

 **bristolmedia**

Media Pack 2016

Contact:

Alli Nicholas, Membership Manager
alli@bristolmedia.co.uk

Call 0117 971 0199 or 07966 205207

c/o Watershed,
1 Canon's Road,
Bristol BS1 5TX

Version 2.0 Created 14.03.16

15,000

unique views per month

Bristol Media was created in 2005 to support, develop and grow an exciting and competitive creative/media community in the city. It is now one of the biggest creative networks in the UK.

We are an industry led organisation, whose primary role is to facilitate collaboration and growth within our region, delivering projects, events and opportunities for businesses in the creative sector. We help develop skills, jobs and business growth for 550 paying members and over 4,500+ subscribers who work in advertising, digital, animation, design, marketing, PR, publishing, film and TV.

Our Mission is to drive creativity and innovation across the southwest creative and media sectors, building the fame of the region.

Website

www.bristolmedia.co.uk receives over 15,000 unique views a month (March 2016) with over 135,000 page views (March 2016). Visitors to the website come from all over the world but are predominantly based in Bristol (40%) followed by London (16%)

Newsletters

Two newsletters are distributed to 4,500+ subscribers; South West Creative Jobs each week; Bristol Media newsletter every two weeks. Each receives an average open rate of 25% and an average click through rate of 23%.

Social Media

Bristol Media and South West Creative Jobs have a combined Twitter following of over 31,000 (March 2016) and 4,000+ LinkedIn members (March 2016).

 **@bristol_media**

 **@swcreativejobs**

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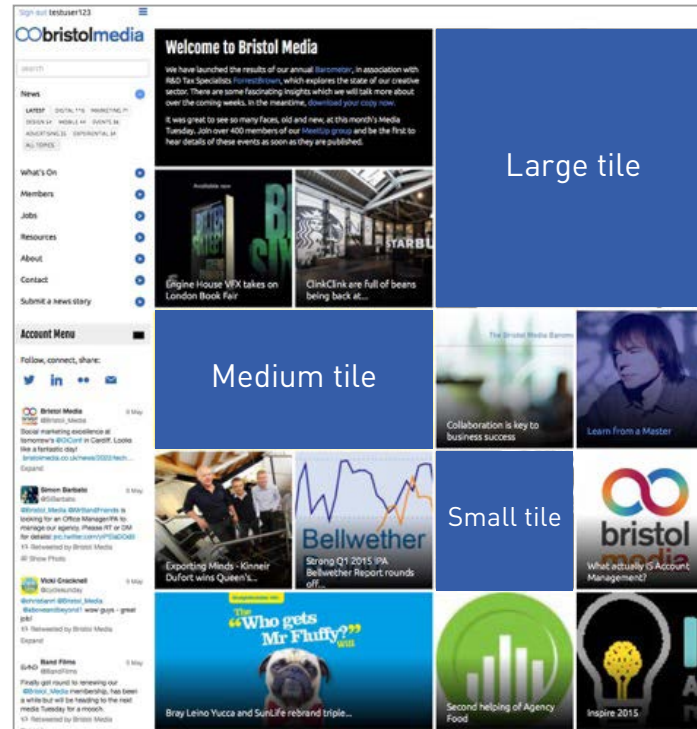
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30%

Discount to Bristol Media members on all quoted rates

Advertising Options: Website



1 Homepage tile advert:

Bristol Media website receives over 15,000 unique visitors per month and over 135,000 page views.

This space is available on a monthly basis and will simply **direct users to your website**.

With an option of 3 tile ad sizes.

- Small tile: £450 pcm
- Medium tile: £650 pcm
- Large tile: £850 pcm

Artwork requirements:

- Small tile: 256 pixels x 256 pixels
- Medium tile: 256 pixels x 512 pixels
- Large tile: 512 pixels x 512 pixels

Editorial

Editorial content is also available on a monthly basis, using the large tile format. This will link to an **article**, which allows you to add images and links to external sites, as well as sharing a more substantial in depth article, opinion and content.

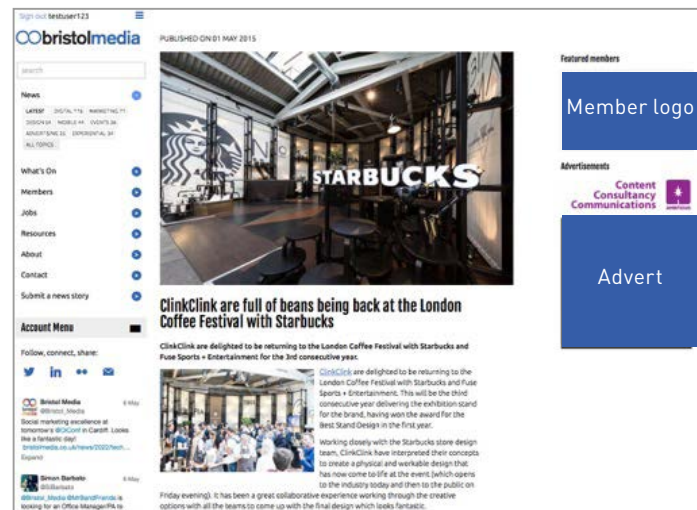
£1,000 pcm

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2 Featured member logo:

Each logo rotates across the site giving an average of 135,000 page views. The logo links through to a member profile.

- £725+VAT per year
- £75+VAT per month

Artwork requirements:

Jpeg 300 pixels x 225 pixels

3 Advertisement (banner):

Each banner rotates across all pages of the site giving an average 135,000 page views. The banner will link to an external site you determine.

• £95 pcm

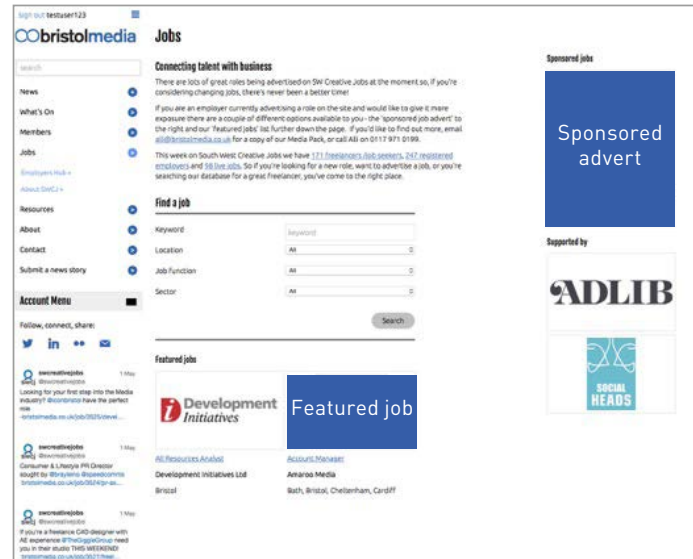
Artwork requirements:

- Jpeg 300 pixels x 70 pixels
- Jpeg 300 pixels x 300 pixels

30%

Discount to Bristol Media members on all quoted rates

Advertising Options: Website



4 Jobs landing page sponsored advert:

Sponsored Job Advert on Jobs landing page, linking through to a full job description, plus featured in jobs newsletter + three guaranteed featured tweets.

- £175+VAT per week

5 Featured Job:

Featured job on Jobs landing page, linking through to full job description plus featured in South West Creative Jobs newsletter plus one tweet.

- £75+VAT per month

6 Advertising a Job as a non-member:

A 4 week advertisement on South West Creative Jobs plus a feature in the SWCJ newsletter and one tweet.

- £395+VAT per vacancy (unlimited advertising is one of the benefits of membership)

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Media members on
all quoted rates

Average click
through rate of

25%

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Advertising & Sponsorship Options: Newsletters

Newsletters are distributed to over 4,500 subscribers. Adverts or logos can link through to a member profile or article on www.bristolmedia.co.uk. Advertising and sponsorship provides a significant opportunity to align your company or message with really valuable content and opinion.

Bristol Media Newsletter:

Focus on industry news, jobs and events.
Newsletter can be sponsored at:

- £650 pcm or
- £7,200 pa

Average open rates **22%**

Average CTR **25%**

SWCJ Weekly Newsletter:

Focus on jobs and freelancers.
Newsletter can be sponsored at:

- £650 pcm or
- £7,200 pa

Average open rates **25%**

Average CTR **23%**
