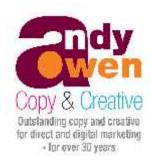


Hearst - PPC Ad Copy for Testing DECEMBER 2016

GOOD HOUSEKEEPING

Headline 1: Headline 2:	Good Housekeeping- Great Offer Only £26 for the whole year!	30 28	30 30
,	The finest home advice, food ideas and every month, FREE delivery	79	80
URL:	http://www.hearstmagazines.co.uk		
COUNTRY L	IVING		
Headline 1: Headline 2:	Country Living - 48% Saving Only £26 for the whole year!	27 28	30 30
,	Inspirational home and garden ideas for l home, with FREE delivery	79	80
URL:	http://www.hearstmagazines.co.uk		
MEN'S HEAD	LTH		
Headline 1: Headline 2:	Men's Health - Now 75% OFF! Huge discount for 2 weeks only	27 30	30 30
Description: and happier f	Great advice on how to feel better, healthier or 2017. FREE delivery	80	80
URL:	http://www.hearstmagazines.co.uk		
RED			
Headline 1: Headline 2:	Red - Incredible Saving of 76 % Only available for 48 hours!	30 28	30 30
Description: the latest fash	For today's confident woman, with ion, beauty and lifestyle tips	79	80
URL:	http://www.hearstmagazines.co.uk		

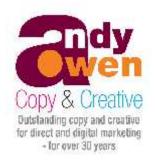


Hearst - Facebook Ad Copy for Testing DECEMBER 2016

GOOD HOUSEKEEPING

	uary Sale Madness! zy sale offer. 5 issues of Good	21	25
	r only £5. 76% OFF. For 2 weeks only	86	90
Link Description:	www.hearstmagazines.co.uk		
COUNTRY LIVIN	NG		
	nsational sales offer! 6 OFF Country Living with 5 issues	24	25
	delay - offer closes in 2 weeks	88	90
Link Description:	www.hearstmagazines.co.uk		
MEN'S HEALTH			
	stastic Jan Sale Offer	25	25
Text: Astonishing offer. 5 issues of Men's Health for only £5. 75% OFF. Hurry, closes in 2 weeks Link Description: www.hearstmagazines.co.uk		90	90
RED			
	st Sales Offer -EVER! 5 issues of RED for only £5. That's 76%	23	25
	offer closes in 2 weeks	86	90

Link Description: www.hearstmagazines.co.uk



Hearst - PPC & Facebook Ad Copy for Testing DECEMBER 2016

GENERIC - PPC

Headline 1: Headline 2	Subscriptions - Up to 78% OFF! Only available for 48 hours	30 27	30 30
Description: Next 2 days o	Crazy January Sales deals on ALL magazines. nly. 5 issues - only £5	79	80
URL:	http://www.hearstmagazines.co.uk		
GENERIC - F	ACEBOOK		
Headline 1:	Up to 78% OFF-2 Days Only	25	25
Headline 1: Text:		25 88	25 90