



**GHOSTBUSTERS: AFTERLIFE**  
**UK & IRELAND MEDIA PROMOTION**

# GHOSTBUSTERS: AFTERLIFE UK & IRELAND MEDIA PROMOTION

## CAMPAIGN DELIVERY & PERFORMANCE

- **TOTAL PRINT SUPPORT: 7 ACTIVATIONS**
- **UK NEWSPAPER: 3 DAYS IN-PAPER**
- **IRELAND NEWSPAPER: 4 DAYS IN-PAPER**
  
- **PROMOTION OFFER SITE IMPRESSIONS: 114,248**  
(VerticalResponse audited)
- **PREMIUM REDEMPTIONS (to date): 13,821**  
(PayPal verified)



# Reach

DAILY EXPRESS

## Simply the zest of mince pies!

**SUPERMARKET** makes you have to let the recipe get into consumer experts for the second year running.

A panel of 66 'taste' experts judge named their pick of the dozen 'pick' products after blind-tasting more than 400 'best' brands.

Luxury All Butter Mince Pie, costing £1.99, was among the consumer group's top three and named their favourite. It had a 9.1 rating, the second year running.

Other products that were named in the top five include: Tesco's 'Simply' brand mince pie, which was named second year running; and the 'Simply' brand mince pie, which was named third year running.

The 'Simply' brand mince pie was named third year running, and the 'Simply' brand mince pie was named fourth year running.

The 'Simply' brand mince pie was named fifth year running, and the 'Simply' brand mince pie was named sixth year running.



**MR HAPPY BOOK**  
**FREE WHSmith**

**MR. HAPPY**  
Book of Happiness

**FREE MR MEN BOOK: MR HAPPY**

**ES GIRL BOOKS & SKETCHBOOK**

## Hope birdsong may lead to a stammer cure

**By Mark Whitham**

Scientists at a major research center have identified a group of birds that may lead to a stammer cure. The birds are called 'song sparrows' and they sing in a way that is similar to the way that stammerers speak.

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## One can't help feeling we're always being watched...

**By David Miller**

A couple close to Charles and Camilla are convinced that they are being watched. The couple are convinced that they are being watched. They are convinced that they are being watched.

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**GHASTBUSTERS AFTERLIFE** EXCLUSIVELY AT CINEMAS NOW!

# FREE GIFTS

**T**o celebrate the release of *Ghostbusters: Afterlife*, exclusively at cinemas now, we have teamed up with Sony Pictures to bring you a fantastic special offer. Get your hands on an exclusive **Portable Powerbank Charger** and ensure that your gadgets are always charged and ready for action. You can also claim a set of retro inspired *Ghostbusters* gifts including an **Ecto-1 Plate Keyring** and **T-Shirt** featuring the iconic 'No Ghost' logo. Plus! 20 lucky readers will also win a copy of **The Official Companion Book, Ghostbusters: Afterlife: The Art and Making of the Movie** from Titan Books.

Just director Jason Reitman and producer Ivan Reitman, comes the next chapter in the original *Ghostbusters* universe. In *Ghostbusters: Afterlife*, when a single mom and her two kids arrive in a small town, they begin to discover their connection to the original *Ghostbusters* and the secret legacy their grandfather left behind. To claim your gift visit [www.ghostbusters.com/afterlife](http://www.ghostbusters.com/afterlife). Terms apply, see offer site for full details.

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### QUESTION What is the largest most palatial?

The city, the history, the architecture, the people, the culture, the spirit of the city. It is the city that has shaped the world as we know it. It is the city that has inspired the world as we know it. It is the city that has shaped the world as we know it.

## The king of all the palaces

**ANSWERS TO DEPENDENTS**

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### ANSWERS TO DEPENDENTS

### QUESTION

## Simulators that took off

**QUESTION** What are the differences between a simulator and a flight simulator?

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### QUESTION

## Pits at the top of the planet

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### ANSWERS TO DEPENDENTS

### QUESTION

## So not just a pretty face

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**EXCLUSIVE GIFTS FOR EVERY READER!**

**GH** **ST** **B** **U** **S** **T** **E** **R** **A** **F** **T** **E** **R** **L** **I** **F** **E**

**EXCLUSIVELY AT CINEMAS NOVEMBER 18**

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