BR

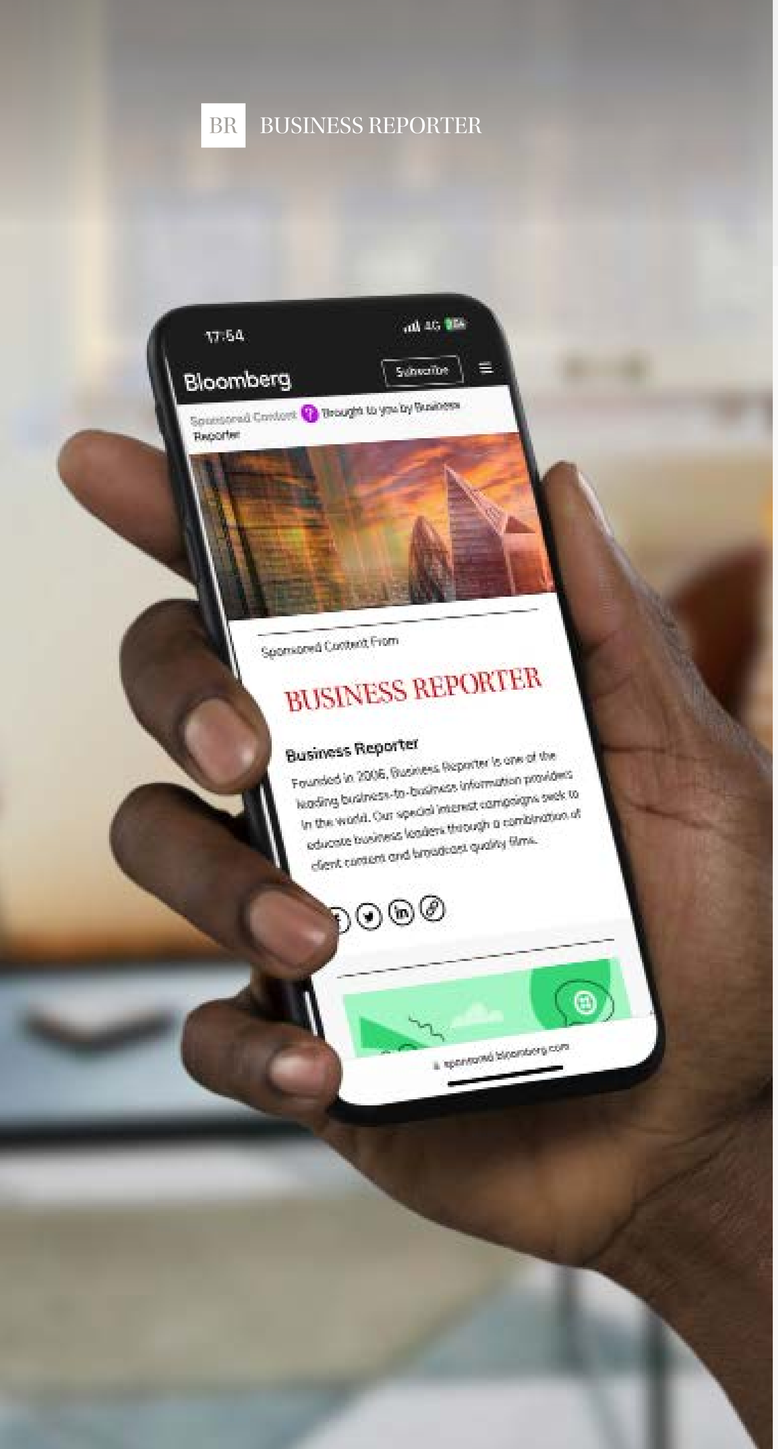
BUSINESS REPORTER



Media Kit 2027

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 some of the most renowned media outlets worldwide 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 with our partner hubs and on social channels.

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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
- Reuters
- WIRED
- HuffPost
- The Independent
- USA Today
- Le Figaro
- Les Echos
- NRC
- Money.it
- Il Secolo d'Italia
- Expansion
- Business Insider Deutschland
- South China Morning Post
- Affärsvärlden

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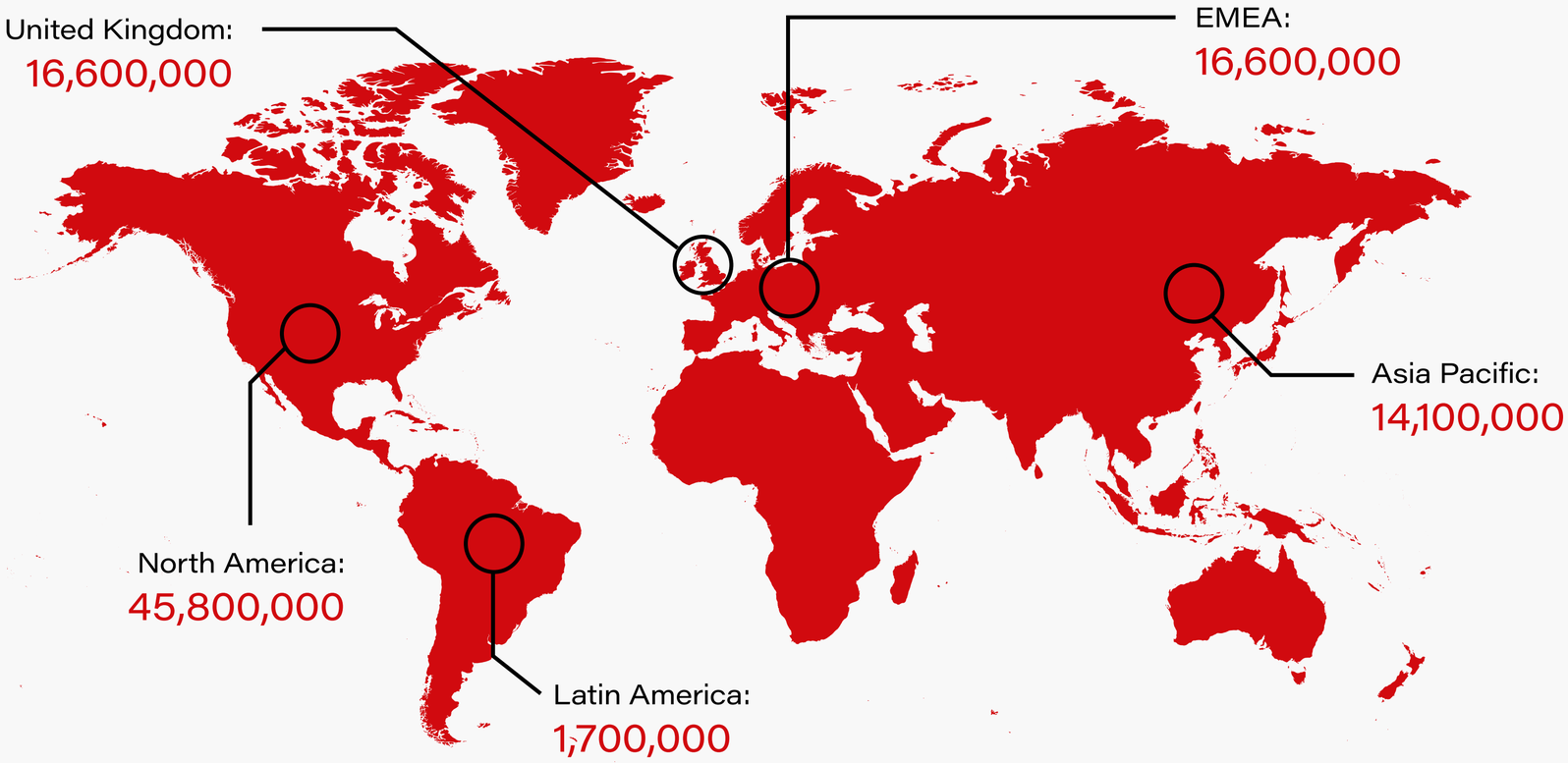
BLOOMBERG AUDIENCE

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

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FORTUNE AUDIENCE

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

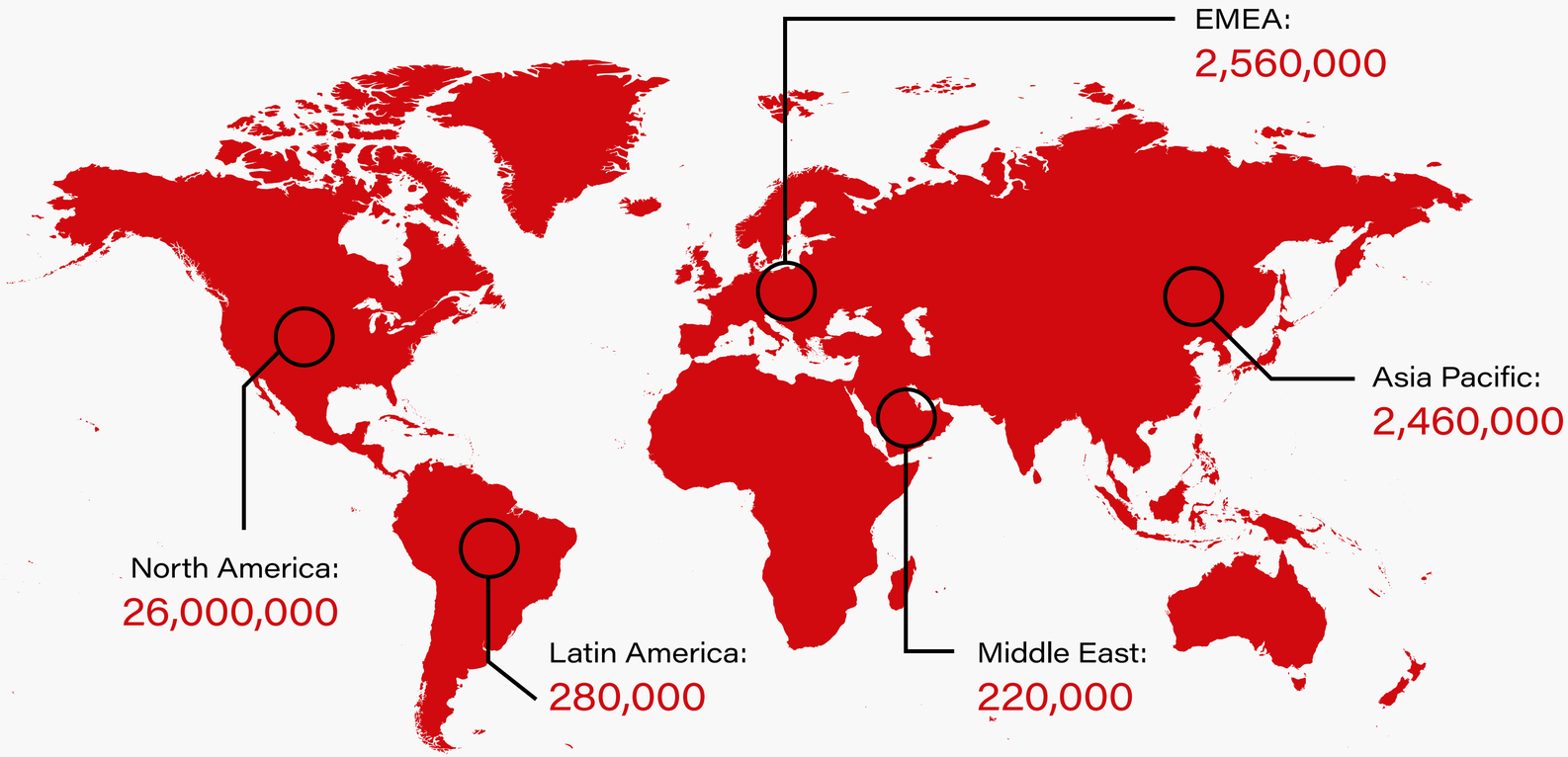
- Alan Murray, President and CEO

Worldwide audience:
31,520,000

(Multiplatform monthly uniques)

19 MILLION+
Global monthly sessions*

36 MILLION+
Monthly unique users*



*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:*

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REUTERS AUDIENCE

Reuters is the world's largest multimedia news provider, reaching millions of people every day. Their reporting is a cornerstone for senior business professionals, media outlets, and businesses worldwide, helping them make critical decisions with confidence.

97 MILLION
Worldwide audience

54 MILLION
Monthly unique users

63 MILLION
Business decision makers monthly



** Sources: 97mm (Reuters.com Monthly Uniques + Social Followers:LinkedIn, X, Facebook, Instagram, TikTok, Threads, Reddit, YouTube); Google Analytics Q4 2023 Average (all platforms and editions)*

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WIRED AUDIENCE

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

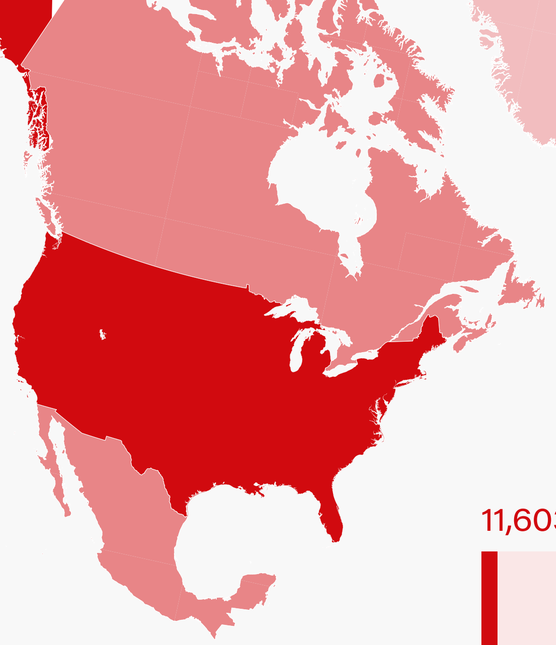
#1
WORK IN TECH
VS all measured publications*** and The Atlantic.*



**comScore/MRI 9l21;S21; print/digital ** MRI/ComScore 11.22/S22; Percentages have been adjusted based on the whole WIRED Business Professional Audience ***ComScore/MRI 9l21;S21*

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USA TODAY AUDIENCE



USA Today is North America's largest local-to-national digital media organization, 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*

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NATIONAL POST AUDIENCE

National Post is Canada's distinctive voice in journalism, offering a bold, surprising, and insightful perspective since 1998. This new type of economic journalism offers a competent and unconventional view of business and financial markets

21 MILLION
Monthly audience

33% **DECISION MAKERS**



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THE INDEPENDENT AUDIENCE

The Independent is the UK's most read quality digital publisher – with a network of global correspondents from London to Delhi, Moscow to New York as well as the Middle East.

116 MILLION+

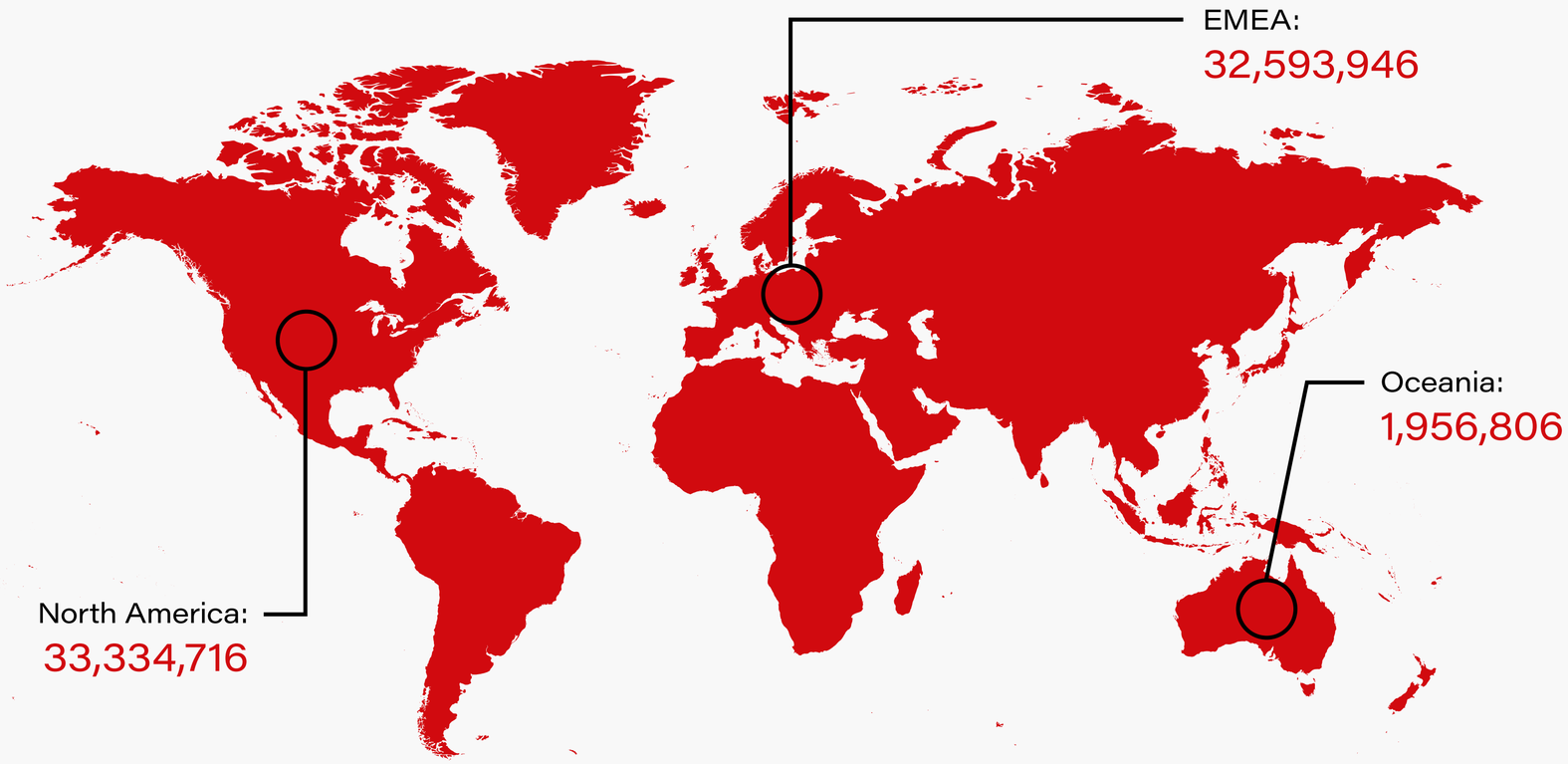
Average monthly visitors to Independent.co.uk and Indy100.co.uk

20 MILLION+

Monthly UK unique users

2.1 MILLION+

Audience of Directors, Managers and Senior officials



**Source: ESI Media SME Survey 2020 sample 1215*

Adobe Analytics monthly avg based on past 6 month (Mar - Aug 25)

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HUFFPOST UK AUDIENCE

HuffPost UK makes complex topics clear, accessible and relevant through explainers and service-led journalism.

By grounding stories in real people and lived experience, we humanise key issues and help audiences understand.

3 MILLION+

Average monthly visitors

1.5 MILLION

Social Media followers

65%

ABC1 audience
(Influential/Managerial audiences)



Source: Adobe Analytics monthly avg based on past 6 month (Mar - Aug 25)

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THE STANDARD AUDIENCE

The Standard reaches an influential, affluent audience through its unique position as the voice of modern London.

Combining trusted journalism with culture, lifestyle and community storytelling, it connects brands to the conversations shaping the city.

This creates a credible, highly engaged environment where messaging resonates with decision-makers, trendsetters and the audiences driving change across the UK.

30 MILLION+

Average monthly page views

10 MILLION+

Monthly users

64%

ABC1 audience
(Influential/Managerial audiences)



Source: Platform Analytics ; Q4 2025, Monthly+ Users: N=80, All Aware: N=131 (limited to Black respondents only)

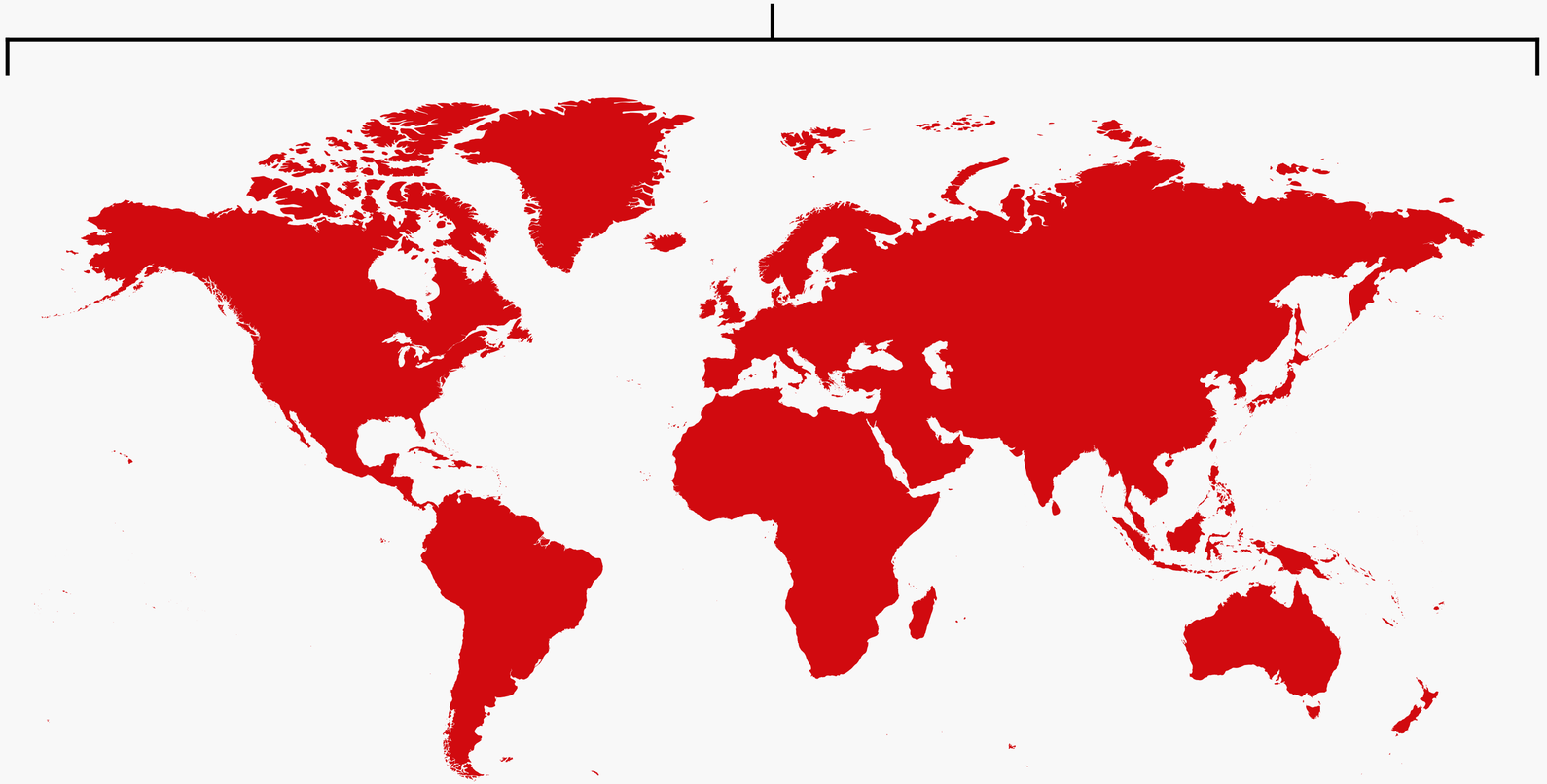
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DIE WELT AUDIENCE

Die Welt is Germany's most respected news site and has cemented itself as the flagship newspaper of the Axel Springer publishing group, setting the standard in reporting buisness and finance across the region.

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

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BUSINESS INSIDER DEUTSCHLAND AUDIENCE

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.

7.45 MILLION+
Monthly online visitors

16.6 MILLION+
Page Impressions



**AGOF daily digital facts, basis: digital WNK 16+ years (59.14 million); single month Dezember 2018*
***3 Facebook/Twitter Dezember 2018 ***ComScore/MRI 9l21;S21*

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NRC.NL AUDIENCE

NRC is the Netherland's #1 quality newsbrand. 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 9l21;S21*

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MONEY.IT AUDIENCE

Money.it is Italy's leading portal for economic, financial and business information for managers, investors, and entrepreneurs since 2016. Each day the platform publishes over 80 updates including financial news and analysis, opinions, guides and special editorial features.

9 MILLION +
Monthly online visitors

37.3 MILLION+
Monthly page impressions



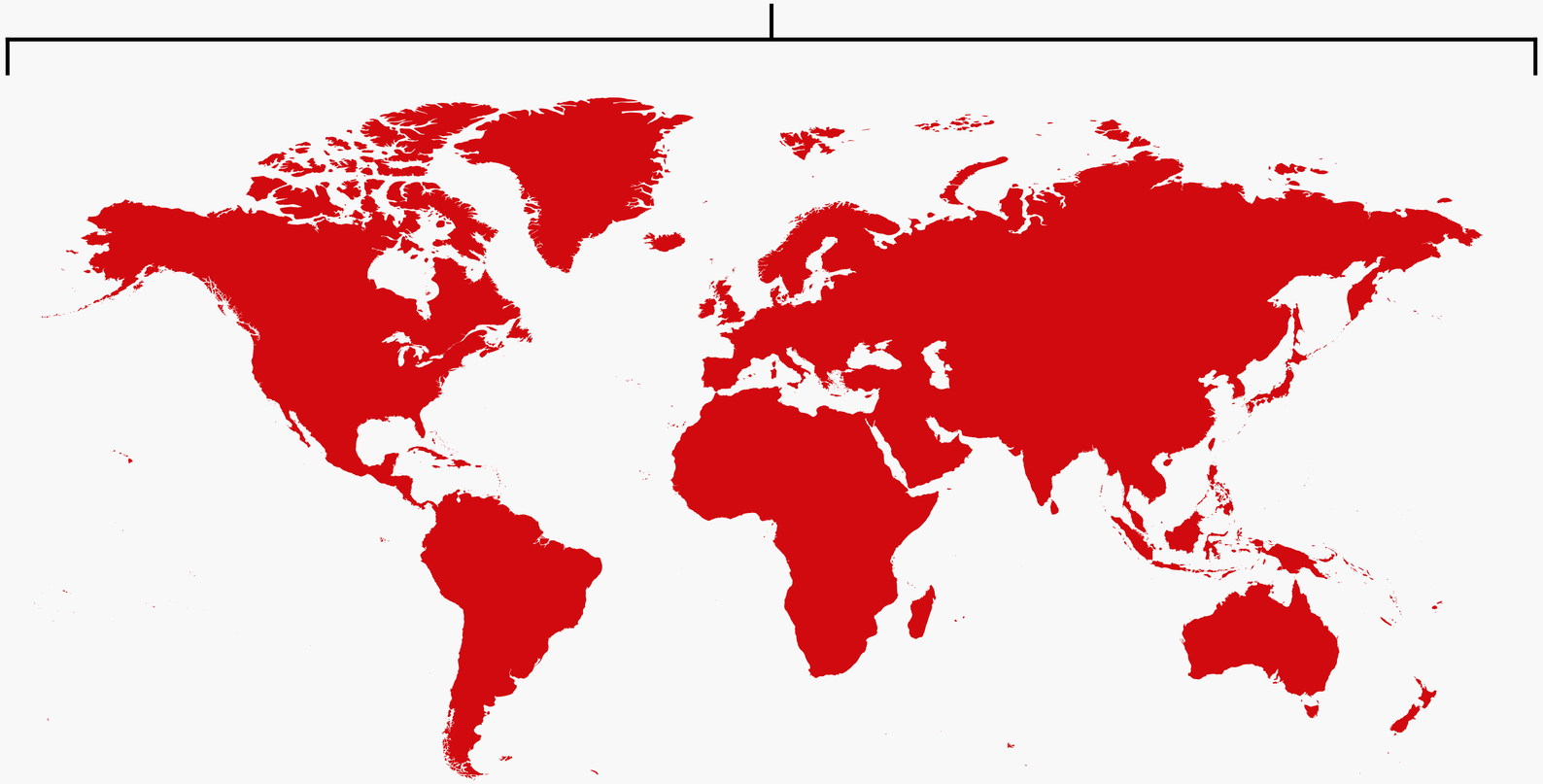
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IL SECOLO D'ITALIA AUDIENCE

Il Secolo d'Italia is Italy's leading online newspaper with a loyal and engaged online readership. The newspaper focuses on news and politics with a strong emphasis on social issues.

21 MILLION +
Monthly page impressions

4+ MINUTES
Average time on page



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LE FIGARO AUDIENCE

Le Figaro is France's oldest and largest national daily news paper with the largest C-Suite audience in France and was founded in 1826. 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 9l21;S21*

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LES ECHOS AUDIENCE

Les Echos is France's leading financial daily newspaper, renowned for its in-depth coverage of business, finance, and economic news. It holds a significant readership among top executives and decision-makers in France.

6.7 MILLION+

Monthly page views



Sources: Médiamétrie Internet Global October 2024 - Brand and Content Aggregates Les Echos deduplicated Media in the News and Financial News Sub-category

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EXPANSIÓN AUDIENCE

Expansion 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



EGM 3rd Accum. 2021 / OJD July 2020 - June 2021 / GA Ip Spain Jun 2021.

GfK February 2022/RCS Media Group - Editorial Unit - Spain

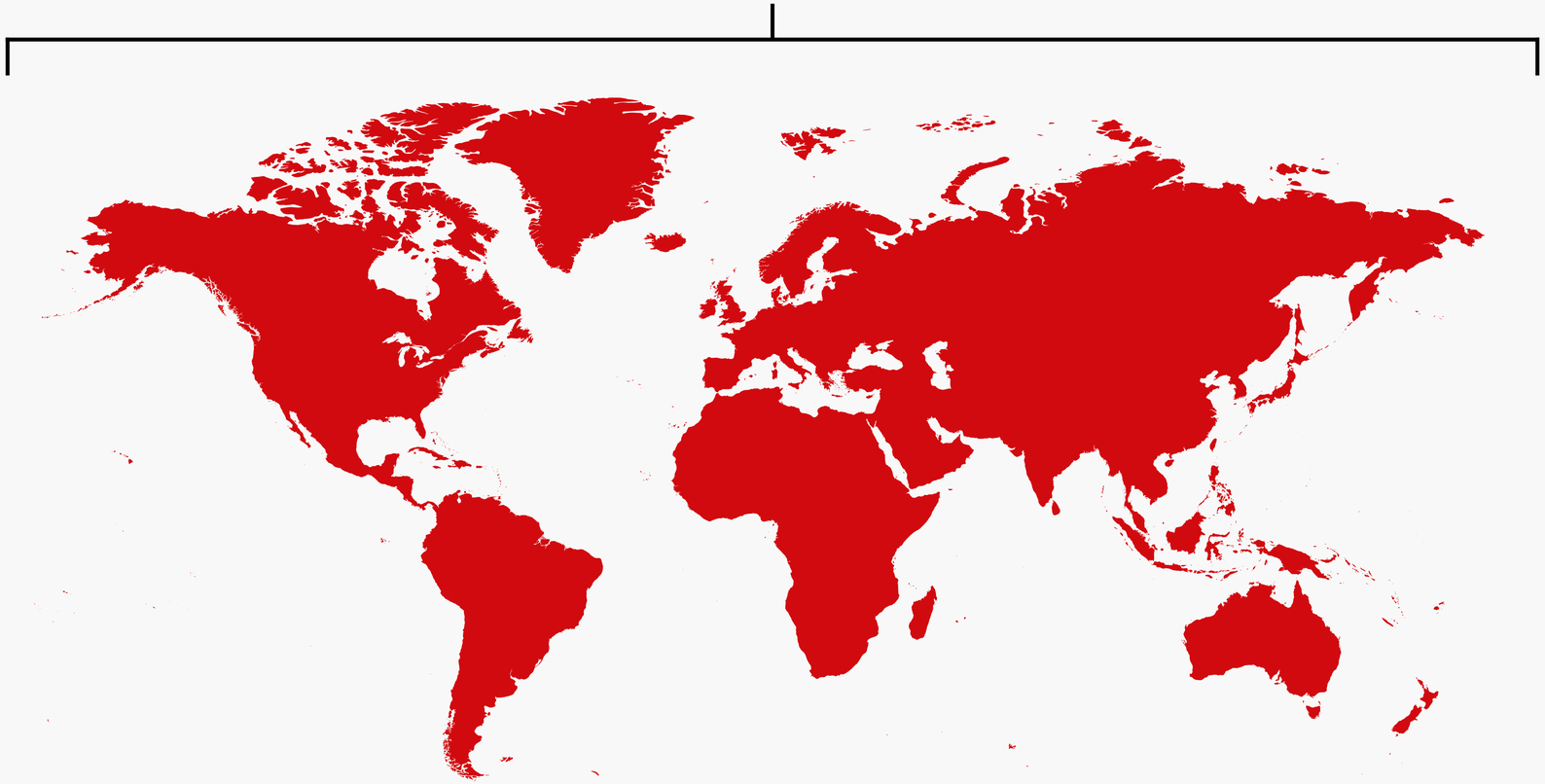
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AFFÄRSVÄRLDEN AUDIENCE

Affärsvärlden is Sweden's longest-standing business media brand (founded in 1901), targeting investors, executives and decision-makers within medium to large enterprises. Its offering includes in-depth market coverage, company analysis, commentary and newsletters, positioning it as one of the leading voices in Swedish business journalism.

2.47 MILLION
Monthly page views

490,000
Unique users monthly



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ARAB NEWS AUDIENCE

Arab News is Saudi Arabia's first English-language newspaper established in 1975, is a primary source of breaking news in the region. Its reach extends to influential readers, including royals, government officials, diplomats, and C-level executives. With a diverse team of journalists and columnists, it provides an Arab perspective on a wide array of national, regional, and global issues.

40 MILLION

monthly page views



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SOUTH CHINA MORNING POST AUDIENCE

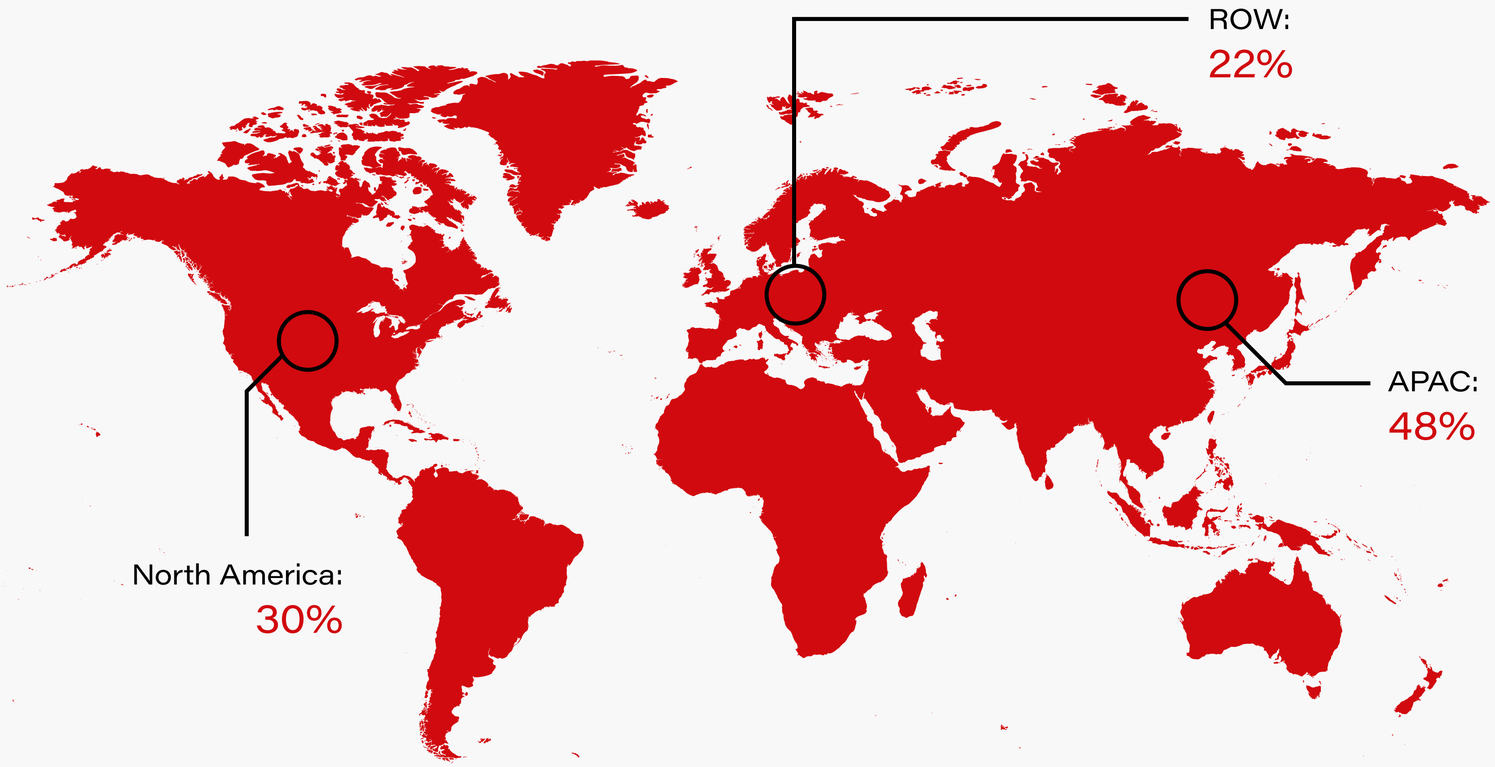
The *South China Morning Post* is South East Asia's leading news authority with over 120 years of experience and a mission to bring clarity and understanding of Asia to a worldwide audience. Its content reaches an influential global readership of leaders, C-suites, business decision-makers, and policymakers. Through balanced coverage and in-region insights, the publication translates nuanced Asian perspectives on the region's economic and political transformation, placing it at the heart of east-meets-west conversations.

*Source: HK and US - SCMP First Party Data (Mar 2022). All other geos - Google Analytics (Mar 2022). *Audience numbers exclude off-platform traffic (except HK and US ©competitive data via Similarweb*

Worldwide audience:
35,000,000

42%
Investment decision makers

37%
Affluent audiences. (Net worth $5m - $30m+)



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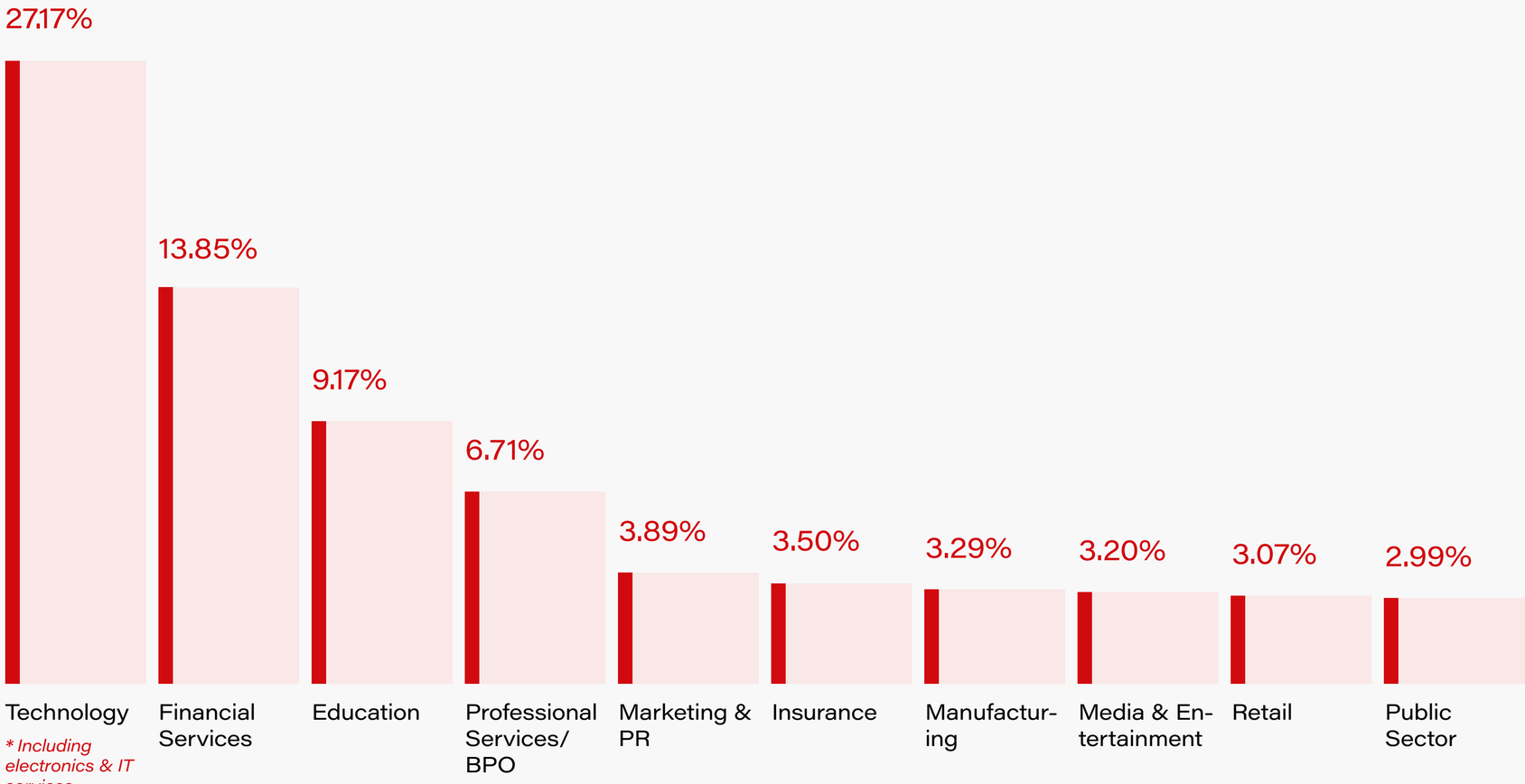
TEISS AUDIENCE

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%



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%

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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



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CAMPAIGN ACROSS OUR CHANNELS

150,000

TYPICAL CAMPAIGN VIEWS

Business Reporter Client Piece





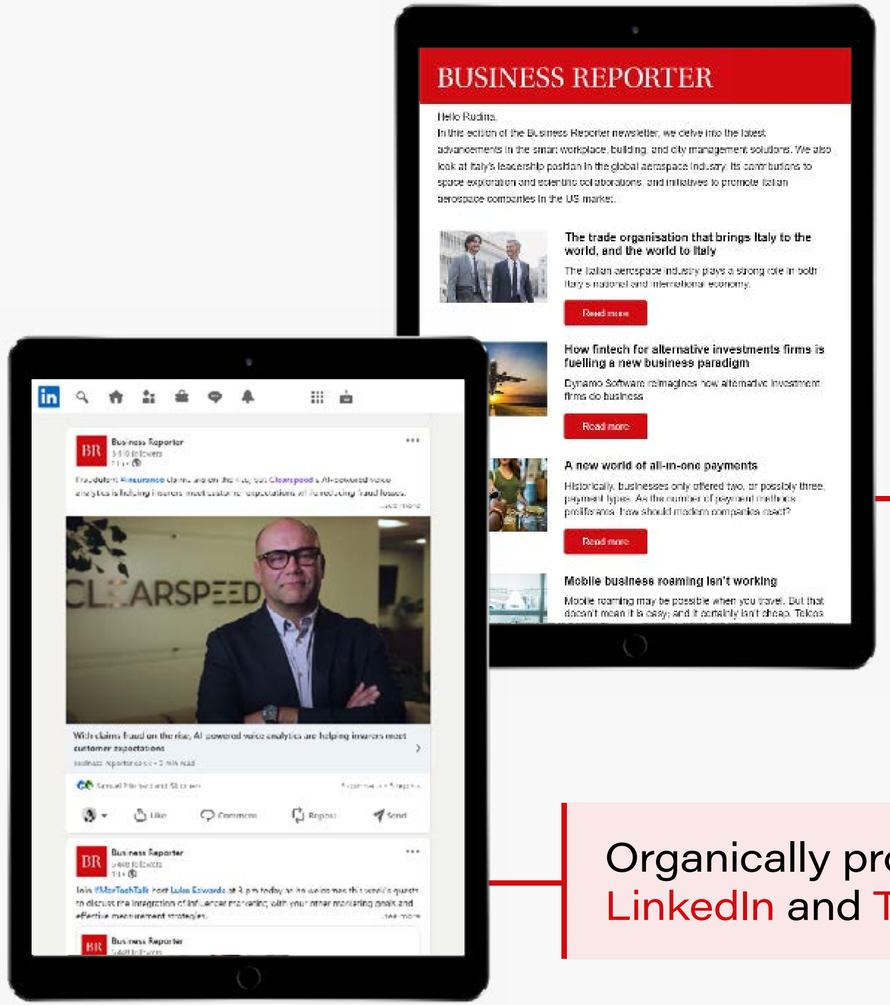
12,759

TYPICAL MONTHLY VIEWS

Views from the teiss community per month)

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PROMOTION AND ORGANIC AMPLIFICATION



Content featured in Business Reporter weekly newsletter

Organically promoted across LinkedIn and Twitter

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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-PRODUCTION

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



LAUNCH

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



POST-LAUNCH

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

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

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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
Welt.de
TheIndependent.co.uk
USAToday.com
WIRED.com
NRC.nl
LeFigaro.fr
Money.it
Expansion.com
Featured press release

OTHER SERVICES

Breakfast Briefings
Lead Generation
On-Location films
Summits