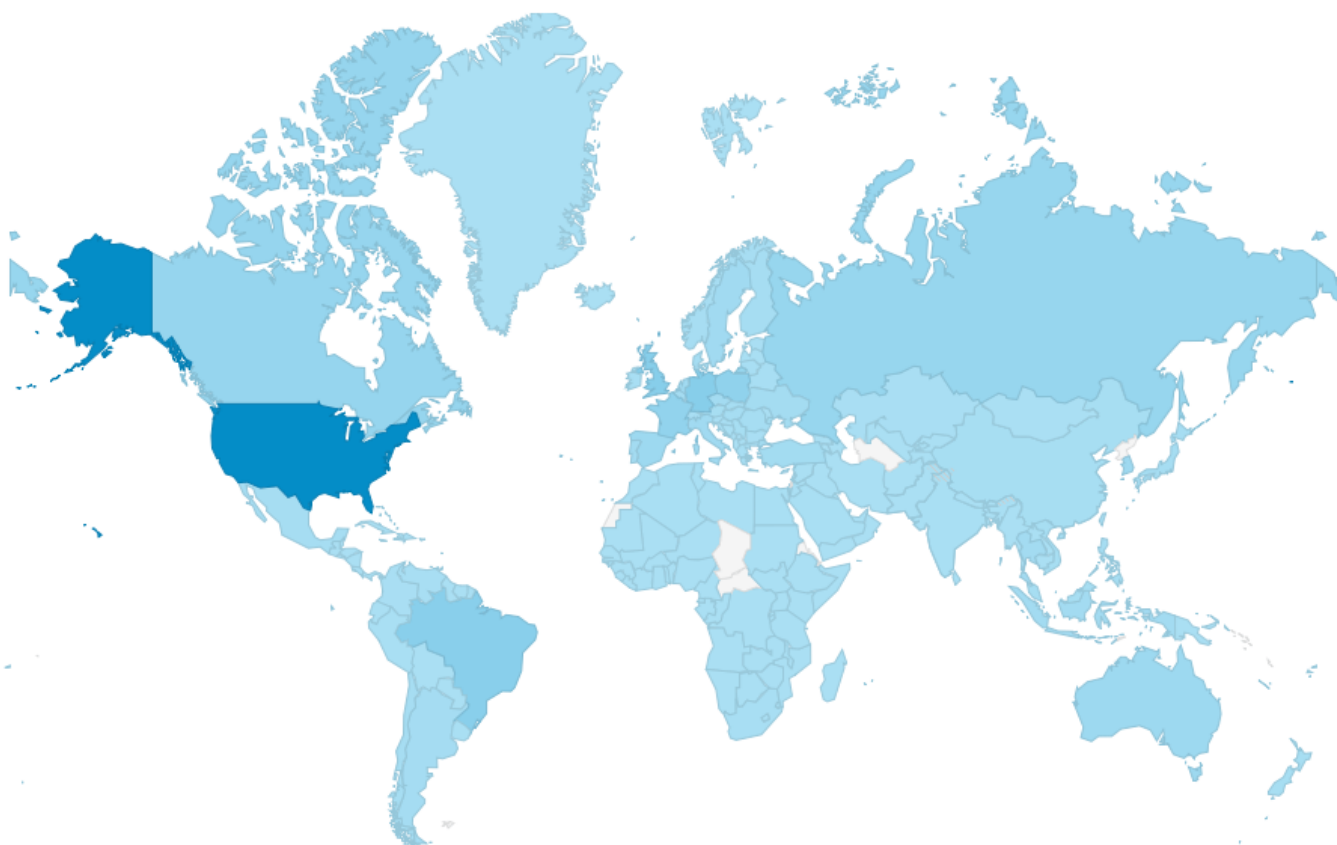
All Custom Content files are created by our vast community of several thousand Artists using our unique TSR Workshop Tool. New aspiring Artists join us every week from all around the World.

# Our Fans

Over 100.000 Fans of The Sims™ Games come to our Website every day to check out what has been released that given day and browse through previously released Content in our Database.



# User Geography



Top ten Countries in terms of Visitors\*:

1.	United States	<b>26,7%</b>
2.	United Kingdom	<b>6,4%</b>
3.	Germany	<b>6,1%</b>
4.	Poland	<b>5,6%</b>
5.	Brazil	<b>5,4%</b>
6.	France	<b>4,9%</b>
7.	Canada	<b>3,4%</b>
8.	Spain	<b>2,8%</b>
9.	South Korea	<b>2,7%</b>
10.	Australia	<b>2,2 %</b>

\* Data taken from Google Analytics in January 2015.

# Content Highlights

Showcased below are some examples of the type of Custom Content we provide for download.



Fashion



Make-up



Home Decoration



Hairstyle



Furniture

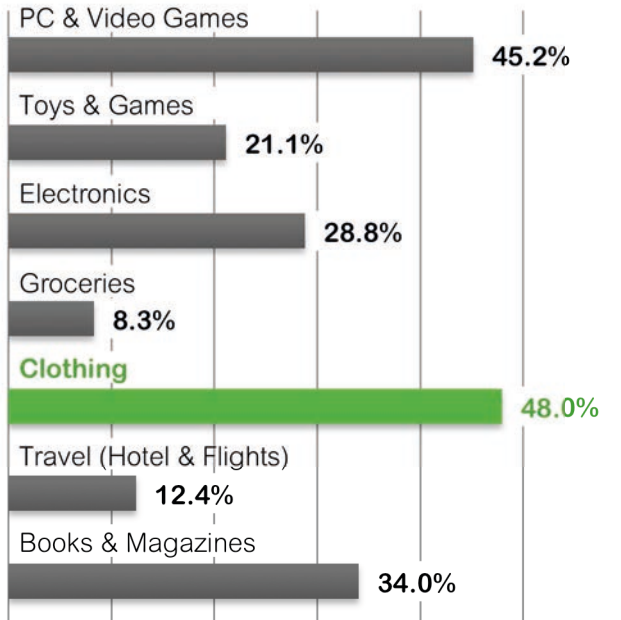


Houses

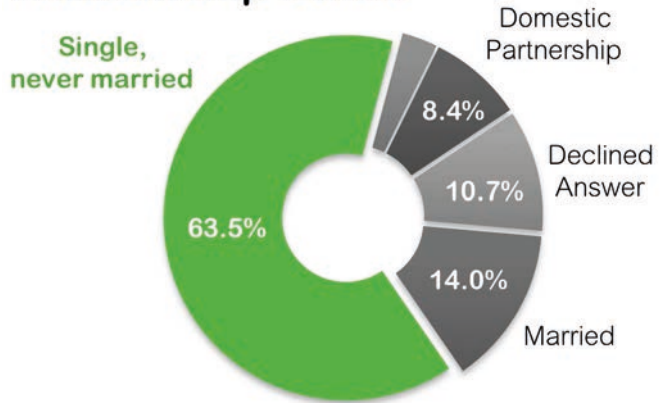
# User Information

The following data comes from a 2012/2013 member survey with over 10.000 participants.

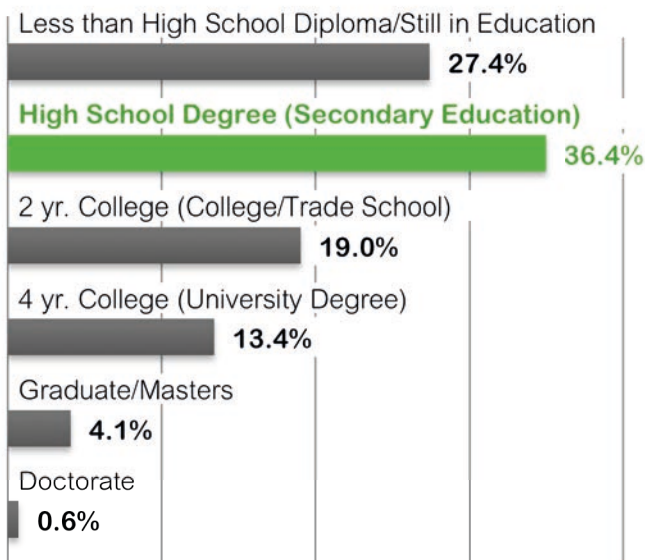
## Recent on-line purchases



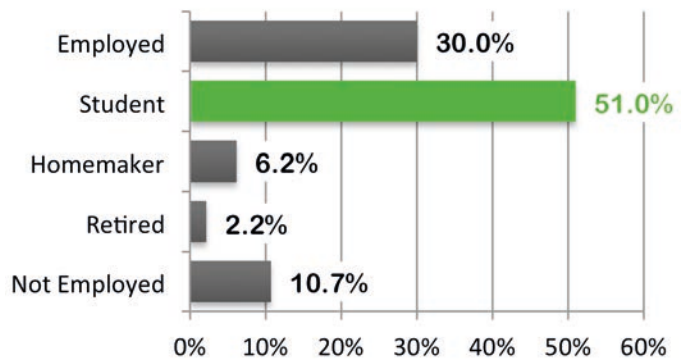
## Relationship status



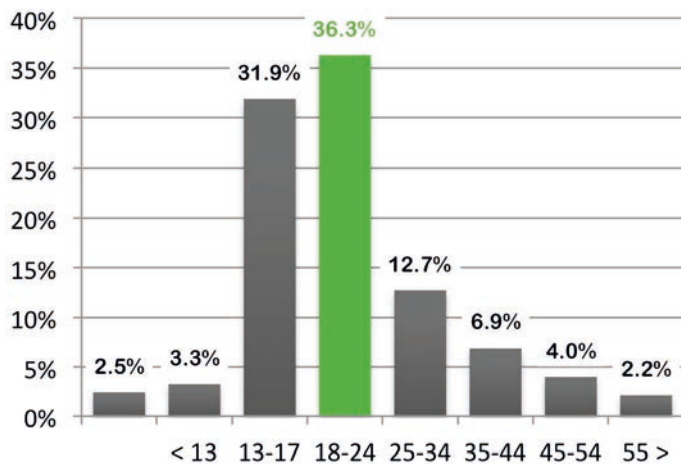
## Education level



## Employment status



## Age group



## Social Gaming

Playing social games?		Buying in-game content?	
<b>YES</b>	NO	YES	<b>NO</b>
<b>67.6 %</b>	32.4%	31.6%	<b>68.4%</b>

# Take-over Sponsorship/Site skin

Daily Pageviews: **2.9M** (DART)

The screenshot displays the Sims Resource website interface. At the top, there's a navigation bar with 'TSR' and various menu items like 'DOWNLOADS', 'ARTISTS', 'CREATE', 'COMMUNITY', 'CONTENT', 'HELP', 'LOG IN', and 'SUBMIT A CREATION'. Below this is a promotional banner for 'SIMCITY CITIES OF TOMORROW EXPANSION PACK' with the slogan 'YOUR CITY. YOUR FUTURE. YOUR WAY.' and a 'PRE ORDER' button. The main content area is titled 'Featured Creations' and includes a 'Choose Game' dropdown and a 'SEE ALL FEATURED CREATIONS' button. A 'VIP' membership promotion is also visible. The central focus is a featured creation by 'Ray Sims' titled 'TREMENDOUS', which is a large, modern house. Below the main image is a grid of smaller images showing various items from the creation, including clothing, furniture, and accessories. A '300x250 ATF Rectangle' ad unit is positioned to the right of the main image. At the bottom, there are two '728x90 or 980x120 ATF Leaderboard' ad units. The entire page is framed by a custom background image of a futuristic cityscape.

728x90 or 980x120 ATF  
Leaderboard

300x250 ATF Rectangle

Siteskin Background

A Take-over Sponsorship or Site skin is a great way to market a product to our audience. A custom background will be shown throughout the entire site for a full day (or several days). The Sponsorship also includes matching Ad Units throughout the site in our Premium ATF Spots:

- Flexible Leaderboard + Flexible Rectangle.

# Examples of sponsored pre-download Pages (34M monthly):

Flexible ATF Leaderboard

Flexible ATF Rectangle

Siteskin Background



## Harsher.\*

\*Even moisturizing body washes can strip essential nutrients. Dove® is gentler.

TEST YOUR BODY WASH

Thank you for Downloading!

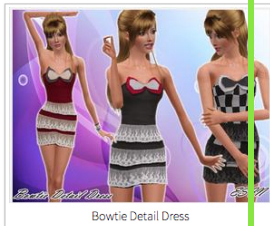
GO BACK TO THE BROWSE PAGE

GO BACK TO THE DETAILS PAGE

GO BACK TO THE FRONTPAGE

VIP Become a VIP Member and enjoy a fast, ad-free TSR + our Download Basket and Quick Download features - from \$2.99

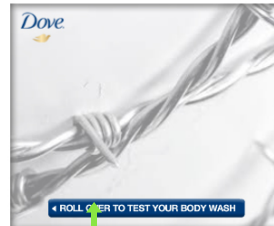
## Recommended Downloads



Bowtie Detail Dress



Trucks And Things



ROLL OVER TO TEST YOUR BODY WASH



## Dove®. This is care.

\*Even moisturizing body washes can strip essential nutrients. Dove® is gentler.

TEST YOUR BODY WASH

Flexible ATF Leaderboard

Flexible ATF Rectangle

Siteskin Background



# Homepage Standard Ad units

Monthly Pageviews: **1.43M** (DART)

The screenshot shows the homepage of The Sims Resource (TSR) with several key sections and ad units:

- Navigation Bar:** Includes links for DOWNLOADS, ARTISTS, CREATE, COMMUNITY, CONTENT, HELP, LOGIN, and a SUBMIT A CREATION button.
- Featured Creations:** A section for showcasing user-generated content, featuring a large "Broken Walls Window Set" by Cyclonesue.
- Our Archive:** A list of content categories such as Sims 3 Sets, Patterns, Objects, Clothing, Hair, Accessories, Makeup, Sims, Lots, Walls, Floors, Pets, and Terrain Paints.
- Artist Spotlight:** A profile for the artist Gosik, showing their creation and download statistics.
- Latest Updates:** A section for news and updates, including "TSR becomes FREE with a new site design!" and "Sims 4: Principles of Animation".
- Upcoming Featured Artist Creations:** A preview of future featured content.
- Footer:** Contains site information, social media links, and a statistics table.

MONTHLY USERS	UPLOADED CREATIONS	MONTHLY VISITS	ACTIVE ARTISTS
123,273	853,722	1,662,627	8,976

Flexible ATF Leaderboard

300x250 ATF Top Rectangle

Flexible MID Leaderboard

# Download Browse Ad units

Monthly Pageviews: **31.2M** (DART)

The screenshot displays the website's layout with several ad units highlighted by green arrows and labels:

- Flexible ATF Leaderboard:** Located at the top of the page, featuring a TRCSemmel logo and a promotional banner for 'GET THE LOOK WITH'.
- Flexible ATF Rectangle:** A rectangular ad unit located in the first row of the main content area, featuring a 'VIP' membership promotion.
- 300x250 BTF Rectangle:** A rectangular ad unit located in the second row of the main content area, featuring a 'SendGrid' logo and a 'Poor IP Reputation?' message.
- 300x250 BTF Rectangle:** A rectangular ad unit located in the third row of the main content area, featuring a 'SendGrid' logo and a 'SendGrid is the leader in EMAIL delivery' message.
- 300x250 BTF Rectangle:** A rectangular ad unit located in the fourth row of the main content area, featuring a 'LET'S DO THIS' message and a 'HOVER FOR MORE' button.
- Flexible BTF Leaderboard:** A horizontal ad unit located at the bottom of the main content area, featuring a 'SendGrid' logo and a 'Poor IP Reputation?' message.

The main content area displays a grid of featured creations and downloads for Sims 3, including items like 'Lady Fox earrings', '360° Designer set', 'Broken Walls Window Set', 'TLEK - Season-Spanning Card / Jean', 'Oubliette Modern Beach Home', 'Sophisticated Lady Dress', 'Living Set', 'Groveview Village', 'Lipstick 'Cobaltomb'', 'Fantasy', 'Lushan Modern Bedroom', 'Beach Bound - Modern Home', 'LET'S DO THIS', 'SLYDRA Fruit 182', 'Ladybug Childs earrings', 'Queen Of The Desert', and 'Autumn Jacket for Girls'.

The footer contains site information, including the date 'TSR started August 2008', social media links, and statistics: 150,169 downloads, 853,722 file downloads, 1,662,627 items created, and 8,976 active users. It also includes a privacy policy and copyright notice for 2015.

# Download Details Ad units

Monthly Pageviews: **21.4M** (DART)

The screenshot shows a webpage for a 'Designer set' on The Sims Resource. At the top, there is a navigation bar with links like 'DOWNLOADS', 'ARTISTS', 'CREATE', 'COMMUNITY', 'CONTENT', 'HELP', and 'LOGIN'. Below the navigation is a red promotional banner for Tesco: 'When you spend £40 or more online or in-store at Tesco'. The main content area features a video player showing a person, with a 'Download' button below it. To the left of the video are four images of a female character wearing different outfits. Below the video is a description of the set, including 'Created for: The Sims 3', 'This is a Set with 3 Creations', and 'Items in this Set: Top in 3 recolors, Recolorable, Launcher Thumbnail...'. There are also buttons for 'Need Installation Help?' and 'Report this Download: Broken, inappropriate or copyrighted?'. Below the main content is a 'SendGrid' banner: 'SendGrid is the leader in EMAIL delivery and CLOUD Based infrastructure'. Underneath is a 'Also from this Category' section with several thumbnail images of other sets. To the right of this is a comment section with the title 'Add a Comment' and a list of four comments. The footer contains site information, including 'TSR started August 1999 as the very first The Sims Family Website', social media links, and a table of statistics: MONTHLY VISORS (123,281), UPLOADED CREATIONS (853,722), MONTHLY VISITS (1,662,627), and ACTIVE ARTISTS (8,976). There is also a 'GLAM' logo.

Flexible ATF Leaderboard

Flexible ATF Rectangle

Flexible MID Leaderboard

300x250 BTF Rectangle