



The UK's Fastest Growing Digital Technology Publisher
Media Pack 2021

www.techknow.online

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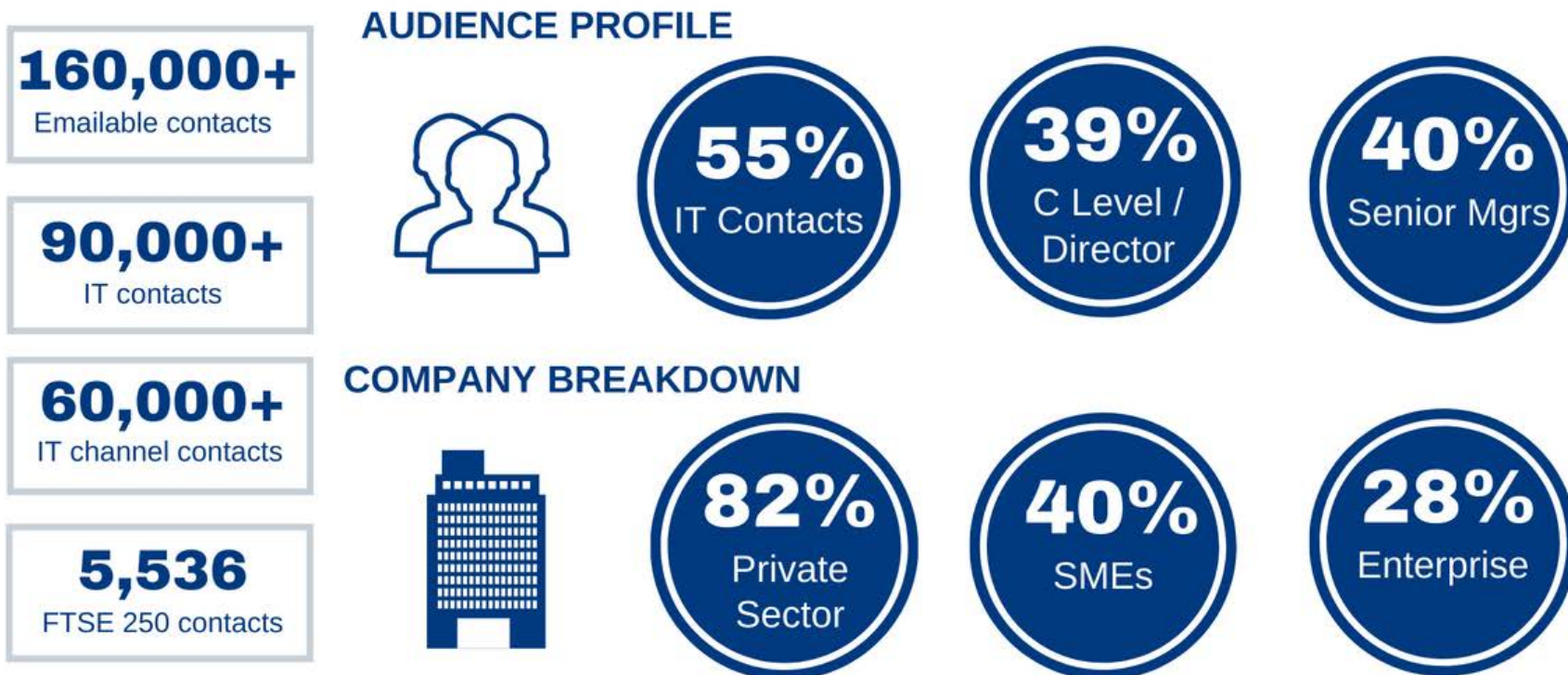
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INTRODUCTION

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

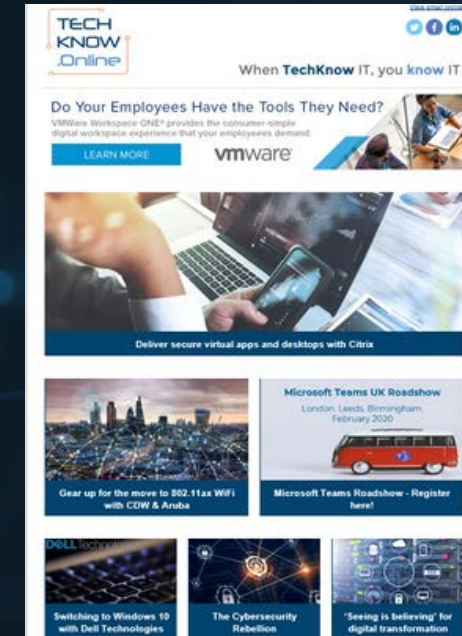
TechKnow.Online is an IT industry news publication that offers independent news, insights and views. Distributed to a readership base of 160,000+ contacts, TechKnow.Online's diverse audience spans the whole spectrum of the UK market, keeping recipients up to date with all the best bits, bytes and announcements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



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 your advertisement has gained attention and drawn interaction from a variety of industries and buying personas (all with different reasons for engaging with your brand), we recommend these lead follow up steps to deliver additional prospect engagement.

Marketing Automation

Push your digital leads out 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 to prioritise 'hotter' leads through 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 allowing 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 artwork, 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 charge)
- 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

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