

Medianett

PUBLISHING

2023 Digital Media Pack

The Medianett Publishing Universe

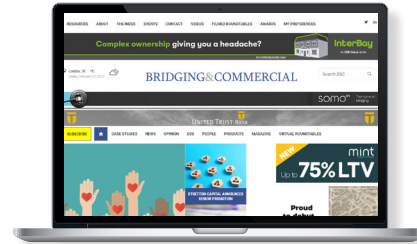
MAGAZINE



LENDER INDEX



DIGITAL



SOCIAL



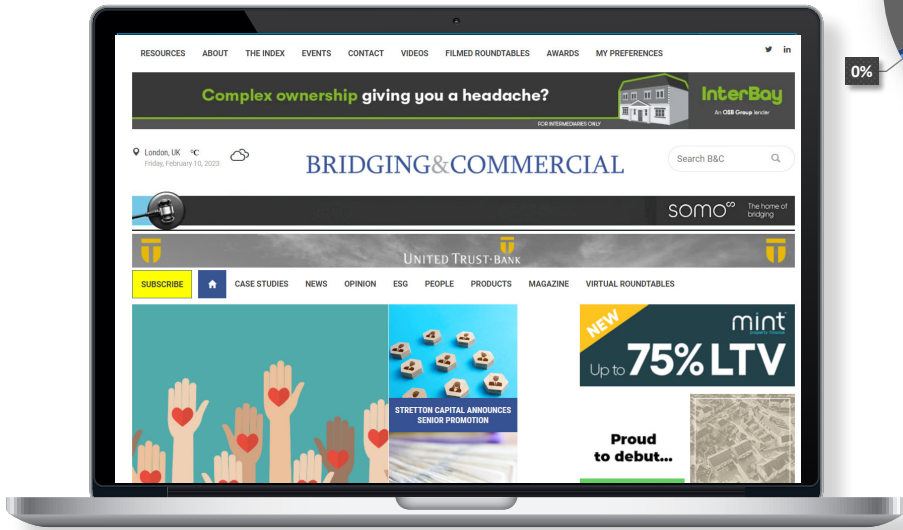
EVENTS



Readership

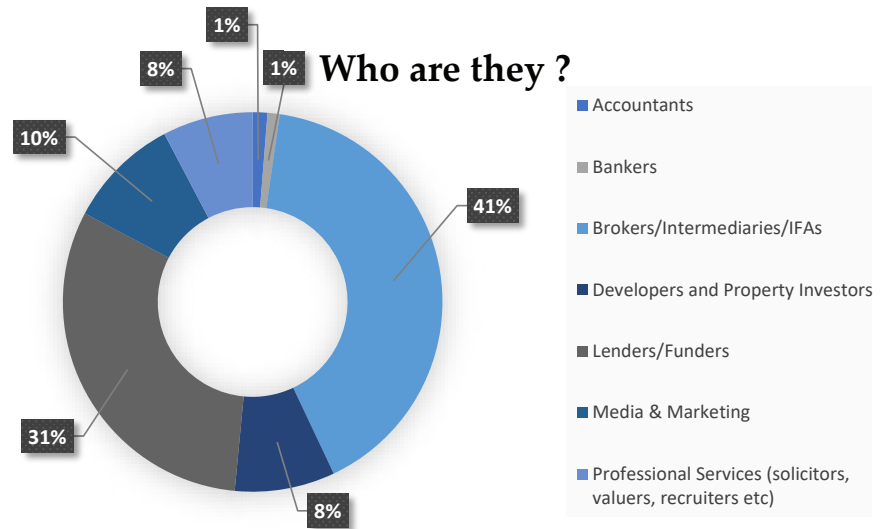
BRIDGING & COMMERCIAL has been the home of the specialist property finance broker for 15 years. We cover whole-of-market news pertaining to the bridging, business finance, commercial and tertiary unregulated mortgage markets.

Our exclusive and breaking news, features and video content attracts an average of 25,000 visits per month and 38,000 page views.

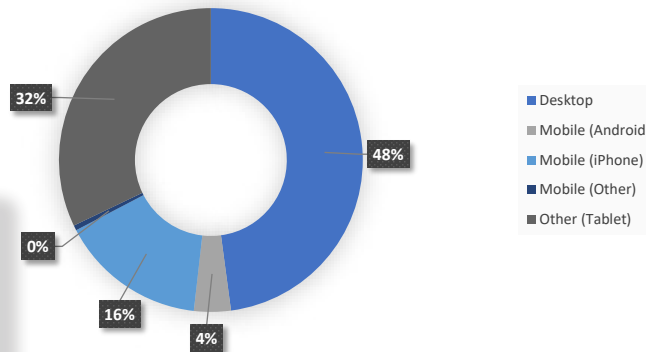


Database size: Approximately 8,000

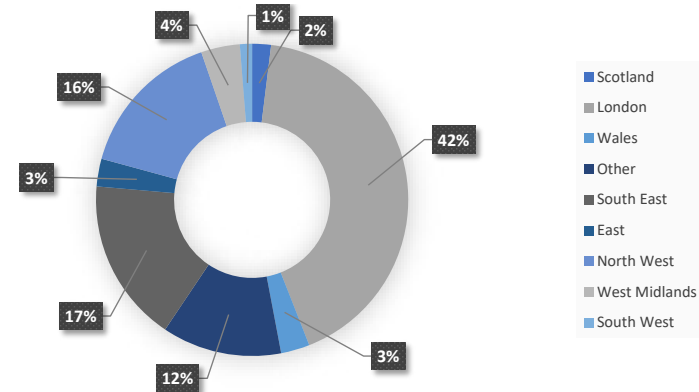
Who are they ?



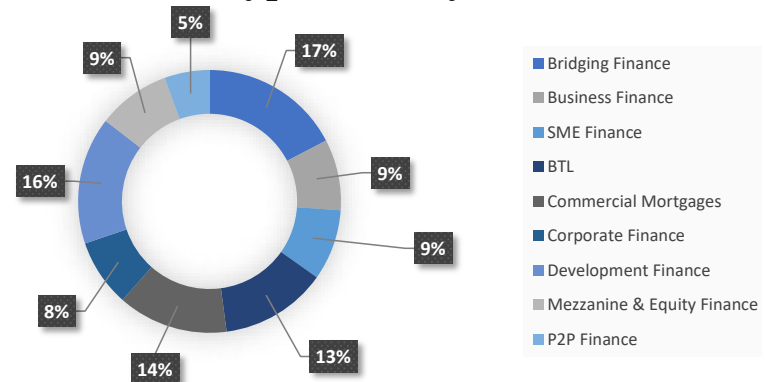
Devices our readers use



Where are our readers based?



What finance types are they interested in ?



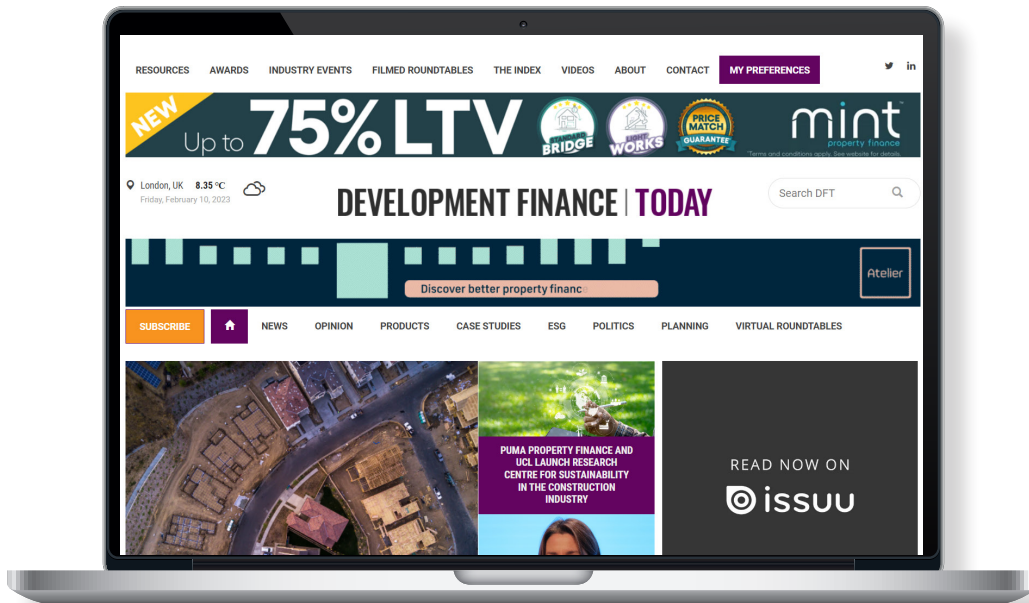
Based on a sample size.

Readership

DEVELOPMENT FINANCE | TODAY brings its readers content that focuses on the financing of residential and commercial projects, as well as updates within the wider world of construction, planning and housing.

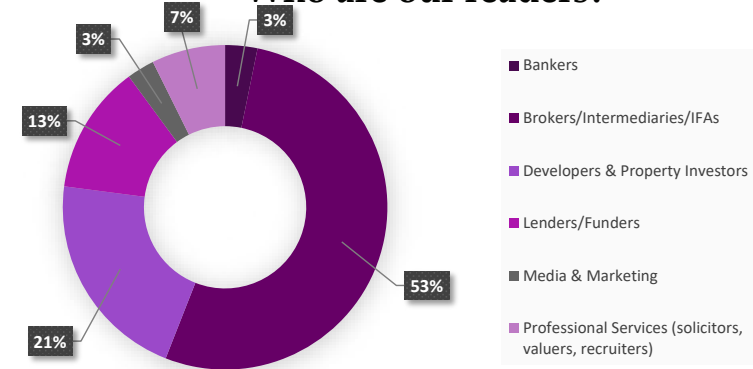
This has garnered the attention of developers and housebuilders, which is what differentiates the makeup of this database to that of *Bridging & Commercial*.

DFT benefits from an average of 13,000 visits and 47,000 page views per month.

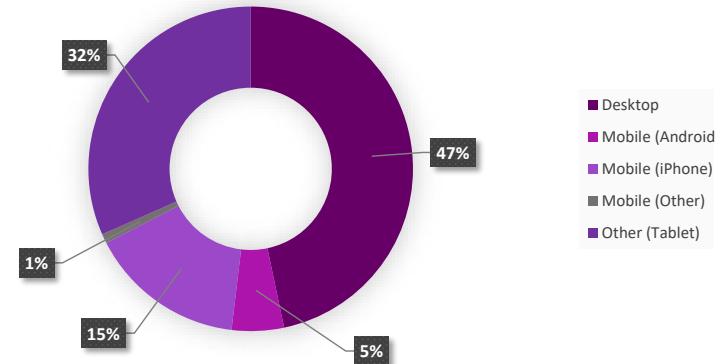


Database size: Approximately 7,700

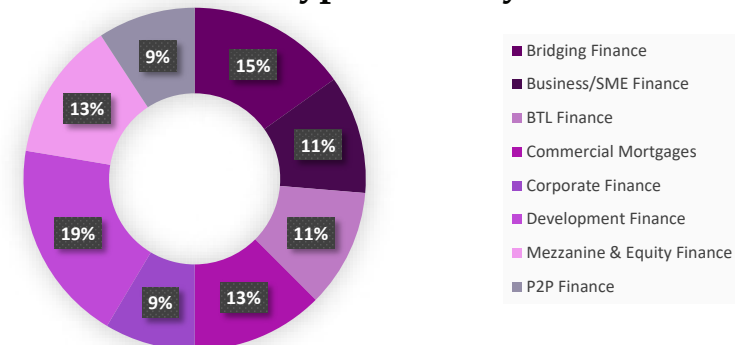
Who are our readers?



Devices our readers use



What finance types are they interested in?



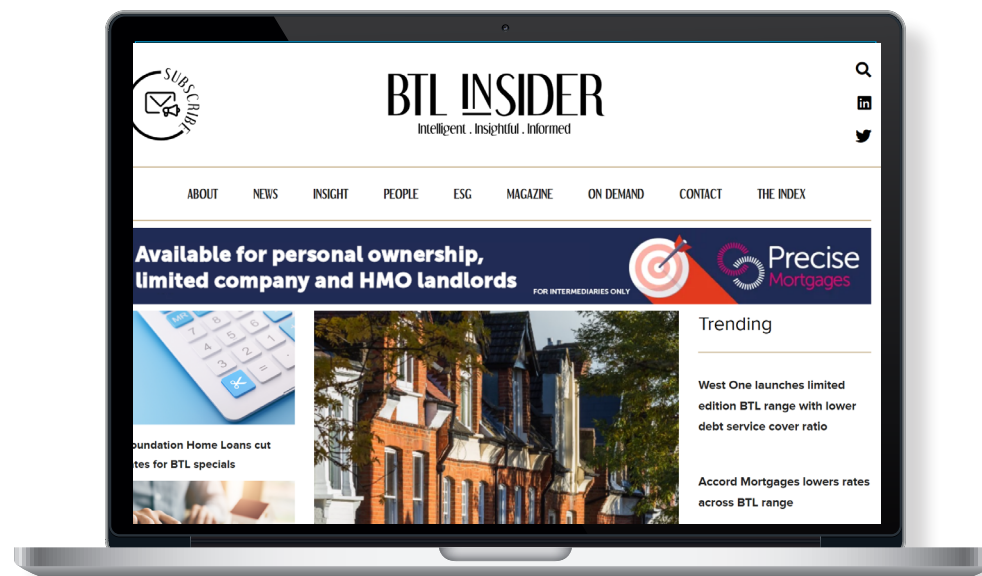
Based on a sample size.

Readership

BTL INSIDER brings its broker and landlord readers content that focuses on the financing of residential and semi-commercial buy-to-let property, as well as updates within the wider world of tax, regulation and green finance.

Launched in January 2023, BTL Insider has garnered the attention of brokers and landlords, which is what differentiates the makeup of this database to that of *Bridging & Commercial* and *Development Finance Today*.

BTL Insider has a database of circa 5,100 subscribers.



Opportunities & Pricing

Banner advertising ▼

Have a constant presence on every page of our website(s). We sell online advertising by space, rather than impressions, and advertisers always get first refusal on renewing their banner prior to this being offered out to others. You may update and change your banner as many times as you like throughout your contract period, and we provide full reporting on impressions and clicks.

B&C – From £8,000 + VAT for six months, and £14,000 for 12 months

DFT – From £6,000 + VAT for six months, and £10,000 for 12 months

BTLI - From £4,500 + VAT for six months, and £10,000 for 12 months



Solus email marketing ▲

Reach our databases monthly by sending out an e-shot to promote, highlight or update intermediaries, real estate professionals and developers on your current offering.

B&C - £950 + VAT each, or £5,000 + VAT for six

DFT - £800 + VAT each, or £4,500 + VAT for six

BTLI - £700 + VAT each, or £4k + VAT for six

Opportunities & Pricing

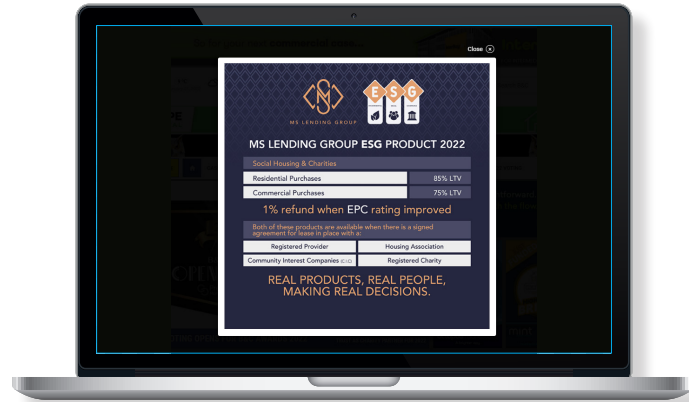
Website takeovers ▶

Impactful and disruptive, these week-long campaigns include a pop-up graphic (or video, gif, etc), plus a sticky banner on the bottom edge of the website.

B&C - £2,500 + VAT per week

DFT - £2,500 + VAT per week

BTLI - £750 + VAT per week



Mobile website sponsorship ▼

An opportunity to have two banners (one on the home page and one on inner article pages) on our separate mobile website, which is free of other advertising.

B&C - £6,000 + VAT for six months, £10,000 + VAT for 12

DFT - £5,000 + VAT for 6 months, £9,000 + VAT for 12

BTLI - £3,000 + VAT for 6 months, £5,000 + VAT for 12

Newsletter and news alert sponsorship ▶

Align your brand with our regular news broadcasts, sent out up to four times per week, as one of only two advertisers for a period of three months or more.

B&C - £4,000 + VAT for three months

DFT - £3,000 + VAT for three months

BTLI - £2,000 + VAT for three months



Opportunities & Pricing

Virtual roundtables ▶

Our unique virtual roundtables aim to tackle the topics that matter most in the bridging, commercial and property development finance sectors. Dive into a specialist theme with a curated panel of experts in these engaging, live sessions, while we handle the hosting and take care of the admin. Easy and effective. Includes promotion, guest and software management, as well as a highlights article published post-event.

B&C - £3,000 + VAT each for sole sponsorship

DFT - £3,000 + VAT each for sole sponsorship

BTLI - £2,500 + VAT each for sole sponsorship

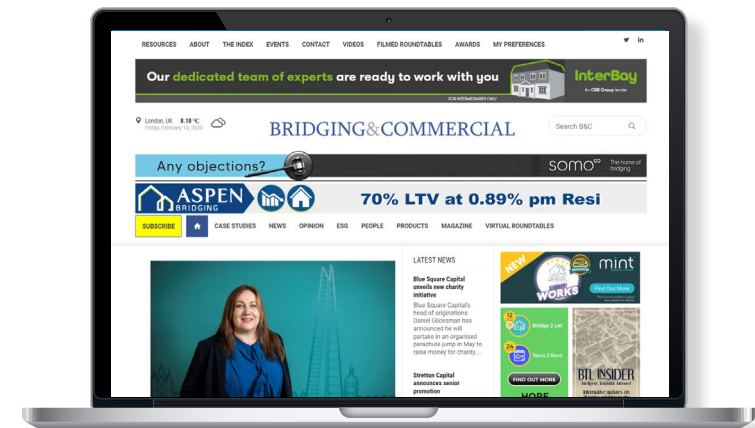
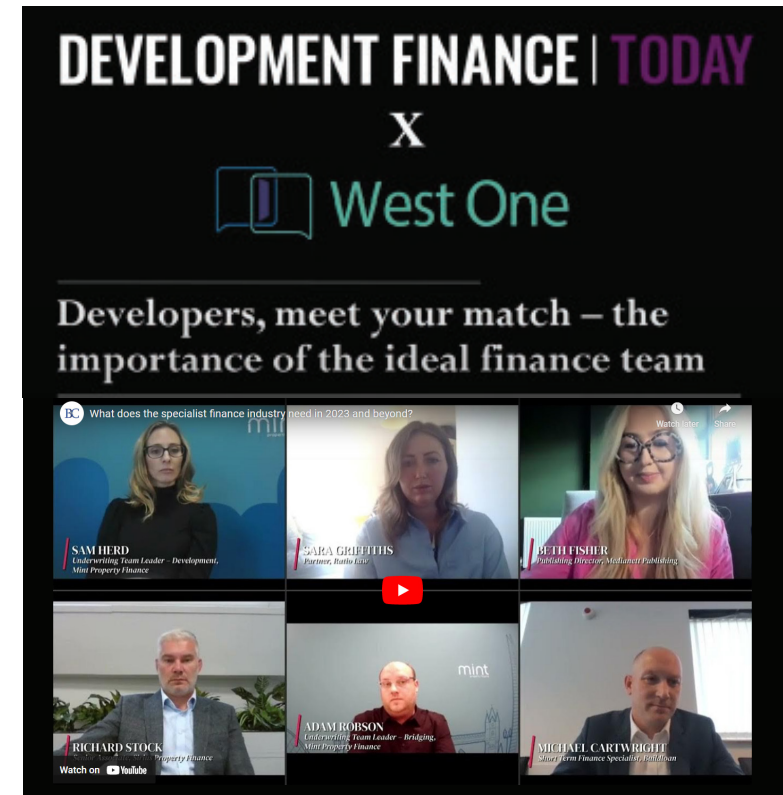
Sponsored content

Have an idea that you'd like to work with us on and send out to our audience? We can collaborate on editorial features, interviews and video content that is led by you and organised by us.

B&C - From £500 + VAT, depending on level of production required

DFT - From £500 + VAT, depending on level of production required

BTLI - From £250 + VAT, depending on level of production required



Say hello



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