



BR

BUSINESS REPORTER

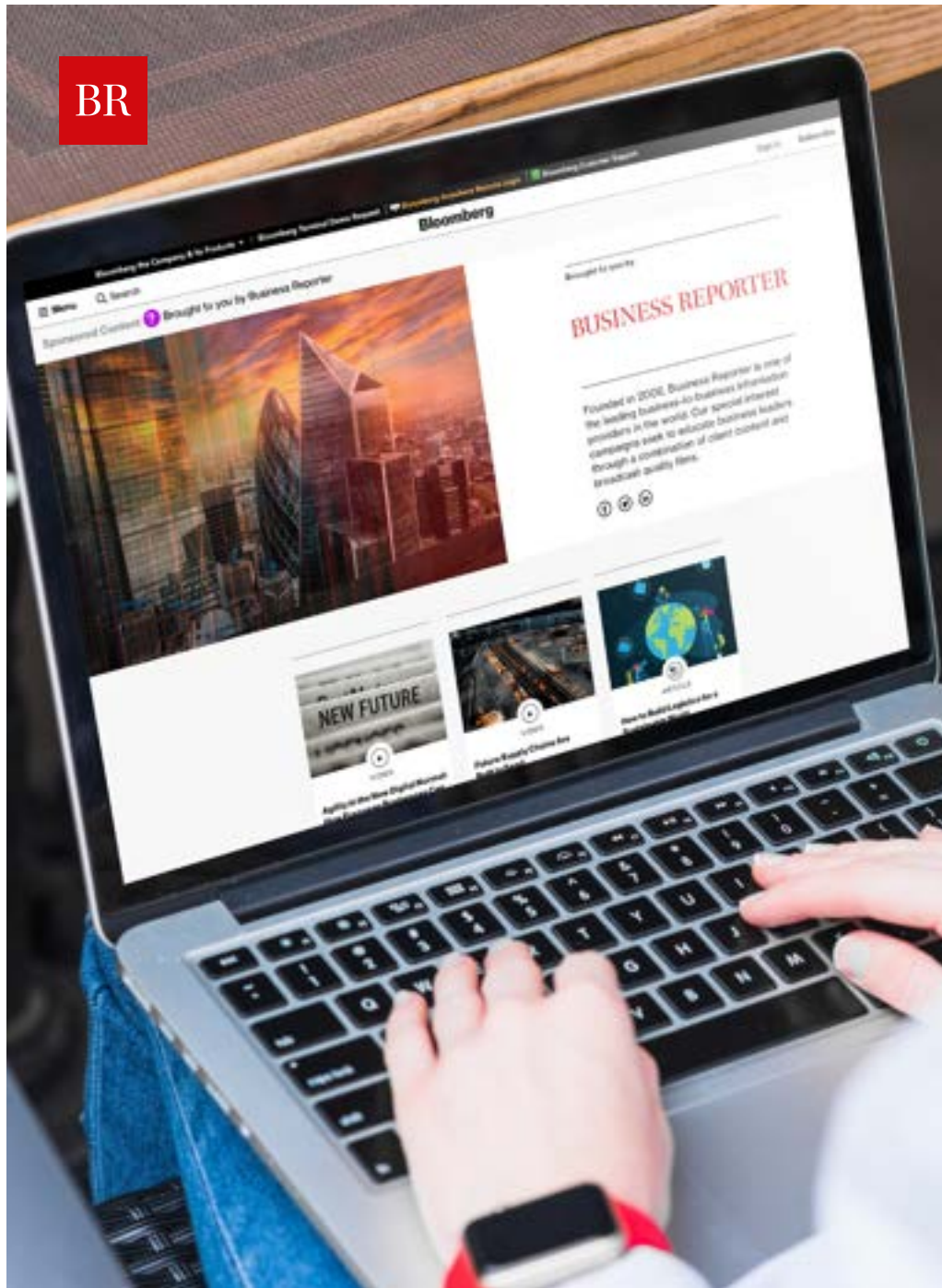
MEDIA KIT 2023

www.business-reporter.co.uk



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Reputation

B

usiness Reporter is an award-winning content creator with experience working and sharing compelling business narratives.

We use a range of multi-media platforms to cut through the sheer volume of white noise that is associated with today's contemporary media. We have the perfect platform to create genuine engagement with your brand and showcase you as a pioneer in your sector.

We are contracted with Bloomberg, The Independent, Business Insider Deutschland, Le Figaro, Fortune, USA Today and WIRED and are using our relationship to publish all of our films on a dedicated hubs on their sites. The content in this branded programme, all produced by Business Reporter, will champion your organisation and promote your business success story through drivers on the Bloomberg, The Independent, Business Insider Deutschland, Le Figaro, NRC.nl, Fortune, USA Today and WIRED sites and on social channels.



A Strong Voice in the Market

Quality Content

Business Reporter is an award-winning media organisation and we can help you create high quality video, imagery and articles to showcase how your organisation is helping cut costs, drive efficiency and increase shareholder value.

Credible Editorial Environment

As well as being published on **Business-Reporter.co.uk**, your content can be hosted on our Business Reporter's dedicated hub pages on:

- ▶ **Business Insider Deutschland**
- ▶ **Le Figaro**
- ▶ **The Independent**
- ▶ **USA Today**
- ▶ **WIRED**
- ▶ **NRC.nl**
- ▶ **Bloomberg**
- ▶ **Fortune**

Global Reach

Together with our media partners, we will drive viewers to your content, through a campaign that includes social media, newsletters and advertising and we will work with you to ensure you get the most value from the campaign through your own marketing activities.

Bloomberg Audience



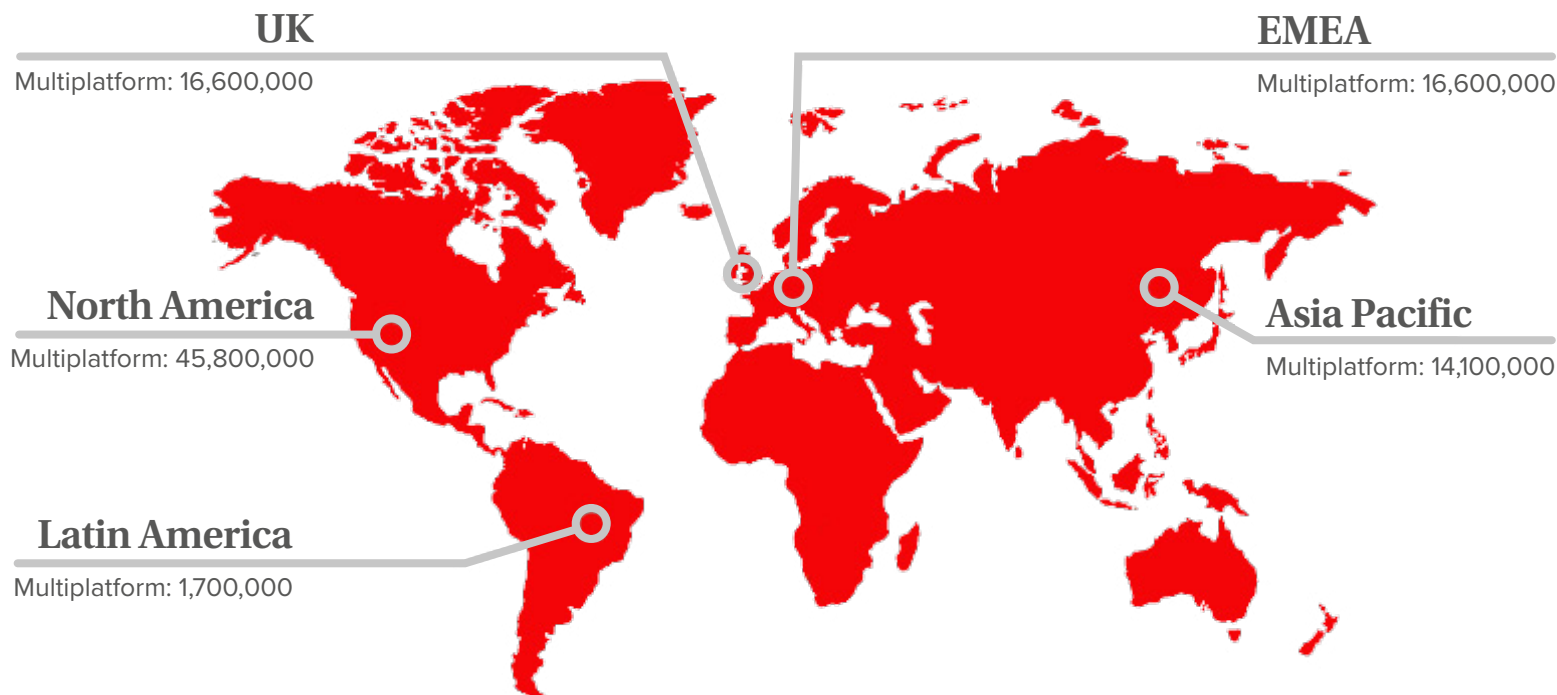
Over 172 Million
Global monthly sessions*



Over 459 Million
Global page views monthly*



- Financial Professionals: 19%
- C-Suite Leaders: 12%
- Technology Decision Makers: 30%
- Policy Makers: 8%
- Core Terminal Subscribers & Other: 25%*



Bloomberg is building a hub page to host Business Reporter supplied articles and videos that are approved by Bloomberg. This hub page lives within the custom content section on Bloomberg.com.

All of these articles and videos are created and produced by Business Reporter. The Bloomberg team promotes these videos with drivers on site, such as native touts, and on social, through @Bloomberg social handles.

*Source: Google Analytics, comScore Video Metrix average (Worldwide; Desktop only); 1st Quarter 2020 monthly average

Fortune Audience



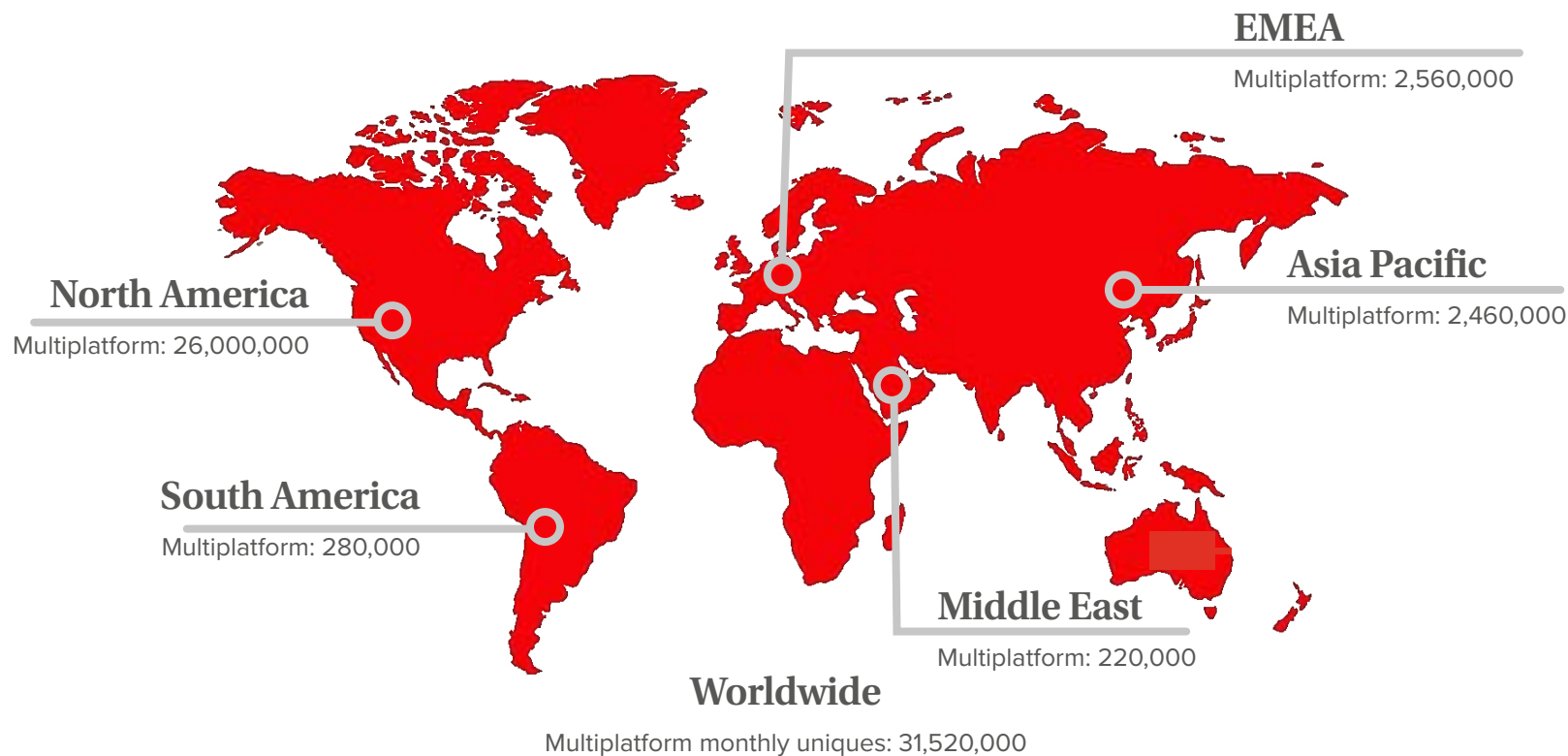
Over 19 Million

Global monthly sessions



Over 36 Million

Monthly unique users



“FORTUNE’s mission is to inform, enlighten, and convene businesspeople everywhere, giving them tools to succeed and make business better.”

- Alan Murray, President and CEO

Source: Ipsos Affluent Survey USA Fall 2021 Adults 18 Or Older, HHI \$125,000+ *Any chief officer (sub-total) or Other (company) officer/board member or Owner/partner or President/chairman or General manager/director or Executive/Senior Vice President and I consider myself an opinion leader: Definitely agree;

**Job Title: Any chief officer (sub-total) or Other (company) officer/board member or Owner/partner or President/chairman or General manager/director or Executive/Senior Vice President and I consider myself an opinion leader:

The Independent Audience



Over 100 Million

Average monthly visitors
to Independent.co.uk
and Indy100.co.uk



Over 28 Million

Monthly UK unique users



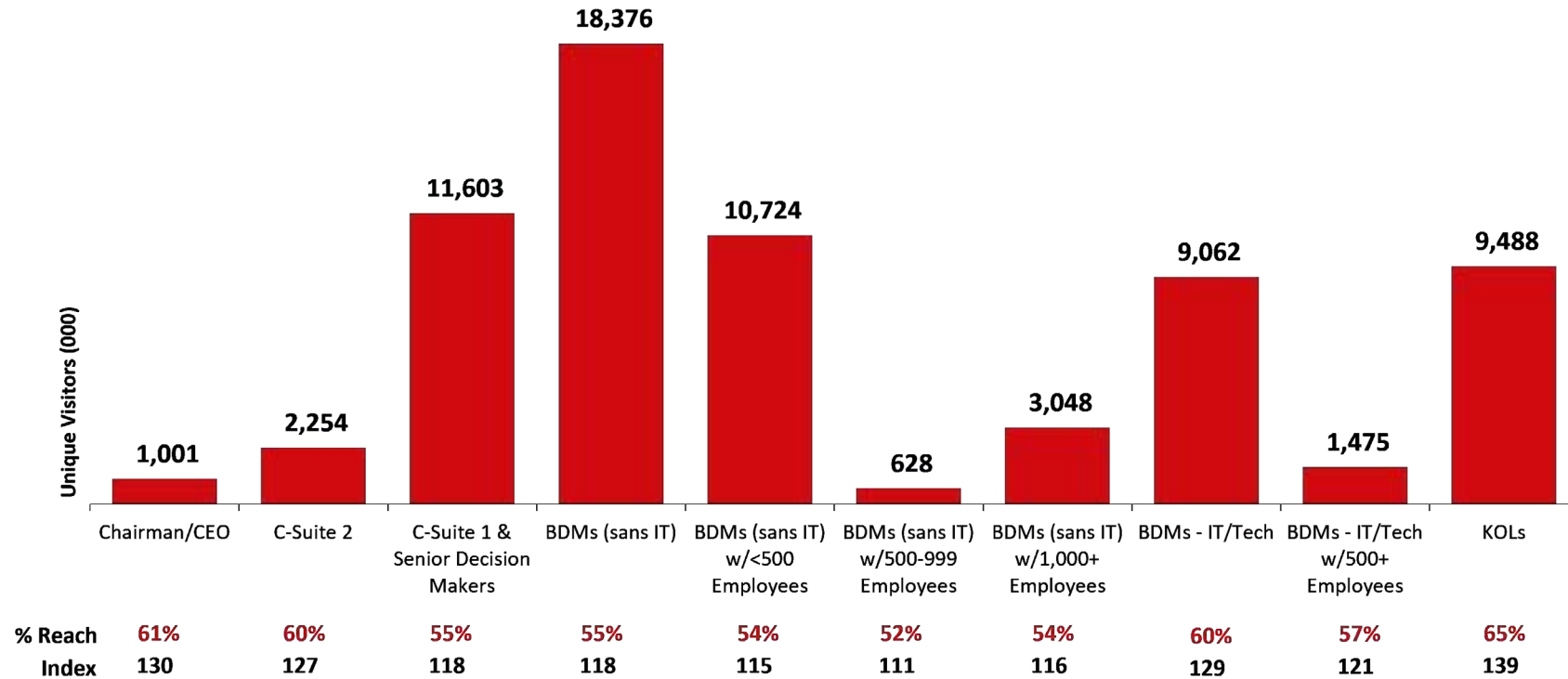
Over 2.1 Million

Audience of Directors,
Managers and Senior officials



*Source: ESI Media SME Survey 2020 sample 1215

USA Today Audience



The USA Today is the largest local-to-national digital media organization in North America, reaching millions of people with its Pulitzer prize winning content. Its newspaper is printed at 37 sites across the United States and at five additional sites internationally and its online presence has over 173 million Unduplicated US national and local visitors*. USA Today's dynamic design is responsible for influencing the style of local, regional, and national newspapers worldwide.

* USAToday.com, January 2023 <marketing.USAtoday.com/rates-and-specs/>

**Source: © 2022 Comscore, Media Metrix, Media Trend (Aug-Oct '22), Multi-Platform

WIRED Audience



Over 20 Million

Digital unique monthly users



- CEO: 4.6%
- C-Suite: 3.6%
- Top Management: 16.3%
- BDs: 32.5%
- ITDM: 29.1%
- Business Owner: 13.9%**



C-Suite Execs

Ranking #1 by Index vs. NY Times, WSJ, Forbes, Fortune, The Economist and The Atlantic.*



Work in Tech

VS all measured publications***

BRAND MISSION:

WIRED is where tomorrow is realized. For three decades, WIRED has been the indispensable guide to a world in constant transformation.

*comScore/MRI 9I21;S21; print/digital

** MRI/ComScore 11.22/S22; Percentages have been adjusted based on the whole WIRED Business Professional Audience

***ComScore/MRI 9I21;S21



Over 7.45 Million

Monthly online visitors



Over 16.6 Million

Page impressions

Business Insider is Germany's most modern news page on topics such as business, careers, tech, digital culture and science. This new type of economic journalism offers a competent and unconventional view of the world of business and financial markets.



Over 3.3 Million

Monthly online visitors



Over 4 Minutes

Average visit duration

NRC is the #1 quality newsbrand in the Netherlands. Both with the largest print circulation and the biggest digital-reach, relied on by The Times and Sunday Times for coordinating international investigative journalism.

*Source: NRC.NL Traffic Analytics & Market Share. Similar web. (n.d.)



Over 33 Million

Monthly online visitors



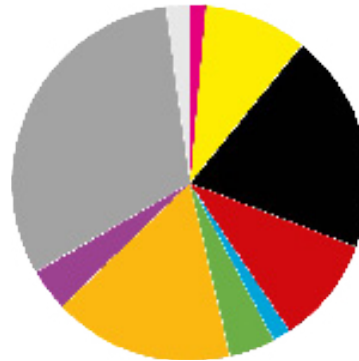
Over 161 Million

Monthly page impressions

Founded in 2010, IFQ is one of the most successful publishing cases of the Italian publishing industry; it is now among the first players of the Italian digital publishing industry



Over 27 Million
Annual online visitors



- CEO: 1.4%
- C-Suite & Senior Decision Makers: 9.6%
- Decision Makers: 20.2%
- Decision Makers < 500: 9.8%
- Decision Makers 500-999: 1.7%
- Decision Makers > 1000: 9.8%
- IT Decision Makers: 16.6%
- IT Decision Makers > 500: 3.8%
- KOL: 16.6%
- Institutional Investors: 2.1%



Over 66 million
Page views monthly

Le Figaro is France's oldest and largest national daily news paper with the largest C-Suite audience in France. Amongst other topics, specialises in covering business focused news including careers, finance and the stock market.

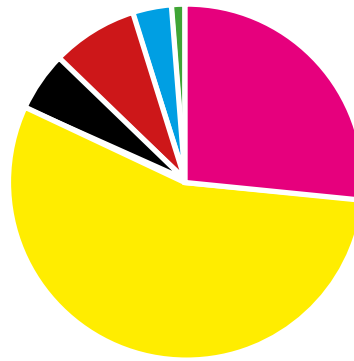
*OneNext Influence Global 2021, Cible 1 : Ensemble, Lectorat : LNM

**Similarweb.com, October 2021 <similarweb.com/website/lefigaro.fr/#overview>

17 Global Goals Audience



Over 600,000
Annual online visitors



● Chief: 26%
● Director/Head: 56%
● Executive: 5%
● Manager: 8%
● PR/Other: 4%
● Partner/Consultant: 1%



Over 4,000
Database of senior
sustainability professionals

17 Global Goals is Business Reporter's dedicated sustainability platform and directly targets an audience of sustainability professionals and enthusiasts to educate them on the 17 Sustainable Development Goals and the progress made towards their targets.



Over 4.8 Million
Annual online visitors



Chief: 15%
Director/Head: 43%
Executive: 7%
Manager: 12%
CEO: 6%
Managing Director: 14%
Partner/Consultant: 3%



Over 123,000
Database of senior
business professionals

Business Reporter has over 15 years' experience in creating business narratives and has therefore built up one of the UK's largest networks of senior business professionals.

Campaign Across our Channels



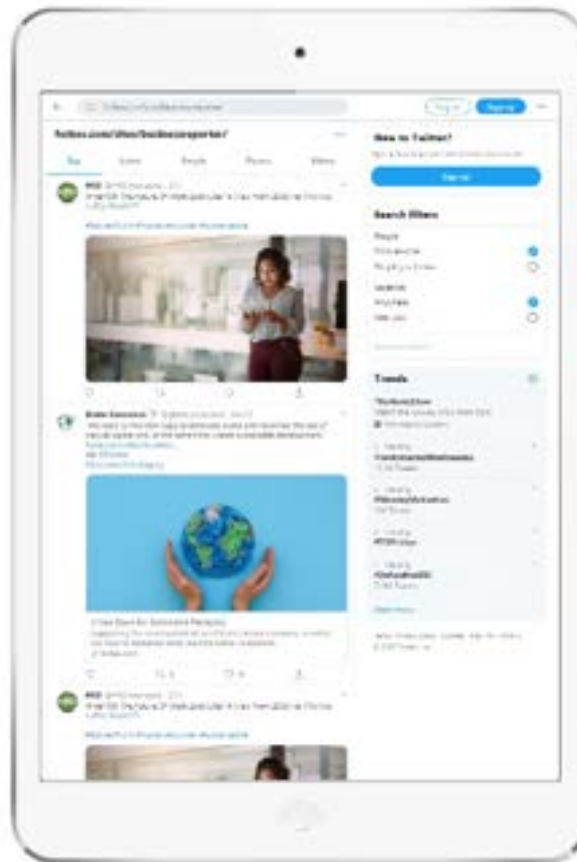
Typical monthly content views:
Business Reporter client piece - 10,500



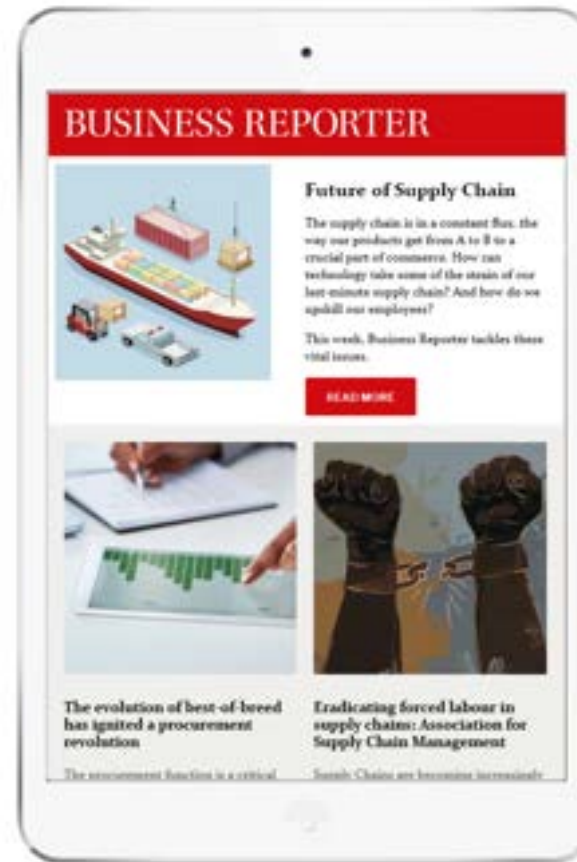
Typical monthly content views:
17 Global Goals client piece - 5,624

N.B. Click on the above images for links to their respective web pages.

Promotion and Organic Amplification

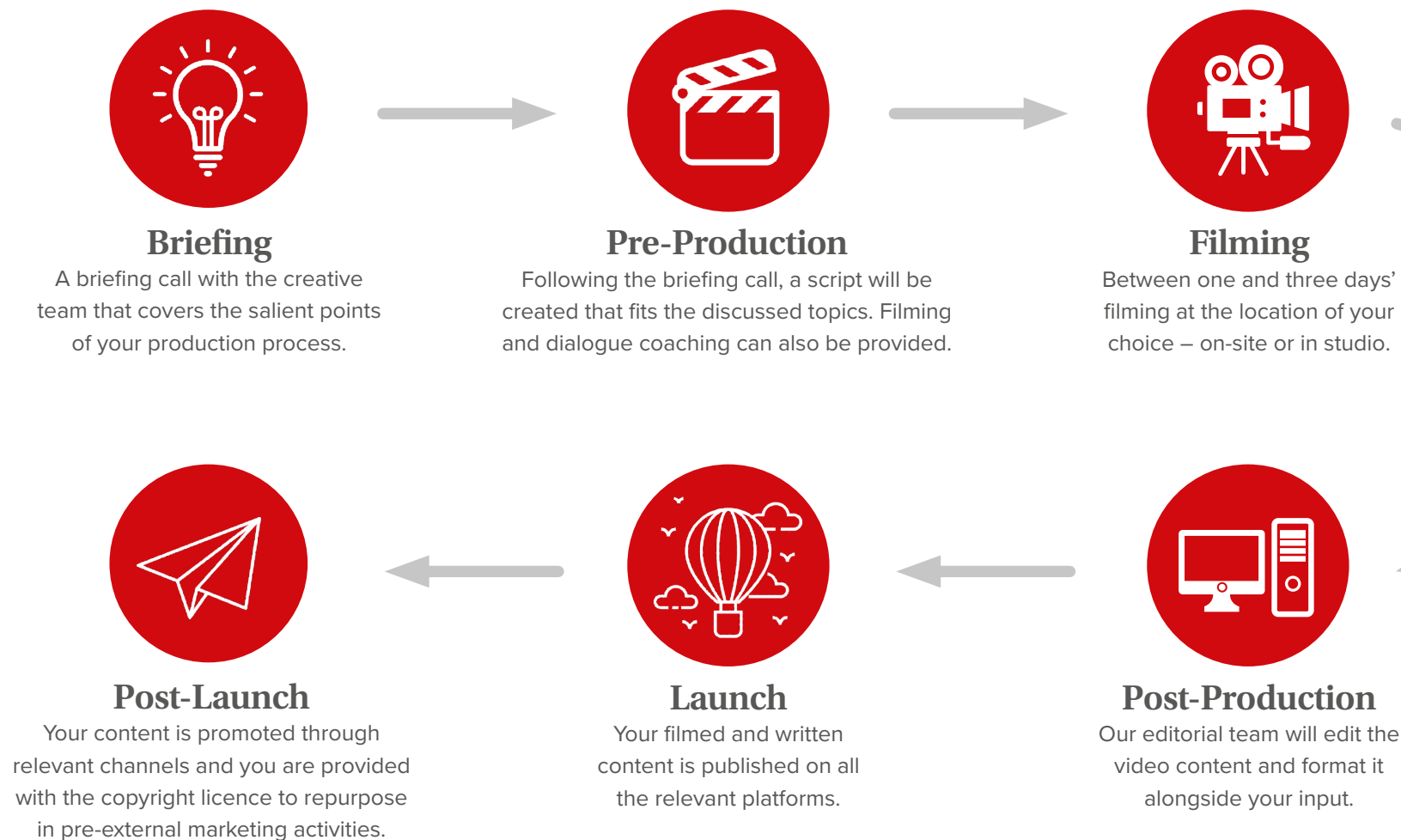


Organically promoted across **Twitter**



Content featured in weekly **Business Reporter** newsletter

How it Comes Together



Note: All programme content is produced by Business Reporter. Business Reporter takes sole responsibility for this content.



Involvement Options

Video Studios

Video created at our film studios in London or New York.

Video on Location

Video filmed over one or more days at appropriate location of choice.

Content Deliverables

Video published on Business Reporter's dedicated hub page on

- ▶ **Bloomberg.com**
- ▶ **Fortune.com**
- ▶ **TheIndependent.co.uk**
- ▶ **USAToday.com**
- ▶ **WIRED.com**
- ▶ **BusinessInsider.de**
- ▶ **NRC.nl**
- ▶ **LeFigaro.fr**
- ▶ **IlFattoQuotidiano.it**

- ▶ Featured **press release**