



BR

Demand Generation Media Pack

Updated: March 2020

www.business-reporter.co.uk

Our Global Reputation

- ▶ Published on a dedicated Business Reporter Brand Voice Hub on Forbes.com
- ▶ Published on The Telegraph online
- ▶ Published on teiss.co.uk
- ▶ Published on Business-Reporter.co.uk

Quality Content

With over 15 years of B2B publishing and events experience, Business Reporter has a close understanding of what subject matters a senior business audience is most likely to engage with. Our reputation on reporting in this space therefore allows us to engage genuine interest in topics of timely and critical business importance.

Credible Editorial Environment

In addition to being published on teiss.co.uk, your content can be hosted on our partner platforms:

- ▶ business-reporter.co.uk
- ▶ Telegraph online
- ▶ Business Reporter's dedicated Brand Voice Hub on Forbes.com

Global Reach

To ensure we drive relevant and engaged viewers to your content we partner with reputable thought-leaders and associations through campaigns that include social media, newsletters and advertising. Our partner-relationships allow us to engage a specific business audience in the work we produce with you to ensure you get the most value from the campaign through your own marketing activities.

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Global Reach by Platform



OVER
94,500,000

Forbes.com
Monthly online
visitors



OVER
43,633,586

The Telegraph
online
monthly online
visitors



OVER
450,000

Business
Reporter
monthly online
visitors



OVER
15,000

teiss
monthly online
visitors



OVER
138,000,000

Total
Annual online
visitors

BBR

Audience profile

Database of **380,000** Senior Business professionals*

Audience seniority



- 18% of our audience are **Chief**
- 52% of our audience are **Director/Head**
- 16% of our audience are **Executive**
- 11% of our audience are **Manager**
- 3% of our audience are **Partner/Consultant**

Over **6,000,000**
Annual Online Visitors*



*Profile of the audience over all owned platforms, including TEISS, Business Reporter and 17 Global Goals.

Demand Generation Solutions

To help our clients build their new business pipeline we can leverage our global network of senior business decision makers to run effective demand generation campaigns.

Top of Funnel:

Objective - Drive engagement for nurture and sales follow-up.

Outcome - By promoting content to your desired target audience, we will capture business card information delivering a guaranteed volume of warm and opted-in data, ready for your sales pipeline.

Profiled Leads:

Objective - Understand prospects specific pain points and incumbent solutions to strengthen sales leads.

Outcome - In addition to content promotion, we'll ask specific profiling questions to deliver more information about the prospect and strengthen your sales follow up.

Full Service Round Tables:

Objective - Build strong face-to-face relationships with targeted decision makers.

Outcome - We recruit industry leading journalists to host round table discussions with 10-12 senior director and C-Level decision makers. You are able to engage them in a topic of your choosing and get to understand the pain point that you can address.

Account Based Marketing & Account Lists:

All of our above solutions are available to use alongside a set of pre-selected accounts in order to prioritise your target audience.

Content Creation:

Objective - Raise your profile as a thought-leader in your field through print or video content creation.

Outcome - We will create bespoke content to achieve your marketing needs and provide you with the complete copyright licence. We will also feature this within one of our B2B educational campaigns and promote your work through The Telegraph's print and digital platforms or our dedicated Brand Voice Hub on Forbes.com.

Digital Traffic Drivers:

We can enhance your campaign and raise your brand awareness by running banner adverts across our owned websites and by promoting your content within our subscribed weekly newsletters.

The Process for Success



Market Understanding:

From our many years' experience in B2B content publishing, we know the best ways to deliver engaged criteria qualifying lead data. From the outset, we will be realistic but ambitious with our projections and objectives.



Bespoke Briefings:

We give every campaign full attention and care to ensure that we are in the best position to help you achieve your business targets.



Six Stage Quality Care Process:

Our rigid quality assurance process helps us deliver leads with an acceptance rate of over 99%.

Some of our clients




The logo consists of the letters 'BR' in a white, serif font, centered within a solid red square.

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To find out more about these sponsorship opportunities, please contact:

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