TECH KNOW .Online

The UK's Fastest Growing Digital Technology Publisher

Media Pack 2021

CONTENTS

TECH KNOW .Online
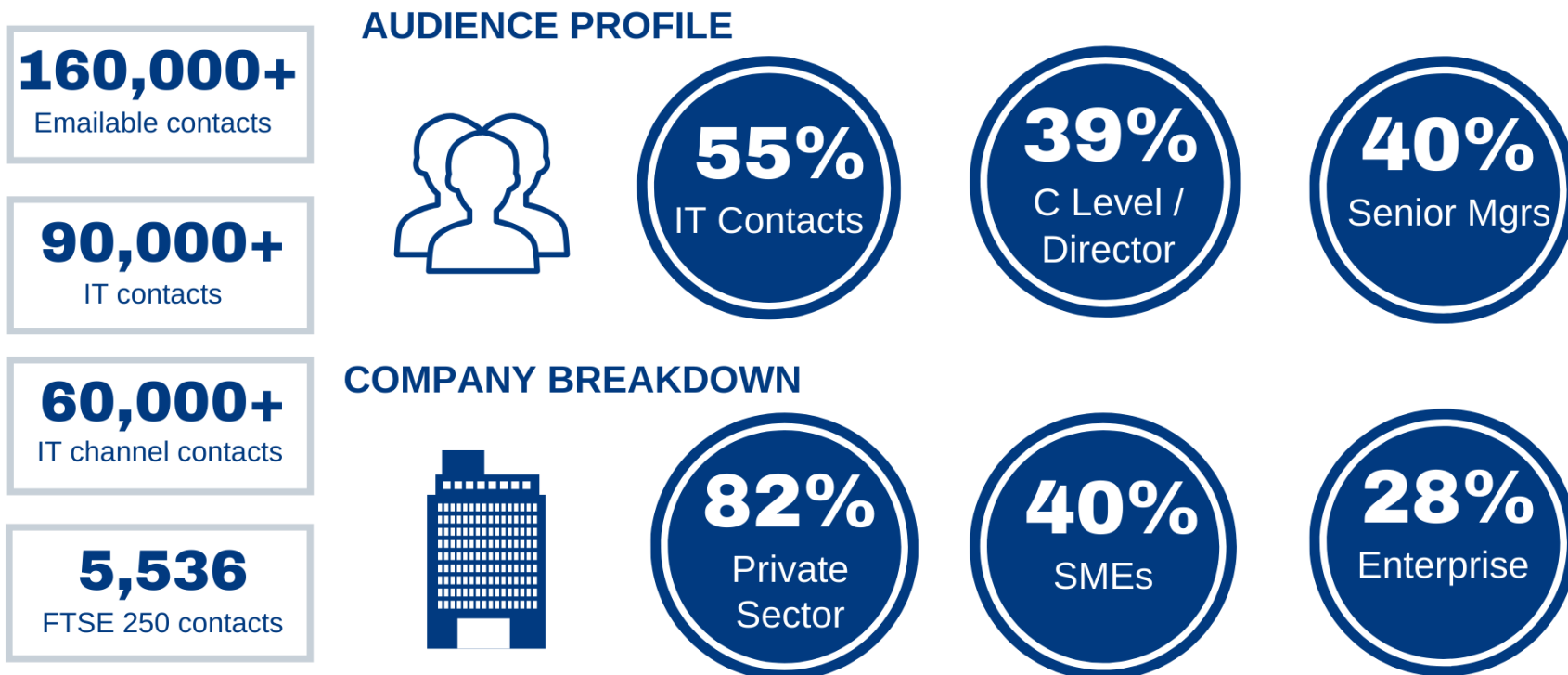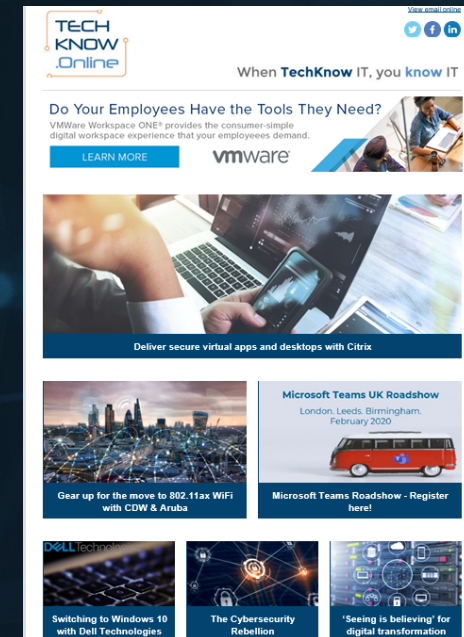
INTRODUCTION

TechKnow.Online is a subsidiary of IT marketing services expert CPB UK. It's advertising and promotional opportunities provide a unique conduit through which to interact with an engaged IT audience.

TechKnow.Online is an IT industry news publication that offers independent news, insights and views. Distributed to a readership base of 160,000+ contacts, TechKnow.Online's diverse audience spans the whole spectrum of the UK market, keeping recipients up to date with all the best bits, bytes and announcements in the IT world.

160,000+
Emailable contacts

90,000+
IT contacts

60,000+
IT channel contacts

5,536
FTSE 250 contacts

AUDIENCE PROFILE

55% IT Contacts

39% C Level / Director

40% Senior Mgrs

COMPANY BREAKDOWN

82% Private Sector

40% SMEs

28% Enterprise

TECHKNOW.ONLINE WEBSITE   TECHKNOW.ONLINE E-NEWSLETTER

Since TechKnow.Online's creation in 2015 it has become the go-to site for accessing technology news and publications.

The website carries a variety of advertising opportunities, which can be executed as standalone campaigns or as part of a wider CPB UK marketing services package:

- Whitepaper syndication
- Boost visitor traffic
- Technology promotion
- Event / webinar awareness

Working in parallel with the Techknow.Online website the e-newsletter contains the top stories, latest IT updates and featured articles delivered straight to our readers' mailboxes.

As well as disseminating your message to the masses, TechKnow.Online also provides you with intelligence on which business verticals, size of company and buying personas are engaging with your brand or value proposition.

REPORTING

The TechKnow.Online team will provide you with regular reports on campaign activity, including:

- Number of dispatches
- Number of successful deliveries
- Number of email views
- Total clicks
- Social impressions
- Emails viewed compared with delivered

TECHKNOW.ONLINE: NEXT STEPS / RECOMMENDATIONS

Once that your advertisement has gained attention and drawn interaction from a variety of industries and buying personas (all with different reasons behind their intent of engaging with your brand), we recommend the following lead follow up steps that will deliver additional prospect engagement.

Marketing Automation

Push your digital leads via CPB UK's granular marketing automation system, to enter the relevant digital nurture streams

Lead Scoring

Design a 'scoring metric' for monitoring digital intent and end user engagement trends, so as to prioritise 'hotter' leads throughout the lead funnel

eMarketing

Create and send personalised follow up email communications to further nurture your digital leads

Telemarketing

Push your digital leads into a telemarketing programme, to allow for intent to be qualified and a human 2 human conversation to identify sales opportunity

PLACEMENT & RATES OVERVIEW

1 MONTH

- 2 e-newsletter dispatches
- 4 social media posts
- Editorial / advert on TechKnow.Online website
- Granular reporting, engagement & market analysis

3 MONTHS

- 6 e-newsletter dispatches
- 12 social media posts
- Editorial / advert on TechKnow.Online website
- Granular reporting, engagement & market analysis

PRICING

1 month

Premier+	Premier	Primary	Standard
£2750	£2250	£1950	£1750

3 months

Premier+	Premier	Primary	Standard
£5250	£4750	£4250	£3950

LAYOUT

Premier+ Placement	
Premier Placement	
Primary Placement	Primary Placement
Standard Placement	Standard Placement	Standard Placement

CONTENT SPECS

Artwork and collateral is required for each dispatch

Premier+

Artwork: PNG or JPEG image 1000 x 180 px

Landing page: URL or PDF

Premier

Artwork: PNG or JPEG image 900 x 300 px

Landing page: URL or PDF

TechKnow landing page: snippet from article (1 - 2 paragraphs)

Primary

Artwork: PNG or JPEG image 900 x 450 px

Landing page: URL or PDF

TechKnow landing page: snippet from article (1 - 2 paragraphs)

Standard

Artwork: PNG or JPEG image 900 x 450 px

Landing page: URL or PDF

TechKnow landing page: snippet from article (1 - 2 paragraphs)

T&Cs

- All content must be submitted at least 72 hours ahead of proposed dispatch date

- Clients are responsible for providing all content and imagery used in adverts

- Any changes to, or replacement of, already submitted adverts will result in a studio charge time of £65 (+VAT) per hour (one hour minimum)

- All prices quoted are excluding VAT

- Missing content deadline date: Clients are responsible for submitting content prior to the deadline, failure to submit will either result in the same advertisement being re-utilised from a previous dispatch or the slot being lost

Pricing for image creation:

- 3 Month TechKnow.Online package – £545
- 1 Month TechKnow.Online package – £245

Contact Us

Lucy Brennan

Senior Account Manager

E: lucy@techknow.online

T: 01295 274074

Charlie Bethell

Account Manager

E: charlie@techknow.online

T: 01295 274082

Follow Us

www.techknow.online