



WEEK - LONG UK MEDIA PROMOTION



iNews



iweekend

Media Promotion Coverage



Win a dream family holiday to Orlando - see P16 T&Cs APPLY

80p

WINTER OLYMPICS
Super Saturday
Brits race for more medals **P5, 86 & 87**

IN TRAVEL
Animal adventures
P57
+ Amsterdam
+ Days Out

iWeekend

Number 2257

SATURDAY & SUNDAY
17 - 18 FEBRUARY 2018

EXCLUSIVE
How Bowie

Times

IN NEWSPAPER
GENERIC FRONT PAGE COVERAGE

Media Promotion Coverage

The screenshot shows the iNews website home page. At the top, the logo 'i News The Essential Daily Briefing' is on the left, and social media icons for Facebook, Twitter, and Instagram are on the right. A red navigation bar contains the categories 'News', 'Opinion', 'Lifestyle', 'Culture', and 'Sport', along with a 'Search' field. The main content area features a large 'iweekend' promotion for Universal Orlando Resort, with the headline 'WIN A DREAM HOLIDAY TO UNIVERSAL ORLANDO RESORT TODAY'. Below the headline is a row of four Polaroid-style photos showing various resort activities. A red button labeled 'Enter here' is positioned below the photos. A small disclaimer at the bottom of the promotion reads '2018 Universal Studios. All rights reserved. T&Cs apply.' Below the promotion, the 'Technology' section is highlighted. It contains three article teasers: 1. 'The iPhone made more money at the end of 2017 than its rivals combined' with a photo of Steve Jobs and a 'Technology Yesterday' tag. 2. 'I'm a teacher and I can see technology is making our kids less clever' with a photo of a child using a smartphone and an 'Education Yesterday' tag. 3. 'Uber will now report serious incidents directly to the...' with a photo of a car at night. To the right of the 'Technology' section is a smaller version of the 'iweekend' promotion, including a 'Sign up today' button for a newsletter.

Media Promotion Coverage

The screenshot shows the iNews website interface. At the top left is the logo 'i News The Essential Daily Briefing'. To the right are social media icons for Facebook, Twitter, and Instagram. Below this is a red navigation bar with links for 'News', 'Opinion', 'Lifestyle', 'Culture', and 'Sport', and a search bar on the right.

The main content area features a large promotional banner for 'iweekend' with the text 'WIN A DREAM HOLIDAY TO UNIVERSAL ORLANDO RESORT TODAY'. It includes four Polaroid-style images of vacation scenes, the text 'See iweekend today for codeword', and a red 'Enter here' button. A small disclaimer at the bottom left of the banner reads '©2018 Universal Studios. All rights reserved. T&Cs apply.'

Below the banner is a section titled 'Winter Olympics' with four news cards:

- Lizzy Yarnold wins historic gold for Team GB in the skeleton** (Olympics)
- Teenager Izzy Atkin wins Team GB's first ever skiing medal** (Olympics)
- Parsons Claims Team GB's first Winter Olympics medal** (Olympics)
- Too sick to ski? How Winter Olympians eat to stay in competition shape** (Sport)

At the bottom is a section titled 'Latest News' with four image-based news items:

- A portrait of a man in a suit.
- A satellite map of the United Kingdom.
- A train on tracks.
- Two people standing near a fence.

Media Promotion Coverage

i News The Essential Daily Briefing

News, Opinion, Lifestyle, Culture, Sport

Search

Teaming Rainie Carrington Pack of B.C. **View this**

The Essential Five

- 1 Strong earthquake shakes Britain from Cornwall to Blackpool
- 2 Russian operatives 'hide identities' in the US, prosecutor says
- 3 Matt Le Blanc claims Top Gear doesn't insult other cultures
- 4 Bob Ighite: From Premier League target man to working for the NHS
- 5 Price of first and second class stamp set to increase

UKIP leader Henry Bolton sacked after Meghan Markle 'racism' scandal

Lizzy Yarnold wins historic gold for Team GB on Super Saturday

Oxfam CEO: 'What did we do? We murdered babies in their cots?'

Weekend WIN
A DREAM HOLIDAY TO UNFORGETTABLE DISCOVERY!
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Matrix The Day At A Glance

i News The Essential Daily Briefing

News, Opinion, Lifestyle, Culture, Sport

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Lizzy Yarnold wins historic gold for Team GB on Super Saturday

Ultra-processed foods and cancer: how worried should we be?

Oxfam CEO: 'What did we do? We murdered babies in their cots?'

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Matrix The Day At A Glance