

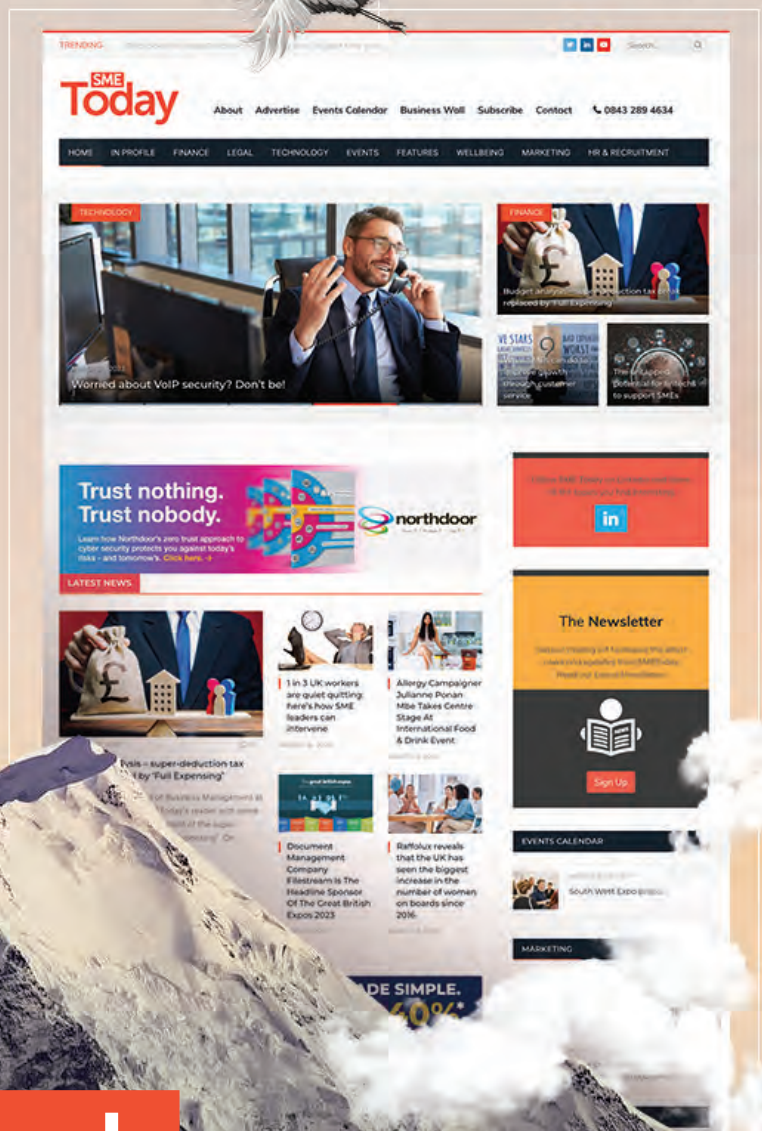
# SME Today

## ADVERTISING IN SMETODAY

REACH 120,000+  
ENGAGED SME  
LEADERS

Reach the UK's most  
engaged audience  
with SME Today.

With over 40,000 unique  
visitors per month and a  
newsletter reaching 128,000+  
subscribers, SME Today is the  
ideal platform to position your  
brand in front of an active,  
growth-focused audience.



SMEtoday.co.uk

## MEDIA INFORMATION

SME Today 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 SME Today 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 Banner 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	£216/week	£192/week	£171/week	£280/week
5 – 8 weeks	£194/week	£173/week	£154/week	£248/week
9 – 12 weeks	£184/week	£166/week	£148/week	£224/week

#### Category Pages Banner 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	£186/week	£120/week	£182/week
5 – 8 weeks	£174/week	£108/week	£164/week
9 – 12 weeks	£156/week	£90/week	£148/week

### SMETODAY NEWSLETTER ADVERTISING

#### Newsletter Advertisements Rates:

Average distribution to over 120,000+ 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	£280	£234
5 – 8 issues	£224	£196
9 – 12 issues	£186	£170

## Home Page Positions & Sizes

The image shows two screenshots of the SME Today website home page. The top screenshot highlights two 'F - BANNER, CATEGORY PAGE' positions, each measuring 535px X 115px. The bottom screenshot highlights an 'E - SOLUS BANNER, CATEGORY PAGE' measuring 1078px X 115px, and two 'G - TILE' positions, each measuring 325px X 165px. The website layout includes a navigation bar, a main content area with various articles and images, and a right-hand sidebar with a newsletter sign-up form.

## Category Page Positions & Sizes

The image shows a screenshot of the SME Today website category page. It features several banner and tile positions: an 'A - LEAD BANNER' (702px X 115px), two 'B - BANNER' positions (702px X 115px), a 'C - BANNER' (702px X 115px), and two 'D - TILE' positions (325px X 165px). The page layout includes a navigation bar, a main content area with multiple articles and images, and a right-hand sidebar with a newsletter sign-up form.

### Sponsored Content

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

Visible on Home page for guaranteed two-week period **£620.\***

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

\*Article length maximum 1200 words

### Press Release

Publish a press release or short article up to 300 words with backlinks to your site.

**£120**

### Business Wall

Per Business, per business category\*:

**£12/month.**

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

# Readership

## Proven Audience Reach:

- 40,650 unique visitors per month
- 66,180 unique page views per month

These figures guarantee that your brand will be seen by a substantial and engaged audience, helping you maximise your marketing impact.

## Targeted SME Demographics

- 73% of our subscribers are established businesses with more than five years of trading experience, 20+ employees, and annual turnover exceeding £3 million.
- 7% of our subscription is made up of Micro Businesses which have been trading for less than 12 months
- 8% of our subscription is made up of New Start-Ups that have been trading for less than 24 months.
- 12% of our subscription is made up large corporates, multi-nationals, and blue-chip organisations.

These SMEs are actively looking for solutions to help them grow and are ready to invest in products and services that can meet their needs.

### 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

## 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](mailto:editorial@smetoday.co.uk) or write to us using the address details below:

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**SME**  
**Today**

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