Call Centre Helper Website
February 2018
• 200,881 readers (visitors)
• 503,388 page views

Call Centre Helper Newsletter
• Newsletter Subscribers : 33,610

Statistics are independently provided by Google Analytics and Campaign Monitor.

They exclude bounced emails and unsubscribes.

Unique Monthly Visitors
Call Centre Helper Has An Active Online Community

@jontypearce
12,455 followers on Twitter

@callcentrehelp
12,153 followers on Twitter

23,682 members of LinkedIn group

3,279 followers on our LinkedIn page

1,655 members of Facebook group
Call Centre Helper Has Great Coverage

No. 1 Worldwide call centre website

<table>
<thead>
<tr>
<th>Rank</th>
<th>Publication</th>
<th>Alexa ranking</th>
<th>SEMrush (UK)</th>
<th>similarweb.com</th>
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<tr>
<td>1</td>
<td>Call Centre Helper</td>
<td>70,017</td>
<td>35.5k</td>
<td>203,600</td>
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<td>2</td>
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<td>100k</td>
<td>523,674</td>
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<td>Contact Center World</td>
<td>203,073</td>
<td>596k</td>
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<td>ICMI</td>
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<td>10</td>
<td>Call Centre IQ</td>
<td>Not ranked</td>
<td>562k</td>
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</table>

All figures accurate as of 01 November 2017.
Alexa is a company owned by Amazon. Click on the hyperlink to get the latest figures.
Call Centre Helper is targeted at the Contact Centre Manager and Director

We target the UK, and have good global coverage

Source: Based on a sample of 3,000 Call Centre Helper readers – November 2017
Directory Package

- Company Name
- Logo
- Address
- Telephone Number
- Contact Name
- Contact Email
- Social Media Links
- Web Link
- Profile – up to 400 words on your company
- Inclusion in up to 3 categories. Extra categories cost £125 + VAT each.

£500 + VAT per year
start the year at any time
Editorial

- Become part of our panel of experts
- Sneak preview of forward features
- Opportunity to contribute articles (subject to normal Editorial controls)

£1,750 + VAT per quarter.
(Please enquire about our waiting list).

News Coverage

- Press Releases – automatic publication of relevant press releases and case studies
- Events – we will publicise your events
- Syndication of company blogs onto the website
- Jobs advertising

Directory

- Includes Directory package
- Inclusion in up to 3 categories. Extra categories cost £125 + VAT each.
High Profile Package

Editorial

• Become part of our panel of experts
• Sneak preview of forward features
• Opportunity to contribute articles (subject to normal Editorial controls)

News Coverage

• Press Releases – automatic publication of relevant press releases and case studies
• Events – we will publicise your events
• Syndication of company blogs onto the website

Directory

• Includes Directory package

Advertising

• Box advert (shown in rotation – can be animated)
• Adverts in Newsletter (shown in rotation, 1 in 4 weeks)
• Graphic design of adverts
• Adverts refreshed on a regular basis to prevent ‘banner blindness’
• Maximum of 2 white papers published per month
• Featured events
• Jobs advertising

£3,000 + VAT per quarter.
(Please enquire about our waiting list).
Email Blast

Need to get your message out quickly?
Have something to give away
A white paper, report or video?

What’s included

- Promotional article on the CCH website
- Appearance in CCH newsletter
- 1 email marketing campaign to our newsletter subscribers, geotargeted if requested
- Redirection to your website or requested location as required.

OR

- Download area on CCH website.

£5,000 + VAT

(Please enquire about our waiting list).
Have a special event that needs more promotion?

Our new featured event is the ideal option combining a mini eblast along with more coverage on the Call Centre Helper website.

**What’s included**

- Geographically-targeted email blast
- Featured event including a 2 week countdown timer to the event on every page of the website
- Attendance at the event (UK only) with live social media by a member of the Call Centre Helper team.
- Promotion across all social media networks

We only run one Featured Event at a time on the Call Centre Helper website.

**£5,000 + VAT**

Limited Availability
Sponsorship of the Call Centre Helper
Contact Centre Survey and Report

This in-depth survey looks at a wide range of issues that are impacting customers ranging from operational issues to the technologies that contact centres use. We are offering Companies the opportunity to sponsor an individual chapter.

Our last Call Centre Helper Contact Centre Survey had over 500 contact centre professionals taking part, which makes it one of the most comprehensive snapshots into what contact centres are currently doing.

**What’s included**

- We have the opportunity for just 6 companies to sponsor the survey and the accompanying report.
- Companies sponsor an individual chapter on a subject. Example chapters include:

  1. Speech analytics / interaction analytics
  2. Cloud
  3. Omnichannel / multichannel
  4. Knowledge Management
  5. Performance Management and Quality Monitoring
  6. Voice of Customer
  7. Workforce Management and Workforce Optimisation
  8. Gamification
  9. Customer journey
  10. Contact centre headsets
  11. Self service
  12. Outbound Dialling

**£5,000 + VAT**

Limited Availability
Interact with your audience using a hosted webinar

**What’s included**

- Fully designed box, banner and button adverts on the website
- Individual page featured in our Events and Webinars sections
- Hosted by Editor or Digital Media Manager
- Option for CCH to source industry expert speaker
- Appearance in CCH newsletters
- 1 solus mailing
- Advertising on all CCH social media sites
- Briefing and Dress Rehearsal
- Live webinar with video cameras and we also run an interactive chat room during the webinar
- Hosted recording and speaker slides for minimum of 6 months

**Who will attend?**

Average webinar registration: 511

Average live attendance: 129

Average recording view: 81

*stats based on 2017 webinar figures

**£7,000 + VAT**

Sold out for 2018. Please enquire about cancellations.
Call Centre Helper has over 250 live call centre vacancies.

Post Your Job for Free

You can post up to 10 basic job listings per month, free of charge.

Featured Job

£199 + VAT

High profile branded button advert on the jobs pages and in our weekly newsletter.

Premium Jobs Package

£300 + VAT per quarter

Post an unlimited number of jobs and free featured job per quarter.

Jobs are displayed for up to 3 months.

For more information please visit our Job Advertise Page.
Please Call To Discuss Your Marketing Requirements

Jonty Pearce
Editor

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Email: jonty.pearce@callcentrehelper.com
Web: www.callcentrehelper.com
Marketing Packages

Directory Entries & Jobs

Directory Entries and Featured Jobs are payable in advance via PayPal or credit card. Individual Directory Entries run for a 12 month period and you can start the year at any time. Should you later decide to take out the High Profile Package then we will add any remaining time left on your directory entry onto the end of the package.

The High Profile Package

- Upon cancellation, we will leave any of your editorial content (press releases, articles etc.) on the site but your white papers, adverts and directory entry will be taken down at the time of cancellation. We will also remove any links to your website.
- All content submitted is subject to Call Centre Helper’s normal editorial controls and must be written from a neutral point of view. By submitting content to Call Centre Helper, you retain copyright of the material. You also grant to Clearly Presented Ltd (the owners of Call Centre Helper) an irrevocable, non-exclusive license to publish, modify (edit – subject to standard editorial procedures) or distribute the content in any way that we feel fit.
- We will usually credit the author. Please note that all content in our reference guides is liable to be changed and edited over time.
- The High Profile package allows you to publish two items of downloadable content per month.
- Due to space constraints, we cannot guarantee that content will be published in the same week but we will endeavour to ensure that it is published as soon as possible.
- As a rule of thumb, we do not tend to publish press releases that relate to financial results and we predominately focus on UK markets.

3 Month Packages

- The minimum term for the High Profile Package is 3 months and you can cancel at the end of that period.
- 3 Month High Profile Packages are invoiced in advance. You can start the year at any time.
Terms and Conditions

12 Month Packages

- Marketing package contracts which run for 12 months are invoiced annually or quarterly in advance. You can start the year at any time.
- Customers who sign up for a 12 month package also receive an additional ‘bolt-on’ at no extra charge. Available ‘bolt-ons’ will be discussed at the time the package is taken out or renewed and are subject to availability.
- Any bolt-ons need to be used within the time frame of the package and cannot be carried forward.
- You can cancel your contract at any time but it will be subject to a cancellation fee depending on whether you have used your bolt-on.
  - If you **have not** used your bolt-on, then you can cancel at the end of the quarter.
  - If you **have** used your bolt-on, then you may cancel at the end of the quarter plus a fee of £5,000 + VAT will be charged.

Email Blasts

- Email Blasts are invoiced after the mailing has taken place.
- Unfortunately, with GDPR, we cannot guarantee any number of leads.
- If you are unable to supply the materials for your email blast, then you will not be able to re-schedule it for a later date.
- If you cancel your email blast, then there will be a cancellation fee, applied as follows:
  - More than 30 days of the mailing date – no charge
  - Within 30 days of the mailing date – 50%
  - Within 15 days of the mailing date – 100%

Webinars

- Webinars are invoiced after the live event has taken place.
- If you cancel your webinar, then there will be a cancellation fee, applied as follows:
  - More than 90 days of the webinar date – no charge
  - Within 90 days of the webinar date – 50%
  - Within 30 days of the webinar date – 100%