



[marketingweek.com](https://marketingweek.com)

# THE MISSION

The life of a senior marketer can be dizzying. It's also never been more exciting. Technology, data, digital disruption, economic vagaries, demand for greater accountability, media fragmentation, evolving societal demands and more expecting customers just some of the challenges and opportunities that excite and exhaust marketing leaders.

Marketing Week understands this. We spotlight all that you do, all that you are, all that you have the potential to be. Shining a light on the issues and opportunities that matter in your job as a marketer and as a business leader, offering you award winning insight, analysis and opinion to help you develop as a marketer and a leader.

From the big strategic challenges and opportunities borne from tech, data, fragmentation and consumption to the everyday nuts and bolts of extracting more from tight resources. From the changing nature of teams and leadership to managing relationships with partners and stakeholders, Marketing Week will help you navigate through an increasingly complex landscape.

Across all of our platforms our award winning editorial team and columnists, opinion formers and inspiring figures from the world of marketing and beyond, we will ask the big questions about the biggest issues in marketing.

*And the people and brands that matter will illustrate it.*

This is not a blind commitment to being wholly uncritical, however. we will highlight bad practice and challenge received wisdom where appropriate. You can learn as much from what's gone wrong as you can from success stories.

The modern marketing landscape is evolving quickly. We will be a guide to help marketers understand that change and further their career.

Russell Parsons  
Editor



# THE MARKETING WEEK READER

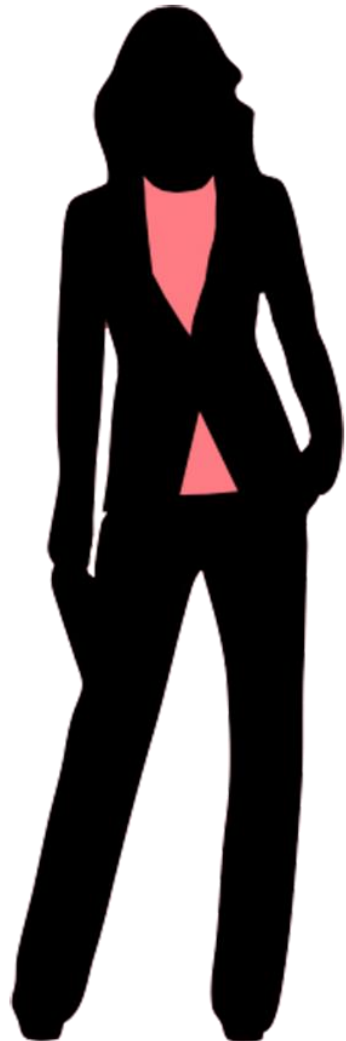
Amanda is a **Marketing Director** at a FTSE 100 financial services company in London; responsible for an annual marketing **budget of £10m.**

She is passionate about her job, and has been reading **Marketing Week** since she started out as a Marketing Executive 10 years ago. It's been a mainstay throughout her career; the first place she goes to find out the latest news and technology developments that will help her in her day-to-day job.

She checks into **marketingweek.co.uk** at least twice a day to get an overview of what's happening in the market, and subscribes to the daily **MW Newsletter**, finding it incredibly useful to give her a snapshot of the top stories of the day.

Amanda remains an avid reader of the magazine, as she prefers to consume the analytical nature of the content and features in print format. She is just a bit old school like that. And the **Mark Ritson** column is easily her most favourite thing to read on her train journey home.

Networking is really important to Amanda, it always has been. And as a result, she'll attend at least three Marketing Week events a year. Last week she was invited to attend a Marketing Week **Round Table** discussion on what GDPR actually means for marketers, and she is now working with the personalisation company she met at **Marketing Week Live** earlier in the year.



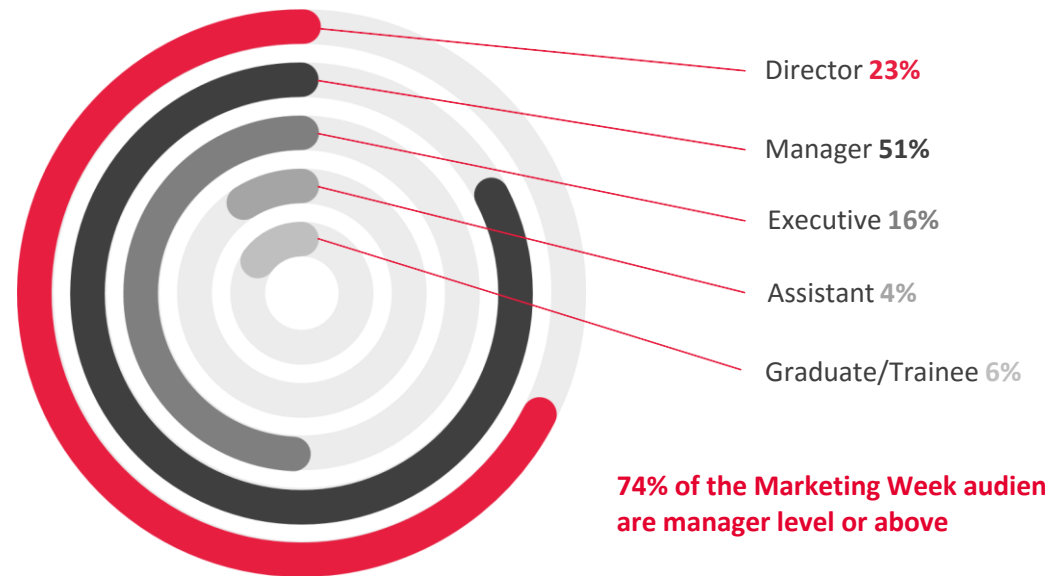
60%  
Client-side



23%  
Agency

8%  
Media Owner

9%  
Freelance/  
Consultancy



74% of the Marketing Week audience are manager level or above

# MARKETING WEEK IN NUMBERS

EST.  
**1978**  
NINETEEN SEVENTY EIGHT

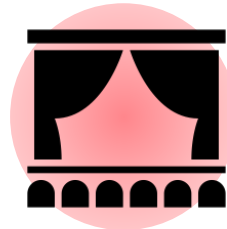
**1978**  
TALKING TO MARKETERS FOR  
NEARLY 40 YEARS



**6,600**  
CONTROLLED SENIOR VIP  
MAGAZINE CIRCULATION



**395,000**  
MONTHLY UNIQUE USERS  
CONSUMING OUR CONTENT VIA  
MARKETINGWEEK.COM



**10,000**  
ATTENDEES TO OUR FLAGSHIP  
CONFERENCES & EXHIBITIONS



**46,000**  
SUBSCRIBERS TO THE MARKETING  
WEEK DAILY NEWSLETTER



**93**  
OF THE TOP 100 ADVERTISERS  
ENGAGE WITH MARKETING WEEK



**17,500**  
OPT-IN CONTACT DETAILS FOR  
THIRD PARTY EMAILS



**353,000**  
TOTAL COMBINE SOCIAL  
MEDIA AUDIENCE



**200k**  
FOLLOWERS



**96k**  
LIKES



**56k**  
MEMBERS

**1.2k**  
FOLLOWERS



**TOTAL MONTHLY ENGAGEMENTS: 818,100**

**SOCIAL MEDIA AUDIENCE**

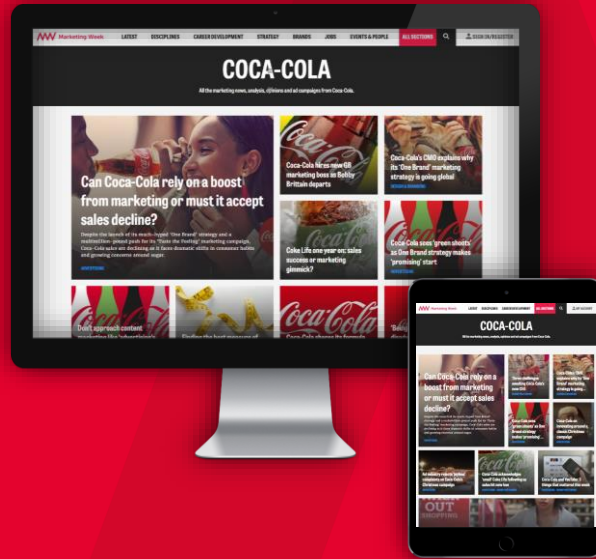
# MULTI PLATFORM OFFERING



## PRINT

*To the Rock stars of Marketing.* Going strong since 1978, we continue to talk to the most senior marketers from the biggest brands across the world.

Now monthly, delving into the biggest issues of the day, our circulation is made up exclusively of the top marketing influencers, including **70%** director/c-suite and **82%** management/marketing roles



## ONLINE

*The future is digital.* More than doubling our digital audiences over the past year MarketingWeek.com is enjoying a deeper dialogue with its audience.

Shining a light on issues and opportunities. Offering award winning insight, analysis and opinion; the website generates **942,000** page impressions each month.



## EVENTS

*It's not what you know, but who you know.* Marketing Week is proud to be the driving force behind two of the biggest events in the marketing calendar; **Marketing Week Live** and **Festival of Marketing**.

We are also agile enough to put on events to tackle the key issues of the day, such as our AI inspired event, **Supercharged**.



## BESPOKE

*We have solutions for every objective.* We work with multiple clients to offer bespoke solutions to match their needs. Whether this is a combination of offline and online packages, we are more than capable of creating the right opportunity.

These include research, round tables, webinars, microsites, video content and much more.

# PARTNERSHIP OPPORTUNITIES



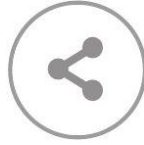
## Brand Awareness

- Display
- Email
- Homepage Takeover
- Inserts



## Lead Generation

- Webinar
- Whitepaper
- Roundtable



## Networking

- Events
- Tailored Events
- Awards



## Thought Leadership

- Conference Speaking
- Breakfast Briefing
- Native content
- Video Series
- Special feature



## Bespoke Partnership

Tap into the expertise of the Centaur Create, our in-house consultancy on how to get the most out of Marketing Week's network.

# MARKETING WEEK PRINT

There is so much going on in the world of marketing, that getting to grips with developments, while keeping a clear-eyed focus on your brand's and your own personal development is a challenge.

Marketing leaders are time poor but have never needed more reflection on and analysis of the big strategic and leadership issues. Marketers need time out and they need a tool to help them understand the big picture.

For those that want to take time out every month to reflect and learn, to step away from the everyday and step up in your career, Marketing Week in print provides everything senior marketing leaders need in one place. Print is the perfect medium to deliver. It is still the primary access point to Marketing Week for the target audience and it is a channel that lends itself perfectly to the need and desire to put aside time to get to grips with and be inspired by the world around them.

*A product for c-suite mark.*

## RATE CARD

### Display Advertising Rates

Double page spread	£10,150
Double page cover spread	£12,375
Full page facing matter	£6,375
Full page facing first page of news	£7,550
Outside back cover	£7,650
Inside back cover	£7,010
Half page	£3,625
Half page solus	£4,450
Other guaranteed positions	+25%

### Insert Rates

0-10g	£210 per 1,000
11-15g	£225 per 1,000
16-20g	£240 per 1,000
21-25g	£255 per 1,000
26g +	POA
Part-run surcharge	+25%
Minimum charge	£2,025
Bound inserts	+25%
Specials (e.g. Tip-ons)	POA

### Thought Leadership

Native Content (500 word current thinking piece)	£10,000
Roundtable exposure (see separate information)	£24,000
Special feature sponsorship (200 word exclusive viewpoint)	£12,000
Attitudes survey	£21,000



# MARKETING WEEK DIGITAL

Marketing Week's digital portfolio will deliver best in class content that reflects the consumption habits and expectations of our global readership.

Marketingweek.com is at the centre of digital offering as a hub of knowledge and insight, Content is arranged by discipline, strategy and professional and personal development to reflect the content priorities of marketers, presented in a way that best serves the channel and the reader.

We will not be static, however. As important as organic search and email are in pulling traffic to the site, we will bring content to life in interactive ways that illuminate the content and engage the audience. Content with mobile and social channels at the heart will be central to our digital offering.

Content remains king but our digital channels will be used to deliver it to readers in a way that best serves the subject as well as the channel or device. The ultimate objective? More people engaging with Marketing Week on more occasions, consuming great content that serves their needs in a way that suits their requirements.

*“We have been really impressed with the CTR stats we have got from Marketing Week, they are a lot higher than the other publications we have been running the same creative on, and although the CPM of MW is a fair bit higher than others, the cost per click is lower which is great!”*

Toby Shelley, JJ Marketing

## ONLINE RATE CARD

Super Leaderboard	£100cpm
Billboard	£150cpm
Fixed MPU	£150cpm
Fixed Double MPU	£160cpm
Tablet Leaderboard	£90cpm
Display ROS	£70cpm
Mobile Banner	£75cpm
Sticky Mobile Banner	£110cpm
Tablet leaderboard	£90cpm
Roadblock Fixed MPU & Super Leaderboard	£250 cpm
Roadblock Fixed MPU & Billboard	£310cpm
Roadblock Fixed Double MPU & Super Leaderboard	£270cpm

### IMPACT

Homepage Takeover	£25,000
Landing Page Takeover	£5,000
Section Takeover	£25,000
Expanding billboard	£180cpm

### LEAD GENERATION

Whitepaper (guaranteed 100 leads)	£6,000
Whitepaper (guaranteed 200 leads)	£10,000
Webinar (guaranteed 200 leads)	£17,500

### DAILY & WEEKLY EMAILS

#### AM Weekly Package

Leaderboard	£4,250 p/week
Promotion Box	£4,750 p/week

#### PM Weekly Package

Leaderboard	£3,750 p/week
Promotion Box	£4,250 p/week

### ENTRY POINT TAKEOVER

Leaderboard & MPU AM weekly articles	£3,000
Leaderboard & MPU PM weekly articles	£2,500

### THIRD PARTY EMAIL

Circulation 18,000*	£5,575 per email
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### THOUGHT LEADERSHIP

Native content (500 to 700 word current thinking)	£8,000 digital only
Special feature (200 word exclusive viewpoint)	£8,000 digital only
Roundtable (see separate information)	£24,000

### VIDEO

Inread Video Advertising	£160cpm
Content Video Player within Native Content	£10,000
Other bespoke video solutions	POA



marketingweek.com





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