

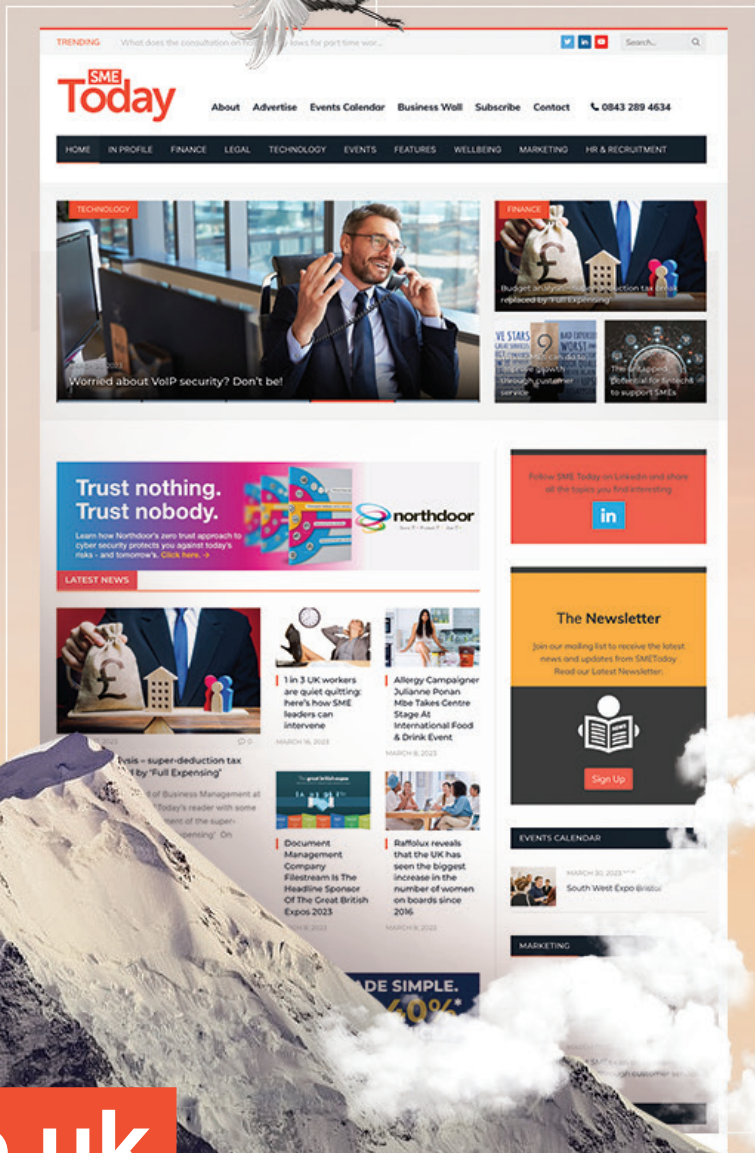
# SME Today

## 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	£132/week
5 – 8 weeks	£194/week	£173/week	£154/week	£119/week
9 – 12 weeks	£184/week	£166/week	£148/week	£118/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	£77/week
5 – 8 weeks	£174/week	£108/week	£67/week
9 – 12 weeks	£156/week	£90/week	£58/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	£413	£346
5 – 8 issues	£371	£311/issue
9 – 12 issues	£350	£293/issue

## Home Page Positions & Sizes

The top screenshot shows the home page layout with two red banners at the top, each labeled 'F - BANNER, CATEGORY PAGE 535px X 115px'. Below the banners is a 'BROWSING: FINANCE' section with several article thumbnails. A 'The Newsletter' box is on the right. The bottom screenshot shows a larger red banner labeled 'E - SOLUS BANNER, CATEGORY PAGE 1078px x 115px' at the top. Below it is the same 'BROWSING: FINANCE' section, followed by an 'EVENTS CALENDAR' and 'MARKETING' section. At the bottom, there are two red boxes labeled 'G - TILE 325px X 165px'.

## Category Page Positions & Sizes

The category page layout features a large red banner at the top labeled 'A - LEAD BANNER 702px X 115px'. Below this is a 'LATEST NEWS' section with article thumbnails. To the right is 'The Newsletter' box. Further down, there are two red banners labeled 'B - BANNER 702px X 115px'. Below these are more article thumbnails and two red boxes labeled 'D - TILE 325px X 165px'. At the bottom, there are two more red banners labeled 'C - BANNER 702px X 115px'.

## 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

## Category Page Positions & Sizes

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 Services	Public Services
Government	Motor Services	Chemical Processing	Charities
Health Sector	Office Services	Transport	Agriculture
Manufacturing Industries	Professional Services	Publishing & Media	Miscellaneous
Finance / Banking	Engineering		
	Retail Sector		

### Job Functions

Senior Manager	Call Centre	Computing	Personnel & HR
Health & Safety	Customer Services	Sales	
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](mailto:editorial@smetoday.co.uk) or write to us using the address details below:

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**SME**  
**Today**

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