

ADVERTISING IN SMETODAY

MEDIA INFORMATION

SMEToday is a digital UK business magazine providing an information source for SME business. The publication is produced in association with 'The Great British Expos' group.

Aimed at those who own, run or assist in the running of small and medium-sized businesses within the UK, the SMEToday website, email newsletters and social media outlets, provide a valuable tool to SMEs and their leaders to aid them in the day to day running of business, provision of best advice and to promote growth and success in their chosen activities.



MARKETING OPPORTUNITIES

SMETODAY WEBSITE ADVERTISING

Home Page Advertisements Rates:

	Top of page (Banner A)	Body of page (Banner B)	Bottom of page (Banner C)	Sidebar (Tile D)
Sizes	702px X 115px	702px X 115px	702px X 115px	325px X 165px
1 – 4 weeks	£360/week	£320/week	£285/week	£220/week
5 – 8 weeks	£324/week	£288/week	£256/week	£198/week
9 – 12 weeks	£306/week	£277/week	£246/week	£197/week

Category Pages Advertisements Rates:

	Solus Top of Page (Banner E)	Shared Top of Page (Banner F)	Sidebar (Tile G)
Sizes	1078px X 115px	535px X 115px	325px X 165px
1 – 4 weeks	£520/week	£300/week	£160/week
5 – 8 weeks	£470/week	£270/week	£140/week
9 – 12 weeks	£440/week	£255/week	£120/week

Home Page Positions & Sizes

TRENDING Visa vs. Amazon - what does it mean for small business?

SME Today About Advertise Events Calendar Business Wall Subscribe Contact 0843 289 4634

HOME | IN PROFILE | FINANCE | LEGAL | TECHNOLOGY | EVENTS | FEATURES | WELLBEING | MARKETING | HR & RECRUITMENT

FEATURES Rebalancing the supply chain post pandemic. **NEWS** Visa vs. Amazon - what does it mean for small business?

A - LEAD BANNER 702px X 115px

LATEST NEWS

THE NEWSLETTER Sign Up

EVENTS CALENDAR

MARKETING

FINANCE

B - BANNER 702px X 115px

SPONSORED CONTENT

D - TILE 325px X 165px

HEALTH & SAFETY

D - TILE 325px X 165px

ENVIRONMENT

EVENTS

COMMUNITY

FINANCE

NEWS

FEATURES

C - BANNER 702px X 115px

FINANCE

NEWS

FEATURES

C - BANNER 702px X 115px

FEATURES

EDUCATION AND TRAINING

SEARCH

Category Page Positions & Sizes

TRENDING Why National Sickle Day is an opportunity for businesses to step u...

SME Today About Advertise Events Calendar Business Wall Subscribe Contact 0843 289 4634

HOME | IN PROFILE | FINANCE | LEGAL | TECHNOLOGY | EVENTS | FEATURES | WELLBEING | MARKETING | HR & RECRUITMENT

F - BANNER, CATEGORY PAGE 535px X 115px

F - BANNER, CATEGORY PAGE 535px X 115px

BROWSING: FINANCE

THE NEWSLETTER Sign Up

E - SOLUS BANNER, CATEGORY PAGE 1078px x 115px

BROWSING: FINANCE

THE NEWSLETTER Sign Up

EVENTS CALENDAR

MARKETING

FINANCE

D - TILE 325px X 165px

ENVIRONMENT

EVENTS

COMMUNITY

FINANCE

NEWS

FEATURES

G - TILE 325px X 165px

HEALTH & SAFETY

G - TILE 325px X 165px

SEARCH

Sponsored Content

Featured article and top of page banner on relevant category page:

Visible on Home page for guaranteed two-week period £880. *

**Banner advertisement run on relevant category page for two weeks, size 535px X 115px*

**Article length maximum on 1200 words*

Business Wall

Per Business, per business category*: **£12/month.**

**Multiple category discount available, please talk to your advertising contact*

SMETODAY NEWSLETTER ADVERTISING

Newsletter Advertising Rates

Average distribution to over 110,000 named individuals in companies and organisations using services and products supplied by SME's throughout the UK.

	Top of Page	Body of Page
Sizes	600px X 140px	600px X 140px
1 – 4 issues	£860/ issue	£720/ issue
5 – 8 issues	£774/ issue	£648/ issue
9 – 12 issues	£731/ issue	£612/ issue

Circulation Breakdown of Newsletters

Our newsletters are sent to Director / Board Level, Management or Officer / Controller level contacts in the Industry sectors listed:

Industry Sectors

I.T. & Telecoms Industry
Marketing Industry
Government
Health Sector
Manufacturing Industries
Finance / Banking
Education Sector
Building & Construction
Motor Services
Office Services
Professional Services
Engineering
Retail Sector
Wholesale & Distribution
Leisure
Services
Chemical Processing
Transport
Publishing & Media
Mineral/Fuel/Metal
Public Services
Charities
Agriculture
Miscellaneous

Job Functions

Senior Manager
Health & Safety
Facilities Management
E-Commerce
Call Centre
Customer Services
Financial
Marketing
Computing
Sales
Purchasing
Telecoms
Personnel & HR

Pre-Paid and Discounted Rates

Prepaid rates only apply when payment is made in advance of the ad appearing or a series of ads starting. **10% discount for prepayment.**

Sponsorship Opportunities

SMEToday business magazine is also able to provide a range of sponsorship, paid-content and event participation opportunities to target your audience.

- Sponsored features
- Expert articles/content
- Featured business/people

| CONTACT US

If you would like any more information, would like to submit an article or advertisement please call us on 0843 289 4634, email us at editorial@smetoday.co.uk or write to us using the address details below.

Greg Robinson:

Email: greg@proteaninbound.com / editorial@smetoday.co.uk
Tel: 07971 617936

Allison Dodd

Email: allison@smetoday.co.uk

Alec Hall Jones:

Email: alec@smetoday.co.uk
Tel: 0843 289 4634

Postal address:

23 Upper Brook Street,
Rugeley,
Staffs WS15 2DP
