



DIGITAL MARKETING

We have a very strong online presence, through our website, e-Newsletters and Twitter. The EdExec website is a fantastic web platform offering enhanced content on a daily basis, it's all requested by our readers and that's why it's well received and well read! Edexec.co.uk is a daily staple for SBMs, offering daily news that's relevant and filtered to their roles, filled

with resource articles, blog and comment pieces as well as discussions and advice.

We currently attract over 9,000 unique visitors to our website a month, over 9,500 followers on Twitter (and rising) and an email subscriber list of nearly 8,500 – an enormous amount of traffic for this market!



EMAIL

OPTIONS

HOT NEWS SPONSORSHIP AND INCLUSIONS

Hot News is our flagship email, and as such generates a lot of interest. Of all the emails we send these generate the highest response rate (open 35%-45%, click-through 11.5%). We can combine advertorial messages or adverts in this form, wrapping your marketing around our must read content. As with direct emails we have a total email population of 20,400 and 8,500 are dedicated business managers. This offers extra gravitas as the main bulk of this email will be our news, always eagerly read by our audience.

DIRECT SOLUS EMAILS

How important is it to have an email that works? Whilst email is an excellent method of driving response, it's vitally important that your message is conveyed in a way that ensures that it's relevant and stands out in a crowded inbox. Our team are on hand to help you do just that. Sent out to a database of our readers who have agreed to receive promotional messages from us – currently around 8,500. We buck industry averages with open rates of 17% and CTR of 5 - 6% on average. This is due to the fact that our subscribers trust us to deliver information that is relevant to them. Perfect for when you want to receive a direct response, say for a competition or promotion - it can be a key part of any campaign and is at its strongest when it supports other inclusions like a magazine advert or website marketing.

EMAIL	RATE CARD
DIRECT SOLUS EMAILS	£1,676 per email
HOT NEWS SPONSORSHIP	£990 per email
HOT NEWS INCLUSION	£790 per inclusion

SPONSORED WEB CONTENT

OPTIONS

SPONSORED: BLOGS

We publish sponsored blog posts authored by everyone from readers to policy-makers. It can be an interview, an overview or an opinion piece relevant to your marketing campaign. It's a great way to engage with our audience. Sponsored blogs are usually 400-500 words, it will allow you to get your message across whilst presenting your team as thought leaders in the field. Our website gets 9,000 unique hits a month which is a significant number within this niche space!

SPONSORED: RESOURCE 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 extremely well at building the organisation as a thought leader and specialist in the 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 expert in the field and there's lots of value to be had when working with our wonderful editorial team.

DIGITAL CASE STUDY

This is an extremely effective way to get company messages and services in front of our readers. Giving the perspective of a school business or ICT manager, our dedicated editorial team bring to life each interview and allow you to promote services in a meaningful and interesting way. Case studies are one of the best read parts of our website, so these guarantee good exposure, and what better way to get your message across than through the voice of a school who have experience of working with you? As our readers put significant value on peer-led information and recommendations, case studies are particularly effective.

SPONSORED WEB CONTENT	WRITING & HOSTING / HOSTING ONLY
BLOGS	£1,476 / £1,089
RESOURCE ARTICLES	£1,776 / £1,376
DIGITAL CASE STUDY	£1,776



WEB BUTTONS

OPTIONS

BANNER ADVERTISING & LARGE WEB BUTTON ADVERTISING

Sponsorship banners on the EdExec website will offer strategic branding, helping you to tap into the kudos and goodwill generated by EdExec's status with education purchasers. Our websites are the regular point of contact for our readers to keep in touch with the latest goings on that affect their roles as the decision-maker in school. As a result we generate around 9,000 unique users a month, the majority of them budget holders in education. The site provides an excellent platform for placing strategic messages and direct calls to action.

Banner advertising acts like a sponsorship position allowing you to associate with and leverage the highly regarded content we deliver on our site. Button advertising sits alongside our compelling and original content, allowing your calls to action to be strategically placed for maximum exposure.

WEB BUTTONS	RATE CARD
	*Prices are per month where not otherwise stated
LEADERBOARD BANNER	£1,656
SKYSCRAPER	£1,097
DOUBLE BUTTON	£685
SINGLE BUTTON	£385
MPU	£867
HIGHLIGHT BOX (HOME PAGE ONLY)	
Available to book for 3 days exclusively, or as one of our scrolling stories for up to 4 weeks.	From £385

BESPOKE WEB MARKETING

OPTIONS

PODCASTS

Although they have been around for a few years, podcasts are a fantastic way to get noticed on the decision-makers radar. They can be listened to anywhere, on the way to work, at lunchtime, or when they are relaxing reading the magazine. We produced a series of them, at BETT for example, and the response was phenomenal. We will conduct an interview with you, on the subject of your choice and develop that into a podcast, for distribution on our YouTube channel and on our website. This will be publicised on our website as a news story and on our twitter feed.

VIDEO HOSTING

One of the largest growth areas on the internet has been the use of video, whether a viral or a corporate overview, it is a thoroughly engaging and extremely influential medium. It's a fantastic opportunity not just for generating a positive response, but also as a piece of strategic branding that gives the impression of a vibrant forward looking company. We will host your videos on our website or yours. The video is not taken down and will be searchable. In the first month we will publicise the videos presence with twitter updates, hot news inclusions and a news story on our website.

A MICROSITE THAT LIVES AT: [WWW.EDEXEC.CO.UK/ YOURBRANDFOREUCATION](http://WWW.EDEXEC.CO.UK/YOURBRANDFOREUCATION)

A jointly branded microsite, visited by clicking through from Sponsorship banners on the EdExec website. This will offer a collection of sponsored case studies, resource articles, blogs, videos etc. (updated fortnightly we will have a host of people contributing, a bursar / personality from your company etc...)

BESPOKE WEB MARKETING	RATE CARD
PODCASTS	£890 - £3,850 (dependent on final specification)
VIDEO HOSTING	Dependent on final specification
MICROSITE	£2,090 - £8,850 (dependent on final specification)



SOCIAL MEDIA

OPTIONS

SOCIAL NETWORKING: TWITTER PUBLICITY

Our use of Social Media, encompasses a large, but relevant, network of people who have a stake in the education/health community. We use it to develop an ongoing conversation with our readers; with their input crucial to how we engage with them... We understand how they use social media, and how they increasingly use it to help shape their purchasing decisions...Tapping into the kudos of our twitter feed enables you to influence those decisions. The way people use the internet is evolving, so how we communicate with them needs to keep step... Social Networks are a gift to companies that want to engage with potential and current customers, they allow input and response in real time, something that just isn't present with other media. In this day and age it's a keystone of any successful campaign. Currently our twitter followers are in excess of 9,500.

SOCIAL MEDIA	RATE CARD
TWITTER PUBLICITY	£335 per tweet