MARCH 2020
Media Information
KEY INFORMATION

Call Centre Helper is the leading Contact Centre Magazine. A free, online magazine aimed at giving contact centre people up-to-the-minute advice on how to make their businesses work more effectively.

Call Centre Helper Magazine Website

February 2020

- 313,478 readers (visitors)
- 704,377 page views

Statistics are independently provided by Google Analytics and Campaign Monitor.

Call Centre Helper Magazine Newsletter

Our newsletter is published every Thursday and sent to contact centre people who have opted-in to receive mailings.

- Subscribers: 27,831

We have good global coverage

Mailing List Breakdown by Region

Source: Based on website visitors - January 2020

Source: Based on mailing list - January 2020
READER PROFILE

We are targeted at Decision Makers and Influencers, Customer Service Directors, Contact Centre Managers and Technologists.

Call Centre Helper is targeted at the Contact Centre Manager and Director

Spans all sizes of contact centres

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

Source: Based on mailing list - February 2019
CALL CENTRE HELPER MAGAZINE HAS GREAT COVERAGE

In the last year we've had an average of over 260,000 unique visitors a month. This is significantly higher than the print publications and other call centre websites.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Publication</th>
<th>Alexa ranking</th>
<th>SEMrush (UK)</th>
<th>similarweb.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Call Centre Helper</td>
<td>73,374</td>
<td>27.2K</td>
<td>217,565</td>
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<tr>
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<td>325K</td>
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<td>CustomerZone360</td>
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<td>8</td>
<td>Contact-centres.com</td>
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<td>674.5K</td>
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</table>

Alexa is a company owned by Amazon. All figures accurate as of 10th January 2020

We have an active online community

12,924 followers on @callcentrehelp Twitter
12,248 followers on @jontypearce Twitter
25,276 members on our LinkedIn group
6,553 followers on our LinkedIn page
2,862 members on our Facebook group
1,980 subscribers to our YouTube channel
CUSTOMER DASHBOARD

The Customer Dashboard allows you to view the latest stats that your content has received from adverts, editorial, whitepapers and any webinars.

You can download any GDPR compliant contacts that have been collected from a white paper, report or webinar.

With your Customer Dashboard you can immediately track which campaigns have been effective.

- **Latest Downloads/White Paper Stats** - Customer details include Name, Job Title, Company, Email Address, Phone Number, Permission Given, Permission Expires and Demo Request.
- **Latest Webinar Stats** - stats include number of people who registered, who attended, requested a demo and watched the recording. Customer details include Name, Job Title, Company, Email Address, Phone Number, Permission Given, Permission Expires, Demo Request and details of the webinar; if they attended or watched the recording.
- **Latest Advert Stats** - advert impressions, total clicks which are broken down by box, static box, newsletter and related adverts.
- **Latest Editorial Page Views** - every editorial item from the directory, press releases and forward features are all tagged with your Company name and the stats are shown in your customer dashboard each month.

At the end of each month we update the advert and editorial stats (webinar and whitepaper stats are done in real-time).
# ADVERTISING PACKAGES

Choose the best package for your business.

## Directory Package
- £600 + VAT / approx. $761 per year
- start the year at any time

## High Profile Package
- £3,600 + VAT / approx. $4,563 per quarter
- (Minimum 3 consecutive months)

## High Profile Package plus Bolt-on
- £14,000 + VAT / approx. $17,746 per year

### MOST POPULAR

<table>
<thead>
<tr>
<th>Feature</th>
<th>Directory Package</th>
<th>High Profile Package</th>
<th>High Profile Package plus Bolt-on</th>
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</thead>
<tbody>
<tr>
<td>Directory entry</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Publication of Press Releases</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Event Listing</td>
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<td></td>
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<tr>
<td>Preview of Forward Features</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Contribute towards articles</td>
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<td>✓</td>
<td></td>
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<tr>
<td>Publication of whitepapers on the site</td>
<td>✓</td>
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<td></td>
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<tr>
<td>Adverts on the website and in the newsletter</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Bolt-on; Sponsorship of one of our Surveys, Sponsorship of an episode of our Podcast or Product Showcase</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

The UK's most popular online call centre magazine

[callcentre helper.com](http://callcentrehelper.com)
DIRECTORY PACKAGES

The Directory package provides a listing in our online directory.

We have a whole range of categories, including Knowledge Management, E-learning and Headsets.

Don't see the right one for you? We can create a new category.

The Listing includes:

- 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 / approx. $166 each.

The Call Centre Helper Directory is a valuable resource for any of our readers looking to invest in the latest technology, consultancy and training.

We regularly get asked for our recommendation on software and technology suppliers and we always point people towards our directory. We would never recommend people we don't work with.
HIGH PROFILE PACKAGES

The High Profile package provides a combination of advertising, editorial, and brand awareness.

Our high profile advertising package ensures that you get your message across and that your brand and message stays in the mind of key decision makers.

With great account management we act on a consultancy basis offering advice for using the package and industry guidance.

Adverts
- The box adverts appear across the website and in our weekly newsletter.
- We can help with the design of adverts or you are welcome to supply your own.
- Related adverts appear next to targeted content.

Editorial
- Exclusive access to our editorial schedule. These are panel pieces that you are welcome to contribute towards. Publication of press releases, opinion pieces and case studies.
- We can also syndicate and publish your blog posts.
- The High Profile Package also includes the opportunity to post on our Events Page.

Directory Entry
- The package includes a listing in our on-line Directory. You can be included in up to 3 categories.

Publication of Whitepapers
- We also allow you to publish a maximum of 2 White Papers/Reports per month.
- For any White Papers, we host the content on our site and then create a Call Centre Helper landing page for you. This will prepopulate the fields and collect any contacts on your Customer Dashboard.
HIGH PROFILE PACKAGE +BOLT-ON

The cost of the High Profile Package is £1,200 + VAT / approx. $1,568 per month.

If you sign up for a 12 month package (invoiced quarterly), then we can include a free bolt-on* as part of the package. This can be;

- **Sponsorship of one of the Call Centre Helper Surveys** These in-depth surveys 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.
- **Sponsorship of one of the Call Centre Helper Podcasts** A 25 to 35 minute discussion that's hosted by a knowledgeable member of the Call Centre Helper team and an industry expert guest speaker. Two sponsorship messages to promote your brand and the opportunity for the listener to request more information.
- **Sponsorship of a Product Showcase** Show people what your technology / product does to solve the biggest problems they are facing. The Product Showcase will be featured on our YouTube Channel, in our Newsletter and also have a premium spot on our Website.

*based on availability

Eblasts are not included as a bolt-on but can be booked separately at a cost of £5,000 + VAT / approx. $6,624 (only available to Customers on a package).

Webinars are not included as a bolt-on but can be booked separately at a cost of £10,000 + VAT / approx. $12,057 (only available to Customers on a package).
SPONSORSHIP OF A CALL CENTRE HELPER CONTACT CENTRE SURVEY AND REPORT

These in-depth surveys look 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 250 contact centre professionals taking part, which makes it one of the most comprehensive snapshots into what contact centres are currently doing.

We have planned in two surveys for 2020, one in the Spring and the other in the Autumn.

The Spring survey will be centred around the topic of customer service and the Autumn survey will be the 2020 edition of “Is Your Contact Centre Delivering Exceptional Customer Service?” 2019’s Spring report has received over 900 downloads which are all GDPR compliant.

The Autumn report is our popular “What Contact Centres Are Doing Right Now” report. 2019’s Autumn report has received over 800 downloads (so far) which are all GDPR compliant.

We have the opportunity for just 4 companies to sponsor each survey and the accompanying report.

We also produce an individual report for your sponsored chapter that you can then use for your own promotional needs.

Each sponsor receives their share of the contacts generated.
SPONSORSHIP OF A CALL CENTRE HELPER PODCAST

We have now launched The Call Centre Helper Podcast, which covers the latest trends within the contact centre and customer experience industries.

A new podcast is released weekly on both the website and Apple Podcasts, Google Podcasts, Spotify, Stitcher and Tune In.

Each podcast consists of:

- A 25 to 35 minute discussion that’s hosted by a knowledgeable member of the Call Centre Helper team
- An industry expert guest speaker, with lots of great stories and anecdotes to share
- Plenty of advice related to the latest industry trends for contact centres that are interested in improvement
- Two sponsorship messages at the beginning and at the end of the podcast, to promote your brand
- The opportunity for the listener to request more information.

This podcast provides you with a new opportunity to stand out from the crowd and engage with desirable customers.

The audience can enjoy the latest thinking in the contact centre industry, whenever it suits them.

Podcast Series:

- 1st Series - 2,559 downloads so far
- 2nd Series - 2,076 downloads so far
- 3rd Series - 253 downloads so far (just launched)

Please enquire about sponsorship of a Podcast (episode or series)

Only Available to Customers on the High Profile Package

£5,000 + VAT per episode / approx $6,624
SPONSORSHIP OF A PRODUCT SHOWCASE

We are launching a Product Showcase, which will be a collection of videos featuring the latest technology trends within the contact centre and customer experience industries.

Show people what your technology / product does to solve the biggest problems they are facing.

The Product Showcase will be featured on our YouTube Channel, in our Newsletter and also have a premium spot on our Website.

You can feature in the Product Showcase to promote your products and your brand to our audience of approx. 240,000 monthly readers.

What’s Included:

- We will completely manage and produce a pre-recorded video
- The video will be hosted by a member of the Call Centre Helper team remotely through GoTo Webinar.
- A presentation and a demo from a product expert and a sales/marketing specialist from your company.
- Messages throughout the video to generate product and brand awareness.
- Your choice of call-to-action, both in the video description, and throughout the video to attract the audience to your products, webinars or demos.

£5,000 + VAT / approx $6,624

<table>
<thead>
<tr>
<th>What</th>
<th>How</th>
<th>Who</th>
<th>Length of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introductions</td>
<td>GoTo Webinar</td>
<td>Call Centre Helper Team Member</td>
<td>1 minute</td>
</tr>
<tr>
<td>Product Overview</td>
<td>PowerPoint</td>
<td>Sales/marketing specialist from your company</td>
<td>2-5 minutes</td>
</tr>
<tr>
<td>Product Demo</td>
<td>Screen Demo</td>
<td>Sales/marketing specialist from your company</td>
<td>10-12 minutes</td>
</tr>
<tr>
<td>optional Case Study</td>
<td>PowerPoint</td>
<td>Customer using your product</td>
<td>5-10 minutes</td>
</tr>
</tbody>
</table>

Only Available to Customers on the High Profile Package
**EMAIL BLAST**

An eBlast allows you to send out a targeted email to our subscriber list. This can be a white paper, eBook, Survey, event mailing or Benchmarking Report.

Assets that solve a typical call centre problem work well.

The mailing will link through to a gated landing page on Call Centre Helper, where the reader submits a form to access the content. This form will be prepopulated with their details, making it as easy as possible for the reader to access the content, in a GDPR compliant way.

We collect Name, Job Title, Company, Email and Phone Number as well as the Number of Contact Centre Agents. We filter out students, consultants, competitors and people without a contact centre.

Any contacts generated will be supplied to you through your customer dashboard.

What's included in an eBlast:
- 1 email marketing campaign to our newsletter subscribers (geotargeted if required**)
- Promotional article on the Call Centre Helper website
- Appearance in Call Centre Helper newsletter

The eBlast Process:
- You send us the asset you would like to use as the content for the Eblast.
- We will check the asset for relevance to our readership, quality and how similar it is to other Eblasts in the schedule.
- Once we are satisfied that it is suitable, we will then schedule the Eblast.

** We are going to send out a maximum of 1 UK mailing and 2 global mailings per month.

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£5,000 + VAT / approx. $6,624

Only Available to Customers on the High Profile Package
WEBINARS

A hosted webinar allows you to interact with our audience in a real-time conversation and share audio, webcams and slides.

On each webinar we run our chatroom alongside and this allows for audience members to share questions and interact with other audience members. Webinars also allow you to share polls and questions live with direct feedback by the participants.

We take recordings of every webinar and people can watch the replays on catch up if they can't make the exact date.

Having run over 250 webinars we know what we are doing!

What’s included

• Fully designed adverts on the website
• Hosted by a member of the Call Centre Helper team
• Call Centre Helper to source industry expert speaker
• 12 - 14 minute speaking slot from your company
• Appearance in Call Centre Helper newsletters
• Individual page featured in our Events and Webinars sections
• 1 solus mailing
• Advertising on all Call Centre Helper social media sites
• Hosted recording, and speaker slides for minimum of 6 months

Who will attend?

• Average webinar registration: 563
• Average live attendance: 129
• Average recording view: 86
*stats based on 2019 webinar figures

£10,000 + VAT / approx $12,057

Only Available to Customers on the High Profile Package
Many of our advertisers have been advertising with us for years. They only do this because they know it gets results.
TERMS AND CONDITIONS

Marketing Packages

Directory Entries

Directory Entries 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.

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.

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 and a cancellation fee depending on your bolt-on will be applied as follows:

Podcast, Product Showcase or Survey Sponsorship

• More than 30 days of the bolt-on delivery date – no charge
• Within 30 days of the bolt-on delivery date – 50%
• Within 15 days of the bolt-on delivery date – 100%

Webinar

• 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%

If you have used your bolt-on, then you may cancel at the end of the quarter plus a fee of £5,000 will be charged. A fee of £8,000 will be charged if you had a webinar as part of your package.
TERMS AND CONDITIONS

Marketing Packages

Additional Products

Email Blasts

Email Blasts are invoiced after the mailing has taken place.

Unfortunately, with GDPR, we cannot guarantee any number of leads.

We will schedule your asset once it has been received and reviewed from a quality and relevance perspective.

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%

Podcast, Product Showcase or Survey Sponsorship

These activities are invoiced after the event has taken place.

If you cancel, then there will be a cancellation fee, applied as follows:

- More than 30 days of the activity delivery date – no charge
- Within 30 days of the activity delivery date – 50%
- Within 15 days of the activity delivery date – 100%

Webinar

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%