BUSINESS REPORTER

Media Kit

Distributed on The Telegraph and City AM

www.business-reporter.co.uk
INTRODUCTION

Business Reporter distributes with The Telegraph & City AM media groups, to create campaigns which provide time poor, senior decision makers with information and insight that helps improve the performance of their business.

The theme of each supplement is carefully considered and the editorial is selected to ensure it resonates with the audience it is designed for. The objective of every supplement is to explore business critical issues and offer independent sector analysis, as well as provide commentary from influential senior stakeholders, membership bodies and associations.

Business Reporter’s editorial focus offers you a credible and highly targeted marketing channel that, through its collaboration with major industry partners, delivers real and significant ROI.

As a partner of Business Reporter; you can use our range of multi-media platforms, cut through the sheer volume of white noise that is associated with today's contemporary media, and provide the perfect platform to create thought leadership and genuine engagement with your brand.
DISTRIBUTION

- Email database of 169,027 - C-Level: 27%, Director/Head: 47%, Managers: 16%, Other: 10%

- Sunday Telegraph - reach and demographic circulation of 340,000 and readership of 1.1 million

- Industry leaders and decision makers. The Telegraph’s readership includes more chairmaen, CEOs, MDs and directors than any other quality daily newspaper. This includes 66,000 readers who are c-class executives of companies with more than 250 employees. That’s 11,000 more than The Times and 45,000 more than the FT. These powerful decision-makers trust the contents of their newspaper. This is your chance to influence those people.

- City AM - The paper is distributed daily at more than 400 carefully chosen commuter hubs across London and the home counties, as well as 1,600 offices throughout the City, Canary Wharf and the other areas of high business concentration, giving it a daily readership in excess pf 399,000 proffessionals. 68% of City AM readers are decision makers on one or more areas.

- PR News - All newsrooms of the Press Association, 8,000 online media points

- Social Media - distributed to our following: Twitter - 19,991, LinkedIn - 3,146, Facebook: 940.

- Media Partners - In addition to our distribution, our partners contribute to and share the reports through various means including: social media, email marketing and newsletters
FORWARD FEATURES 2018-19

Business Reporter educates enterprise leaders on the key trends that are set to change the business landscape through print and digital formats as well as events.

Whether you feel anything is missing or you would like to be involved in one of our reports - please get in touch with us to discuss how we can champion the work that you do through one of our campaigns.

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<td>Red Text: Print</td>
<td>Future of Retail</td>
<td>UK 2030 pt 3/ Innovative Britain</td>
<td>Best of British Business</td>
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<td>Black Text: Telegraph Online</td>
<td>Disruptive Technologies</td>
<td>Best of British Business</td>
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<td>Globalisation</td>
<td>Future of Retail</td>
<td>Robotics and Automation</td>
<td>Smart Cities</td>
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<td>Future of Insurance</td>
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<td>UK 2030</td>
<td>The Future of Cloud</td>
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<td>The Future of Insurance</td>
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WHY USE US?

As a commercial (partner/sponsor) of these projects your messaging can be distributed via some of or all of the channels below.

To ensure maximum exposure and reach we recommend clients utilise our multi media channels which can not only offer demonstrable ROI and value for money as well as increased opportunity for your campaigns success.

DIGITAL

VIDEO

PRINT

FACE TO FACE

www.business-reporter.co.uk
PREVIOUS EDITORIAL CONTRIBUTORS

- Dame Ellen MacArthur, *round-the-world yatchswoman*
- John Cridland, Director, *CBI*
- Digby Jones, *Businessman*
- Nick Leeson, *the original Rogue Trader*
- Michael Fallon, *MP*
- James Dyson, *Innovator*
- Kelly Hoppen, *Entrepreneur and Dragon*
- Andy McNab, *Security Expert*
- Malcom Webb, *Chief executive, Oil & Gas UK*
- Caroline Wyatt, *BBC defence correspondent (BBC)*
- Lord Sebastian Coe, *Chairman, London 2012*
- Sir Michael Darrington, *Former boss of Greggs*
- Marco Pierre White, *Chef*
- Andrew Marr, *TV Broadcaster*
INVESTMENT

VIDEO STUDIOS:
• Video created at our film studios
• Video embedded in editorial feature published on Telegraph.co.uk & Business-reporter.co.uk
• Feature pushed out via PR newswire
• Investment: £14,950+VAT

VIDEO ON LOCATION:
• Video created on location
• Video embedded in editorial feature published on Telegraph.co.uk & Business-reporter.co.uk
• Feature pushed out via PR newswire
• Investment: £17,950+VAT

VIDEO & PRINT:
• Video created either on location or at our film studios
• Video embedded in editorial feature published on Telegraph.co.uk & Business-reporter.co.uk
• Feature will benefit from all distribution listed for the campaign
• Editorial feature published on Telegraph.co.uk & Business-reporter.co.uk
• Editorial feature published in the special report distributed with the Telegraph Newspaper
• Investment inc. ½ page feature: £19,950+VAT
• Investment inc. full page feature: £24,950+VAT

HOW TO VIDEO:
• 8 (3 to 4 minute) Videos created at our film studios
• Videos embedded in editorial feature published on Telegraph.co.uk & Business-reporter.co.uk
• Feature pushed out via PR newswire
• Investment: £24,950+VAT
• Investment inc. ½ page feature: £32,950+VAT

BREAKFAST BRIEFING:
• Two to three hours with 12 senior decision makers with an agenda tailored to your audience
• Board level directors are chosen from your preferred industries and job titles
• Dedicated events team handles all elements of the event
• Write-up of the main insights published on business-reporter.co.uk
• Full contact details of all attendees
• Investment: £19,950+VAT

DIGITAL ONLY INOLVEMENT:
• Editorial feature published on Telegraph.co.uk & Business-reporter.co.uk
• Feature pushed out via PR newswire
• Investment: £3,995+VAT

www.business-reporter.co.uk
CASE STUDIES
PREVIOUS CLIENTS

Business Reporter counts over 5,000 satisfied clients. Take a look at what they say about us:

SPECIAL REPORTS
Distributed with The Sunday Telegraph and City AM, our flagship title provides top-quality business news, features and analysis for C-level leaders.

“I am writing to express how heartened I am by your health and safety supplement which was both informative and measured in its approach. You rightly point to the improvements the country has made in the health and safety of its workers in recent years, although of course, there is still much to be done. The supplement gave sensible and practical advice – including up-to-date information on new health and safety laws, which should prove invaluable to your readers, employers and workers alike. The fact that some people go out to work and never return home to their families is a human tragedy. If such information can save just one life then it will have been a job well done.”

Minister for Health and Safety, Department for Work and Pensions

“Deltalight ordinarily focuses on b2b advertising, but due to the nature and quality of the lighting brilliance supplement we felt on this occasion it was of added value to us to advertise. Since the advert ran, we have seen an increase in traffic to our website which translates into more leads. We are really pleased with the outcome and look forward to working with the team on future publications.”

PR & Marketing Manager, Deltalight UK

SPECIAL DEBATES
Focusing on key business topics, our Studio Debates bring industry thought leaders together for informed discussions at The Telegraph’s video studios.

“I have worked with, and on, a number of productions from behind the scenes, and your coaching and advice was some of the most inspiring and useful I have come across. You and the team were extremely talented in both directing and allaying the fears these situations create. I am extremely grateful for how professionally you handled the entire operation.”

Head of Innovation, Pomegranate

“We entered a funding competition ran by Innovate UK, and our bid won funding in excess of £1million. Your videos were part of the application process and undoubtedly helped. This could be a historic occasion, and you were part of it!”

Founder, Give & Take Care

“Thank you for a superb afternoon of filming yesterday. Not knowing what to expect I was slightly nervous but I couldn’t have asked for a better producer. The whole experience was incredibly professional. Watching from the control room it certainly looked like we got some excellent footage.”

Marketing manager, Rutland Partners

“Hi, just finished the video and saw the link. That looks awesome.”

Country Manager, Plenty Markets

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MAXIMISE YOUR IMPACT

- Send video to your own commercial database
- Social media channels
- Share internally so staff can share externally - Linkedin etc
- Insert video links into sales assets
- Induction/training tool
- Insert in annual report for investor information
- Share with your own internal and external PR team
- Upload on corporate website

CONTACT US

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