

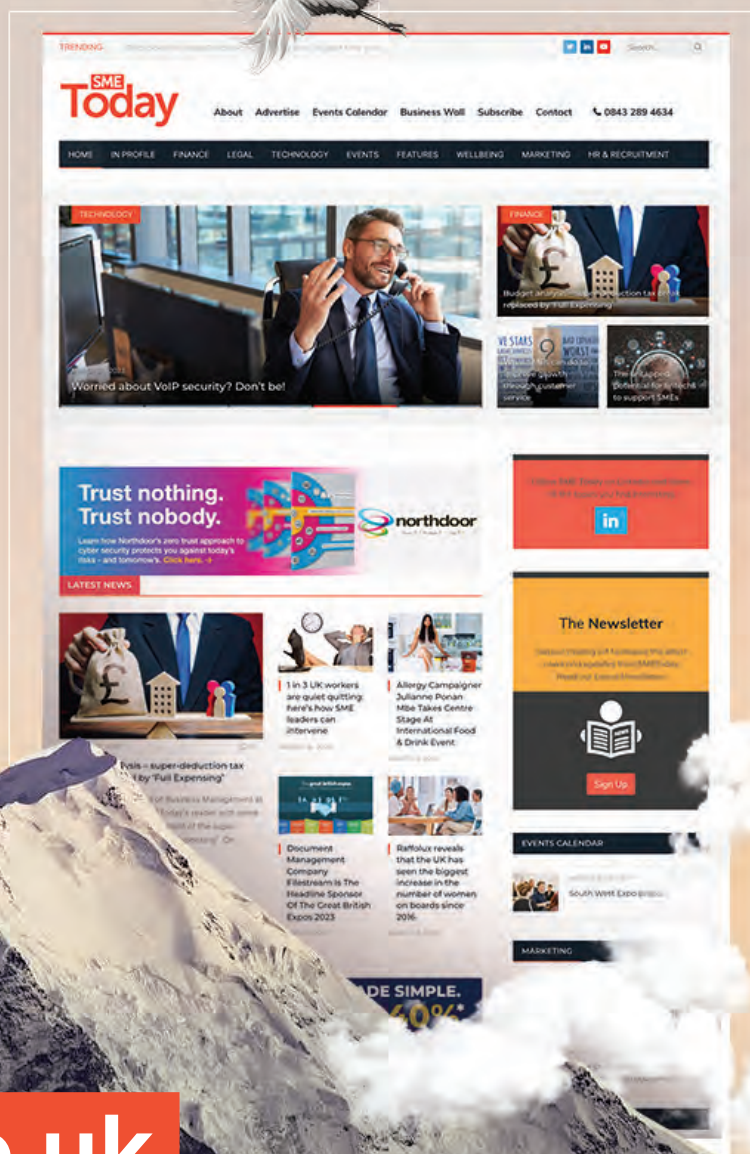
SME Today

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

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 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:

	SolusTop of Page (Banner E)	Shared Top of Page (Banner F)	Sidebar (Tile G)
Sizes	1078px X 115px	750px X 105px	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

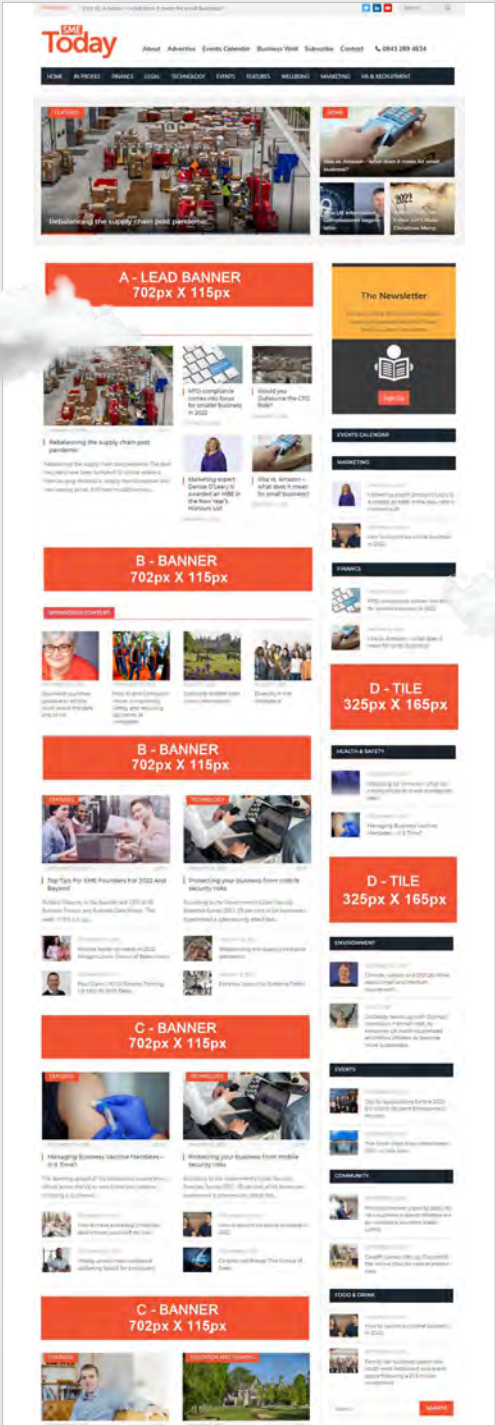
SMETODAY NEWSLETTER ADVERTISING

Newsletter Advertisements Rates:

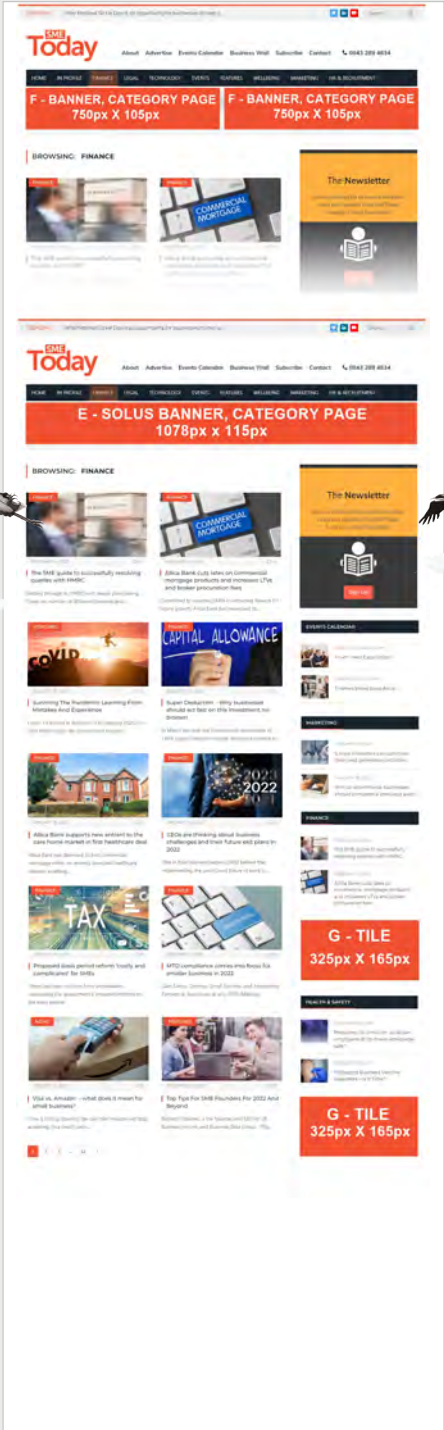
Average distribution to over 120,000+ named individuals in companies and organisations using services and products supplied by SME's throughout the UK.

	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



Category Page Positions & Sizes



Article & Ad Package

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

Visible on Home page for one week:

£620.*

*Banner advertisement run on relevant category page for one month, size 750px X 105px

*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	Education Sector	Wholesale & Distribution	Mineral/Fuel/Metal
Marketing Industry	Building & Construction	Leisure	Public Services
Government	Motor Services	Services	Charities
Health Sector	Office Services	Chemical Processing	Agriculture
Manufacturing	Professional Services	Transport	Miscellaneous
Industries	Engineering	Publishing & Media	
Finance / Banking	Retail Sector		
Job Functions			
Senior Manager	Call Centre	Computing	Personnel
Health & Safety	Customer Services	Sales	& HR
Facilities Management	Financial	Purchasing	
E-Commerce	Marketing	Telecoms	

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