

THOUGHT LEADERSHIP MARKETING

PracticeBusiness

Information-led marketing articles are often the most read in our magazines. Written in conjunction with us and designed to keep with our in-house style, they guarantee good exposure, leveraging the excellent reputation we have for leading content. What better way to get your core strategic messages across? Our publications are highly effective at getting readers' attention; we ensure they engage with our editorial. Our magazines are read, not flicked through and advertising slots offer you a perfect platform to engage with our captive audience. This style of marketing will promote your company as a specialist in your field and, as the magazine includes our own editorial in a similar style, will sit perfectly alongside it.



Links not working?

Try downloading the PDF and opening in Adobe Acrobat.

Strategy Interviews

The strategy interview will sit in the core pages of the publication and act as an introduction to the company's current proposition into this marketplace, setting into context any associated upcoming marketing. They can also act as a standalone thought leadership piece. The strategy interview, with a key member from your team, will discuss the importance of a particular topic or topical discussion point. You could alternatively speak about the challenges faced in the sector and the changes required to meet those challenges.

[Two pages]

Rate card: £3,777

Profiles: Interviews

An ideal opportunity to leverage the integrity of the editorial content and speak strategically about your organisation. It's written and designed by us with your guidance. Our editors will take a brief from you to help with the content and layout of the piece. This profile allows you to introduce key strategies from your company and to help build a profile and encourage readers to engage with you. It also works extremely effectively if used to discuss the company ethos, service levels and corporate proposition.

[Two pages]

Rate card: £3,777

Profiles: Product

Designed to fit in with the look and feel of the magazine, these will explain the benefits of a product or product family for readers and their business. You could profile how one of your products can help to meet objectives identified by the leadership team within that organisation, or demonstrate how a service or product portfolio can lead to increased efficiency or cost savings.

[Two pages]

Rate card: £3,777

Sponsored: Case studies

This is a perfect way to get company messages and services in front of our readers. Sharing the perspective of a practice manager, our dedicated editorial team ensures that each interview allows you to promote services in a meaningful and interesting way. Case studies are one of the best read parts of our magazine, so these guarantee good exposure, and what better way to get your message across than through the voice of a practice that has had a positive experience of working with you? As our readers put significant value on peer-led information and recommendations, case studies are particularly effective and one of the best staples of the publication.

[Two pages]

Rate card: £3,777

Sponsored: Articles

A topic written by or in association with you, offering the reader meaningful and relevant information on a specific topic. This concept is something that works successfully at building your organisation as a thought leader in your field and specialist in your field. A strapline can be incorporated at the bottom of the article to ensure the reader clearly associates your brand with the useful and interesting thought leadership content the article covers. It ensures we include topics close to your agenda, it presents you as an specialist in the field and there's lots of value to be had when working with our knowledgeable editorial team.

Rate card:
One page: £1,695
Two page: £3,090

Sponsored: Section

Sponsorship of a particular section within the magazine can be a very effective addition to your marketing activity. A bespoke sponsorship position is a really great way to align your brand alongside the publication and the goodwill that is fostered as a result. It aims to promote the brand, to build brand recognition and to build the kudos of said brand. Sponsorship works well alongside the other more direct or detailed marketing messages. It helps to reinforce the message other marketing efforts have delivered and gives the reader confidence in your company and services.

Rate card:
Cost based on final specification. Please contact one of the team to discuss further

Sponsored: Roundtable

Please ask one of the team for further information on our roundtable discussions.

Rate card:
Cost based on final specification

All prices exclusive of VAT. Discounts available for multiple bookings.