

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	£310/week	£200/week	£128/week
5 – 8 weeks	£290/week	£180/week	£112/week
9 – 12 weeks	£260/week	£150/week	£96/week

Home Page Positions & Sizes

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

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

FEATURES
Rebalancing the supply chain post pandemic.

NEWS
New SME Information Commissioner begins term
2022
Should you fire your Employee? Let's Make Christmas Merry

A - LEAD BANNER
702px X 115px

The Newsletter
Join our mailing list to receive the latest news and updates from SME Today. Read our Latest Newsletter.
Sign Up

LATEST NEWS

REBALANCING THE SUPPLY CHAIN POST PANDEMIC
January 10, 2022
Rebalancing the supply chain post pandemic. The past two years have been turbulent for online retailers. From surging demand to supply chain disruption and now soaring prices, fulfillment models remain...

MARKETING EXPERT DENISE O'LEARY IS AWARDED AN MBE IN THE NEW YEAR'S HONOURS LIST
January 4, 2022

MARKETING
January 4, 2022
Marketing expert Denise O'Leary is awarded an MBE in the New Year's Honours List

FINANCE
January 10, 2022
MTD compliance comes into focus for smaller business in 2022

FINANCE
January 4, 2022
How to launch an online business in 2022

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January 4, 2022
Visa vs. Amazon - what does it mean for small business?

HEALTH & SAFETY
December 23, 2021
Preparing for Omicron: what can employers do to make workplaces safe?

HEALTH & SAFETY
December 14, 2021
Managing Business Vaccine Mandates - Is It Time?

D - TILE
325px X 165px

HEALTH & SAFETY
December 23, 2021
Preparing for Omicron: what can employers do to make workplaces safe?

HEALTH & SAFETY
December 14, 2021
Managing Business Vaccine Mandates - Is It Time?

ENVIRONMENT
December 24, 2021
Climate, carbon and COP26: What about small and medium businesses?

ENVIRONMENT
July 7, 2021
GoDaddy teams up with Olympic champion, trainee hills, to empower UK micro-businesses and fellow athletes to become more sustainable

EVENTS
December 22, 2021
Call for applications for the 2022 EO Global Student Entrepreneur Awards

EVENTS
December 9, 2021
The North West Expo Manchester 2021 - a look back

COMMUNITY
November 4, 2021
Microbusinesses urged to apply for new business support initiative led by workplace solutions leader Lycco

COMMUNITY
September 22, 2021
Cardiff woman sets up 'CancerPal' the online shop for cancer patient care

FOOD & DRINK
December 14, 2021
How to launch an online business in 2022

FOOD & DRINK
September 8, 2021
Family run business opens new south-west restaurant and event space following a £3.5million investment

SEARCH

Category Page Positions & Sizes

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

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F - BANNER, CATEGORY PAGE
535px X 115px

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535px X 115px

BROWSING: FINANCE

FINANCE
February 4, 2022
The SME guide to successfully resolving queries with HMRC. Getting through to HMRC isn't always plain sailing. There are a number of different channels and...

FINANCE
February 3, 2022
Alicia Bank cuts rates on commercial mortgage products and increases LTVs and broker procurement fees. Committed to assisting SMEs in obtaining finance for future growth, Alicia Bank has revamped its...

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EVENTS CALENDAR

MARKETING
January 24, 2022
5 ways marketers can optimise their lead generation activities

MARKETING
January 19, 2022
Why all ecommerce businesses should complete a checkout audit

FINANCE
February 4, 2022
The SME guide to successfully resolving queries with HMRC

FINANCE
February 3, 2022
Alicia Bank cuts rates on commercial mortgage products and increases LTVs and broker procurement fees

EVENTS CALENDAR
MARCH 31, 2022 9:00 AM
South West Expo Bristol

EVENTS CALENDAR
MAY 24, 2022 9:00 AM
Thames Valley Expo Assoc.

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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	£688/ issue	£576/ issue
5 – 8 issues	£618/ issue	£518/ issue
9 – 12 issues	£584/ issue	£488/ 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.

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