

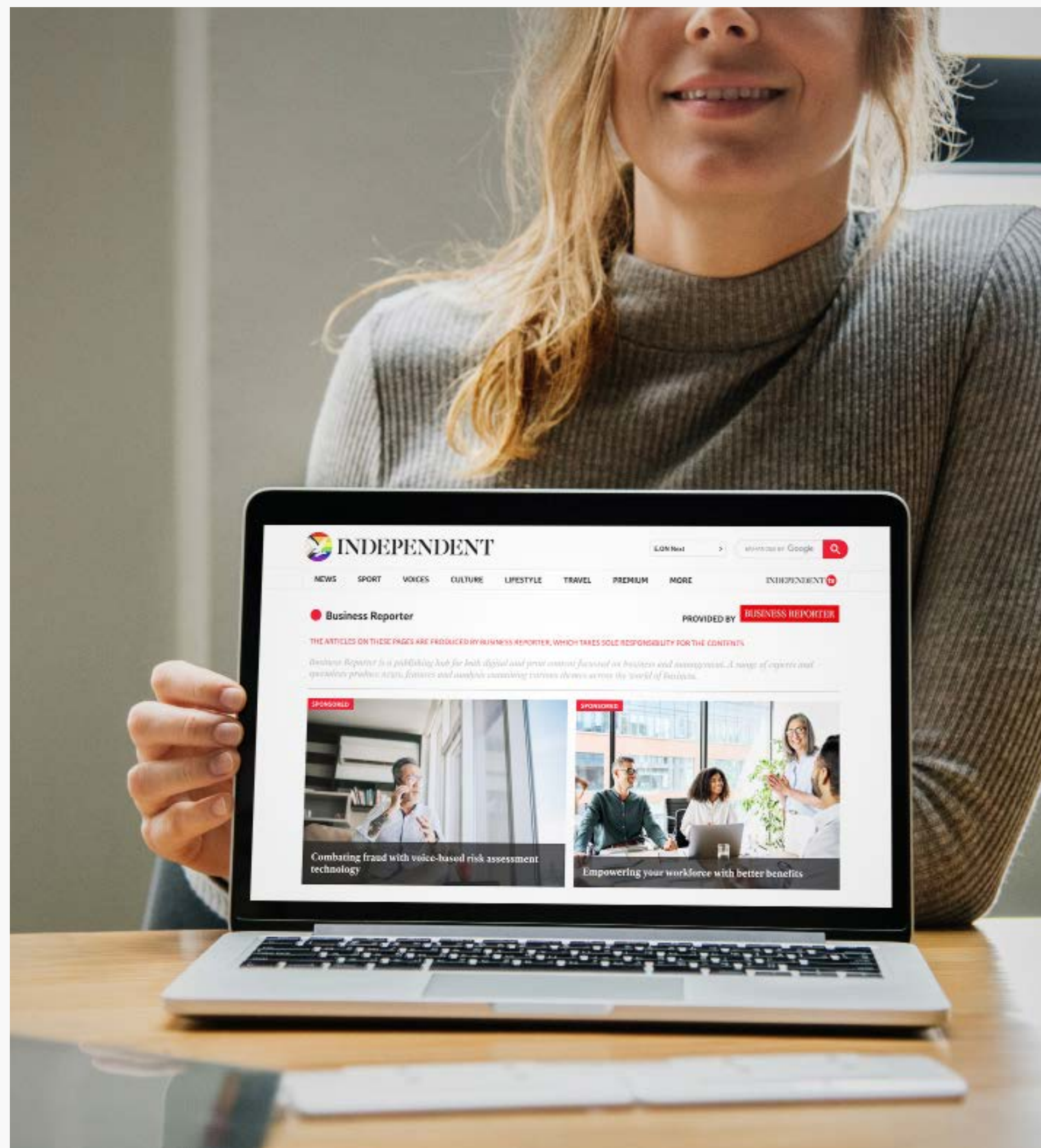


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BUSINESS REPORTER

Media Kit 2024

www.business-reporter.co.uk



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REPUTATION

Business 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, Le Figaro, Die Welt, USA Today, Il Fatto, NRC, Expansion* and *WIRED* and are using our relationship to publish all of our films on a dedicated hub 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, Le Figaro, Il Fatto, NRC.nl, Die Welt, USA Today, Expansion* 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.

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.

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:

- Bloomberg
- Fortune
- Die Welt
- WIRED
- HuffPost
- The Independent
- USA Today
- Le Figaro
- NRC
- Il Fatto
- Expansion

BLOOMBERG AUDIENCE

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.

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

172 MILLION+

Global monthly sessions*

459 MILLION +

Global monthly page views*



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

FORTUNE AUDIENCE

“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:

Worldwide audience:
31,520,000

(Multiplatform monthly uniques)

19 MILLION+

Global monthly sessions*

36 MILLION+

Monthly unique users*



DIE WELT AUDIENCE

By setting standards in reporting, business and finance, Die Welt has cemented itself as the flagship newspaper of the Axel Springer publishing group and is one of the most visited and respected news sites in Germany.

19 MILLION+

Monthly online visitors

345 MILLION+

Page impressions



*AGOF daily digital facts, basis: Digital TEE, digital users aged 16+ (61.63 mill.); single month October 2022, retrieved on 12/12/2022

** IVW Januar 2023

THE INDEPENDENT AUDIENCE

100 MILLION+

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

28 MILLION+

Monthly UK unique users

2.1 MILLION+

Audience of Directors, Managers and Senior officials

Worldwide audience:

67,885,468

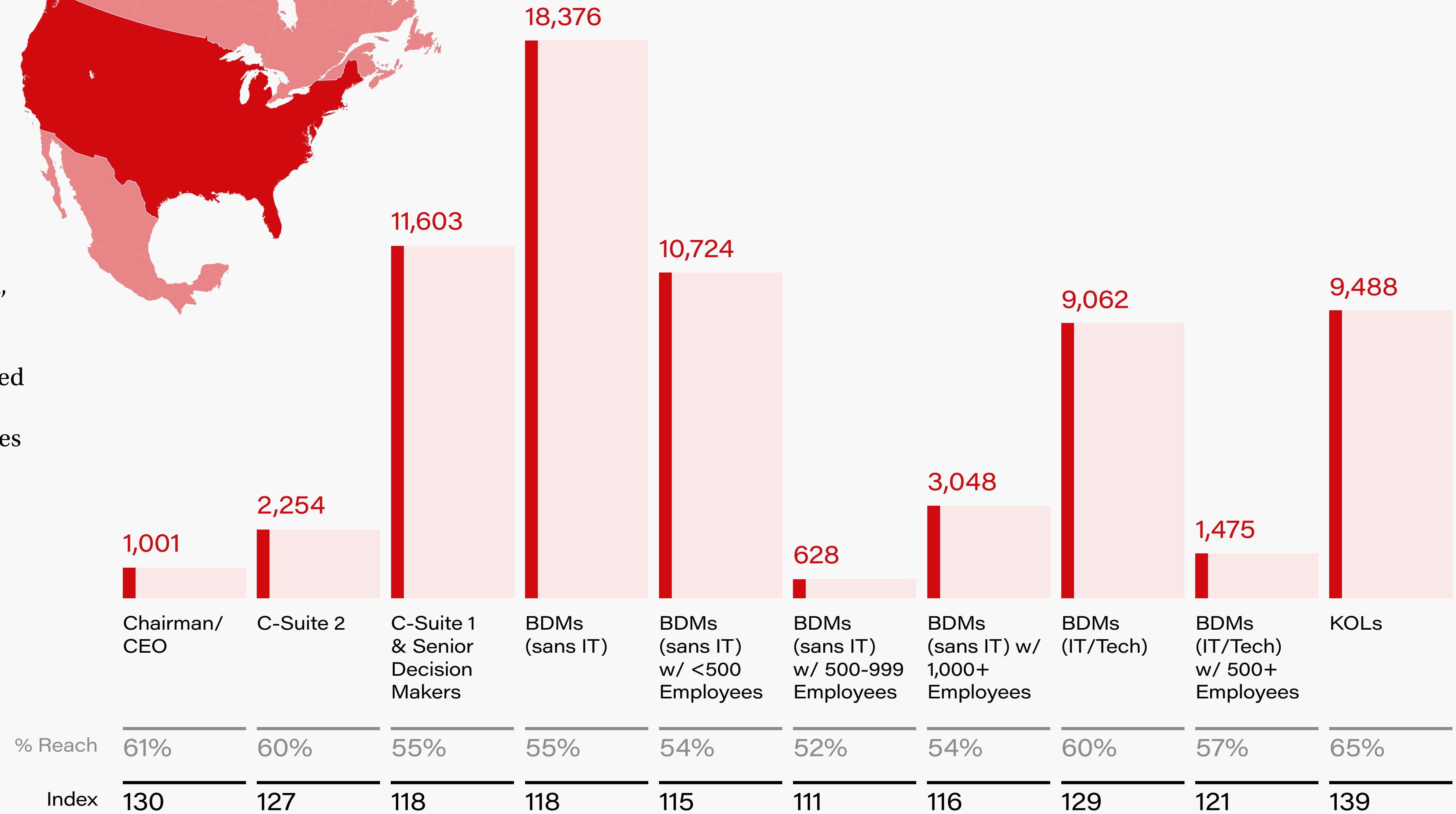
(Multiplatform monthly uniques)



*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

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

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

20 MILLION+

Digital unique monthly users

1.6X

C-SUITE EXECS

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

#1

WORK IN TECH

VS all measured publications*** and The Atlantic.*



*comScore/MRI 9|21;S21; print/digital ** MRI/ComScore 11.22/S22; Percentages have been adjusted based on the whole WIRED Business Professional Audience ***ComScore/MRI 9|21;S21

HUFFPOST AUDIENCE

As the World's #1 digital news outlet, **HuffPost**'s award-winning journalists make a huge impact on politics, culture, community and advocacy 365 days a year. HuffPost has earned a routine spot in the agendas of CEOs and business leaders worldwide.



Comscore Plan Metrix, Multiplatform, February/July/October 2022.

Global Web Index 2022, BuzzFeed Internal Data, Global Crossplatform, GFK MRI Media + Fusion 2020

NRC.NL AUDIENCE

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.

3.3 MILLION+

Monthly online visitors

4 MINUTES+

Average visit duration



*AGOF daily digital facts, basis: digital WNK 16+ years (59.14 million); single month Dezember 2018
3 Facebook/Twitter Dezember 2018 *ComScore/MRI 9I21;S21

IL FATTO QUOTIDIANO AUDIENCE

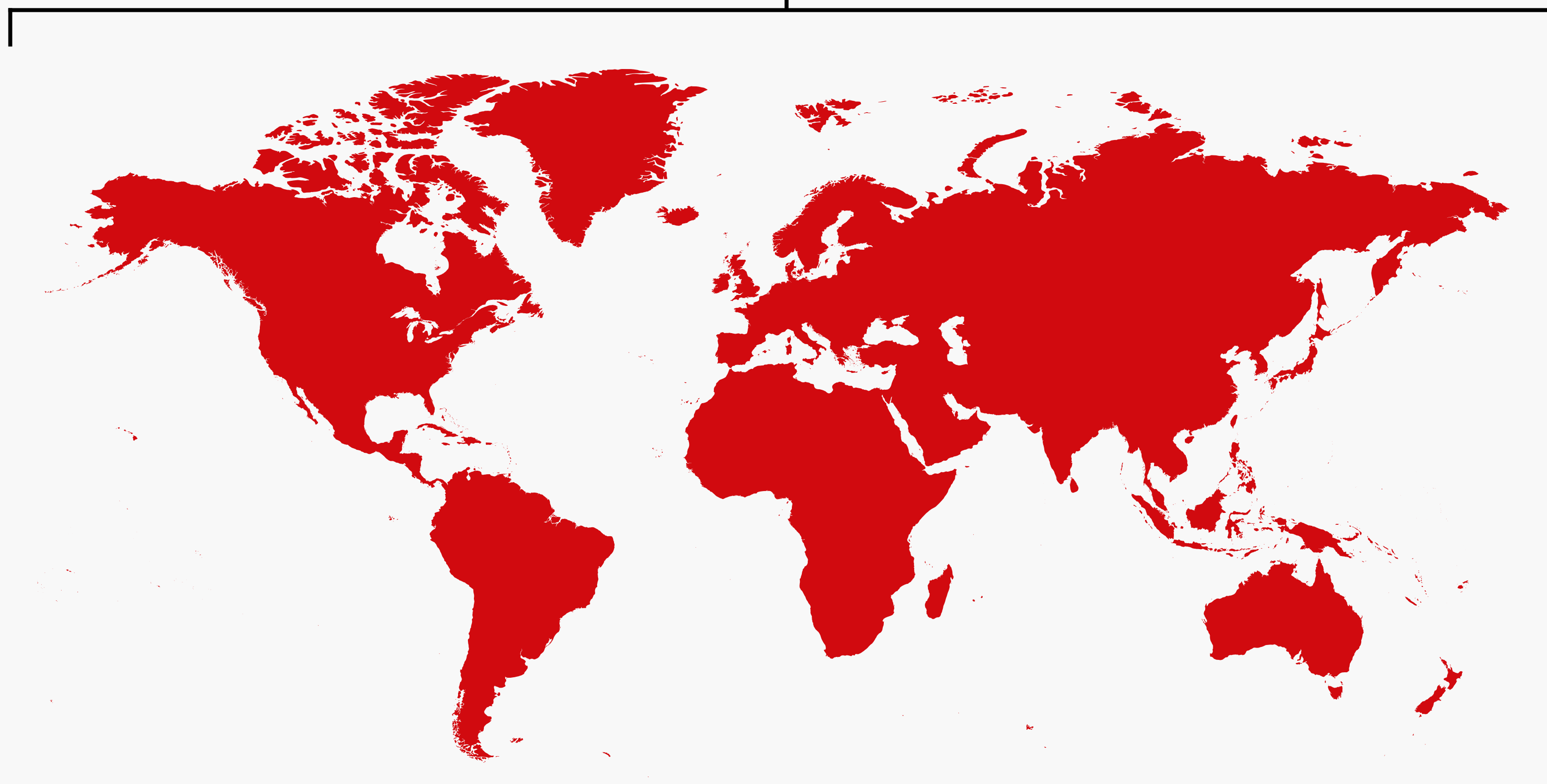
Founded in 2010, IFQ is one of the most successful publishing cases of the Italian publishing industry; it is now among the first players of the Italian digital publishing industry.

33 MILLION+

Monthly online visitors

161 MILLION+

Monthly page impressions



Source: Google Analytics, February 2022

LE FIGARO AUDIENCE

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.

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

27 MILLION+

Annual online visitors

66 MILLION+

Monthly page views



*OneNext Influence Global 2021, Cible 1 : Ensemble, Lectorat : LNM
 Similarweb.com, October 2021 <similarweb.com/website/lefigaro.fr/#overview> *ComScore/MRI 9I21;S21

EXPANSIÓN AUDIENCE

EXPANSIÓN is Spain's leading daily business and finance newspaper - both in print and digital. Expansion publishes the best and most complete information about both Spanish and international markets, and is highly respected by Spain's entrepreneurs and senior business professionals.

17 MILLION

unique users per month

**9
MINS**

**AVERAGE TIME
ON PAGE**

84%

COVERAGE

Percentage of the Spanish population connected to Unidad editorial



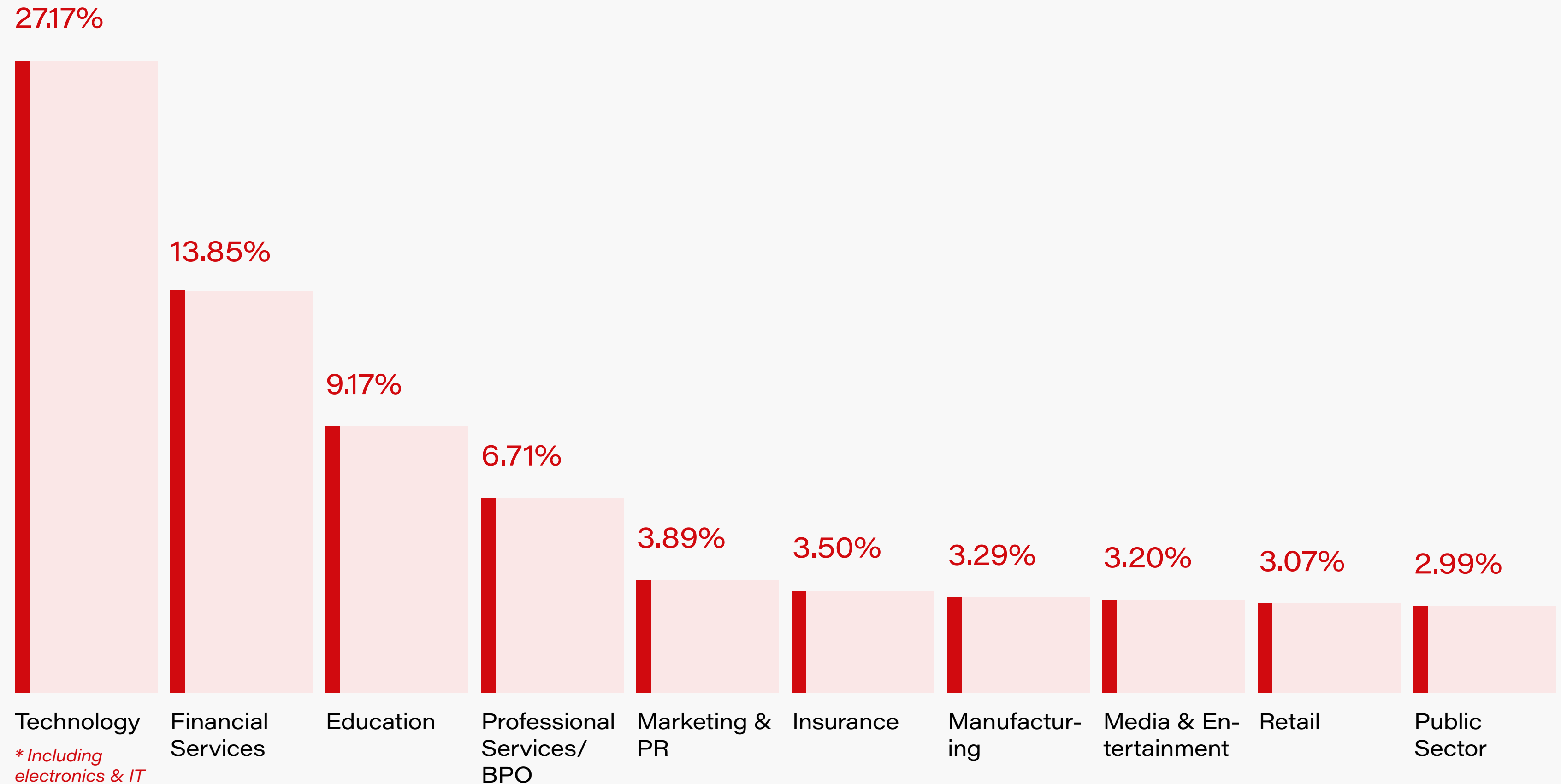
TEISS AUDIENCE

teissTalk has a database of over **70,000 cyber-security professionals** (as of May 2023).

| | |
|---------------|--------|
| Director/Head | 36.62% |
| Managers | 26.05% |
| C-Suite | 21.36% |
| Executives | 15.96% |

Company size breakdown

| | |
|---------------|--------|
| 10,000+ | 19.77% |
| 1001 – 10,000 | 29.32% |
| 501 – 1000 | 9.25% |
| 251 – 500 | 7.40% |
| Under 250 | 19.02% |
| 11 – 50 | 15.25% |



* Including electronics & IT services

| | |
|---|-------|
| Healthcare (incl. Private hospitals, clinics, etc.) | 2.68% |
| Transport & Logistics | 2.34% |
| Legal services | 2.25% |
| Other | 2.12% |
| Construction & Engineering | 1.56% |
| NGO & Non-profit | 1.47% |
| Leisure & Hospitality | 1.34% |
| Associations, Organisations & Trade Bodies | 1.34% |
| Pharmaceuticals | 0.91% |

| | |
|---|-------|
| Recruitment | 0.91% |
| FMCG | 0.82% |
| Telecommunications | 0.74% |
| Utilities (incl. Water companies, waste services, etc.) | 0.69% |
| Defence | 0.61% |
| Natural Resources | 0.56% |
| Energy | 0.52% |
| Automotive | 0.43% |
| Associations & Trade Bodies | 0.35% |

| | |
|-----------------------------------|-------|
| Holding Companies & Conglomerates | 0.30% |
| Chemicals | 0.26% |
| Property | 0.26% |
| Outsourcing | 0.22% |
| Charities | 0.17% |
| Food & Drink Manufacturers | 0.17% |
| Agriculture | 0.13% |

BUSINESS REPORTER AUDIENCE

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.

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

4.8 MILLION+

Annual online visitors

123,000+

Database of senior business professionals

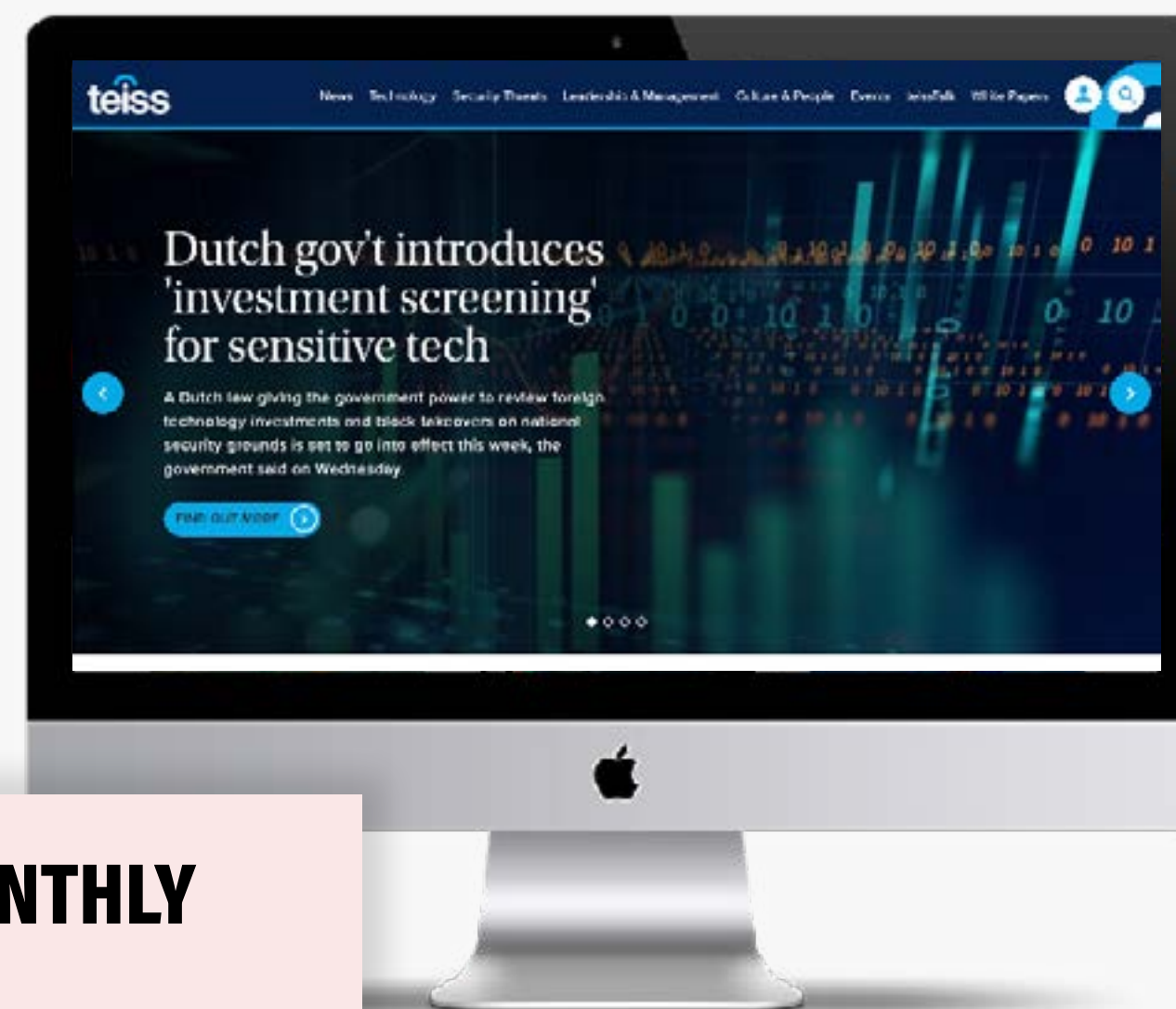


CAMPAIGN ACROSS OUR CHANNELS

150,000

**TYPICAL
CAMPAIGN VIEWS**

Business Reporter Client Piece

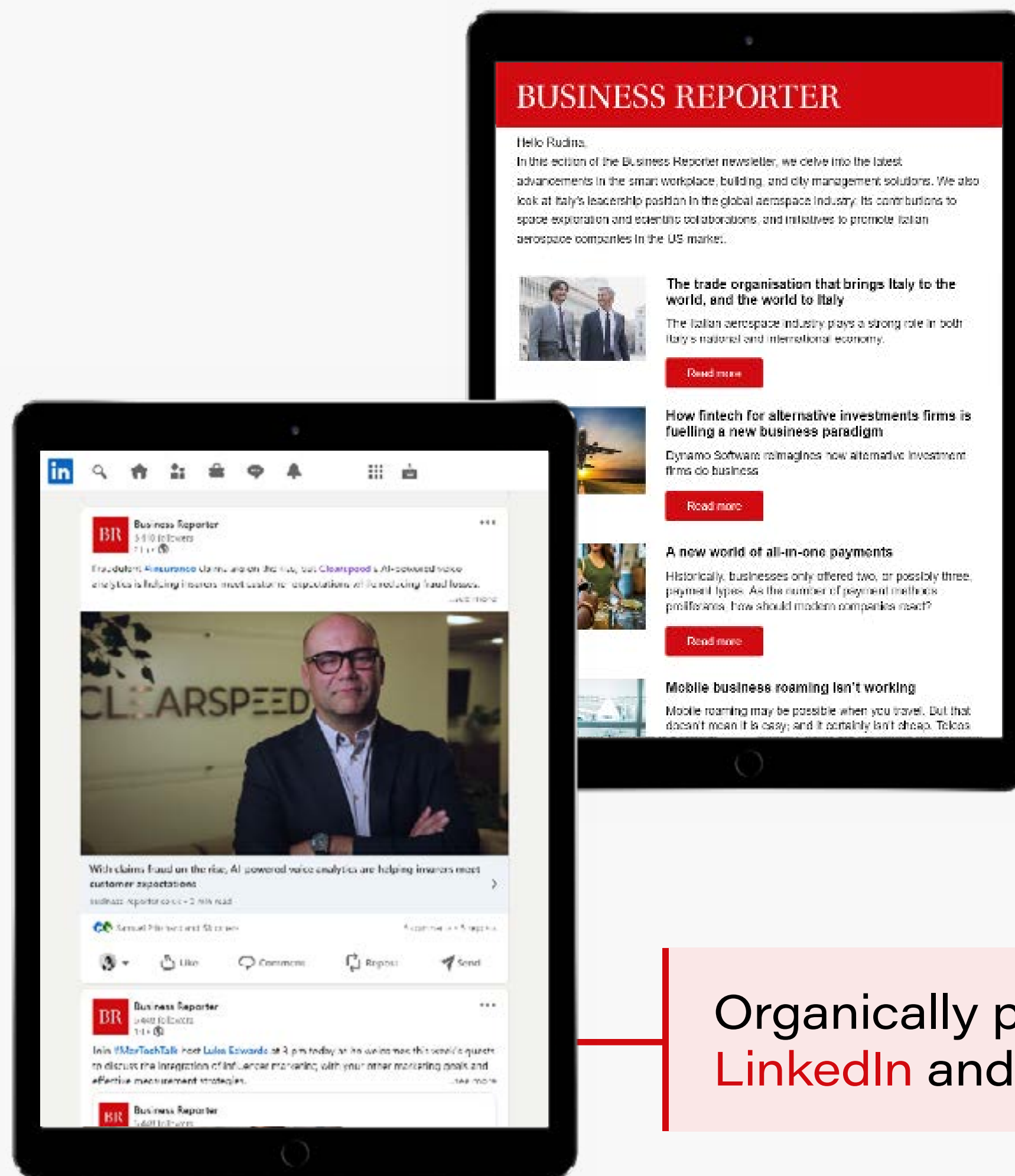


12,759

**TYPICAL MONTHLY
VIEWS**

Views from the teiss community per month)

PROMOTION AND ORGANIC AMPLIFICATION



Content featured in **Business Reporter** weekly newsletter

Organically promoted across **LinkedIn** and **Twitter**

HOW IT COMES TOGETHER



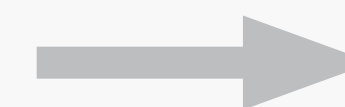
BRIEFING

A briefing call with the creative team that covers the salient points of your production process.



PRE-PRODUCTION

Following the briefing call, a script will be created that fits the discussed topics. Filming and dialogue coaching can also be provided.



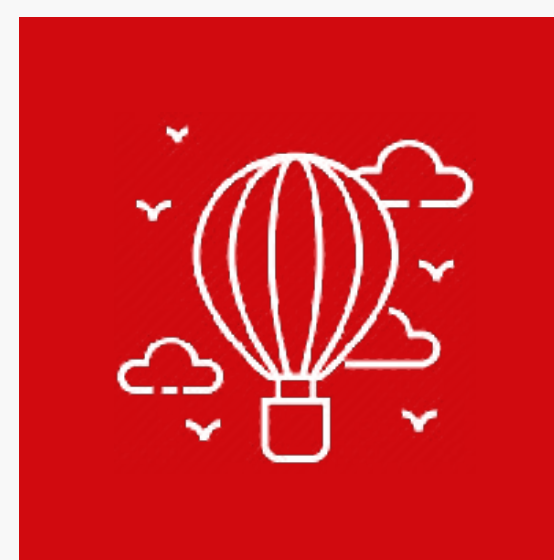
FILMING

Between one and three days' filming at the location of your choice – on-site or in studio.



POST-LAUNCH

Your content is promoted through relevant channels and you are provided with the copyright licence to repurpose in pre-external marketing activities.



LAUNCH

Your filmed and written content is published on all the relevant platforms.



POST-PRODUCTION

Our editorial team will edit the video content and format it alongside your input.

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](https://www.bloomberg.com)
[Fortune.com](https://www.fortune.com)
[Welt.de](https://www.welt.de)
[TheIndependent.co.uk](https://www.theindependent.co.uk)
[USAToday.com](https://www.usatoday.com)
[WIRED.com](https://www.wired.com)

[NRC.nl](https://www.nrc.nl)
[LeFigaro.fr](https://www.lefigaro.fr)
[IlFattoQuotidiano.it](https://www.iffattoquotidiano.it)
Featured press release

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