Media Information

Number 1 Global Contact Centre Website

callcentrehelper.com

The UK's most popular online call centre magazine
302,982 readers (visitors)
680,494 page views
32,471 newsletter subscribers

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.

In the last year we’ve had an average of over 370,000 unique visitors a month.

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

WE HAVE GOOD GLOBAL COVERAGE

PACKAGES

EVENT PACKAGE
STANDARD PACKAGE
HIGH PROFILE
EMAIL BLASTS
SOCIAL MEDIA TAKEOVER
WEBINARS

 USA 26.3%
India 14.8%
Philippines 13.5%
Canada 3.2%
South Africa 2.5%
Australia 2.9%
Rest of the World 26.2%
UK 10.5%
LATAM 5%
NAmerica 30%
EMEA 43%
Canada 3.2%
South Africa 2.5%
Australia 2.9%
Rest of the World 26.2%
UK 10.5%
LATAM 5%
NAmerica 30%
EMEA 43%

Statistics are independently provided by Google Analytics and Campaign Monitor.

August 2021
We have an active online community

31,290 members on our LinkedIn group
7,838 followers on our LinkedIn page
13,837 followers on @callcentrehelp Twitter
11,999 followers on @jontypearce Twitter
3,060 members on our Facebook group
2,440 subscribers to our YouTube channel

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

Source: Based on a sample of 20,000 Call Centre Helper readers – June 2021

We span all sizes of contact centres
# Advertising Packages

Choose the best package for your business.

<table>
<thead>
<tr>
<th>Package Length</th>
<th>1 month</th>
<th>3 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adverts</td>
<td>✓</td>
<td>✓ Change Once per Month</td>
<td>✓ Weekly Rotation</td>
</tr>
<tr>
<td>Blog posts</td>
<td>✓ 1 Blog Post</td>
<td>✓ 1 per Week</td>
<td>✓ Unlimited</td>
</tr>
<tr>
<td>Event Listing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Forward features</td>
<td>-</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Whitepapers</td>
<td>-</td>
<td>✓ 1 per Month</td>
<td>✓ 2 per Month</td>
</tr>
<tr>
<td>Directory</td>
<td>-</td>
<td>✓ 3 Categories</td>
<td>✓ 6 Categories</td>
</tr>
<tr>
<td>Social Media</td>
<td>✓</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>Video</td>
<td>-</td>
<td>-</td>
<td>✓ Coming soon</td>
</tr>
<tr>
<td>Additional activity</td>
<td>Packages Includes 1 Eblast</td>
<td>✓ Additional Activity can be Booked</td>
<td>✓ Bolt-on Options: Eblast or Social Media Takeover</td>
</tr>
</tbody>
</table>

### Most Popular

- **Event Package**
  - £6,500 + VAT / approx. $9,213 per month

- **Standard Package**
  - £4,500 + VAT / approx. $6,378 per quarter

- **High Profile Package**
  - £16,500 + VAT / approx. $23,387 per year
Combine advertising, editorial and an eblast to promote your event to Call Centre Helper’s audience.

**Adverts**
- 1 set of Box adverts appear across the website and weekly newsletter.

**Editorial**
- Publication of 1 press release to promote the event
- Listing on our Events Page.

**Social Media**
- Promotion of the event across the Call Centre Helper social media platforms

**Eblast**
- 1 email marketing campaign to our subscribers
- The mailing can be geotargeted

Package can be Booked Based on Availability

Event Package

£6,500 + VAT / approx. $9,213

(1 month package)
The Standard Package is our sampler package allowing you to trial the most popular elements of our High Profile Package without committing to 12 months!

It provides a combination of advertising, editorial, lead generation and brand awareness.

**Adverts**
- Box adverts appear across the website and weekly newsletter.
- Can rotate adverts monthly (Maximum of 3)
- Related adverts appear next to targeted content.

**Editorial**
- Exclusive access to our editorial schedule. These are our forward features that you are welcome to contribute towards.
- Listing on our Events Page.
- Publication of press releases, opinion pieces and case studies.
- Syndicate and publish your blog posts.
- Publish a maximum of 1 piece of editorial per week.

**Publication of White Papers**
- Publish a maximum of 1 White Papers/Reports per month.
- Related reports hosted on our site appear next to targeted content.

**Directory Entry**
- A listing in our online Directory.
- Inclusion in 3 categories.

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£4,500 + VAT / approx. $6,378
(3 consecutive month package - £1,500 per month)
The High Profile package provides a combination of advertising, editorial, lead generation, brand awareness and includes a free bolt-on as part of the package.

With great account management, we act on a consultancy basis, offering you the best advice to maximise your package.

**Adverts**
- Box adverts appear across the website and weekly newsletter.
- We can help with design, working with your brand guidelines.
- Related adverts appear next to targeted content.

**Editorial**
- Exclusive access to our editorial schedule. These are our forward features that you are welcome to contribute towards.
- Publication of press releases, opinion pieces and case studies.
- Syndicate and publish your blog posts.
- Automatically tweeting of all blog/ news stories with @company tag
- Listing on our Events Page.
- Video promotion - coming soon!

**Publication of White Papers**
- Publish a maximum of 2 White Papers/Reports per month.
- Related reports hosted on our site appear next to targeted content.

**Directory Entry**
- A listing in our online Directory.
- Inclusion in 6 categories.

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**High Profile Package**

£16,500 + VAT /approx. $23,387 per year

(12 consecutive month package, can be invoiced quarterly)
Sponsorship of an 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
• Phone Number
• Number of Contact Centre Agents.

We filter out students, consultants, competitors and people without a contact centre.

Those people who have given permission to be contacted will be supplied to you through your customer dashboard.

What’s included in an eBlast:
• 1 email marketing campaign to our subscribers
• The mailing can be geotargeted
• Promotional article on the Call Centre Helper website
• Appearance in Call Centre Helper newsletter

Send out a targeted email to our subscriber list

£5,000 + VAT / approx $7,085

Not Available to Purchase as a Stand Alone Item
Social Media Takeover

An opportunity to takeover Call Centre Helper’s social media channels for a week!

Social Channels

13,837
@CallCentreHelp Twitter Followers

11,999
@Jontypearce Twitter Followers

31,290
Call Centre and Contact Center Community – LinkedIn Group Followers

7,838
Call Centre Helper Magazine – LinkedIn Page Followers

What’s included in the Social Media Takeover:

• Pinned Post on ALL social media channels for 1 week
  - LinkedIn Company Page
  - Facebook page
  - Tweet on @callcentrehelp and @jontypearce

• Cover Image on our LinkedIn Company Page to showcase your brand or a social cause

• One Recommended post on our Linkedin Group - sends a targeted email to everyone in the group.

£5,000 + VAT / approx $7,085

Not Available to Purchase as a Stand Alone Item
A hosted webinar allows you to interact with our audience in a real-time conversation and share audio, webcams and slides.

We run our chatroom alongside each webinar and this allows audience members to share questions and interact with other audience members.

Webinars also allow you to share polls and ask live questions live of the participants.

What’s included:

- Fully designed adverts on the website
- Hosted by a member of the Call Centre Helper team
- Call Centre Helper to source two industry expert speakers
- 10 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

Having run over 290 webinars we know what we are doing!

£12,000 + VAT (approx. $17,009)

Please enquire about our 2022 webinar program
Many of our advertisers have been advertising with us for years. They only do this because they know it gets results.

Please call to discuss your marketing requirements

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**Marketing Packages**

**The Event Package**

The Event Package runs for 1 month and is invoiced in advance.

You can start the package at any time - although it is subject to availability.

- 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.

Unfortunately for the Eblast and with GDPR, we cannot guarantee any number of registrations.

If you cancel your package, 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%

**The Standard Package**

The Standard Package runs for 3 months and you can cancel at the end of that period or upgrade to the 12 month High Profile Package.

The package is invoiced in advance. You can start the package at any time.

At the end of your package, we will archive your editorial content (press releases, articles etc.) on the site and your white papers, adverts and directory entry will be taken down. 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.
- The Standard package allows you to publish one item of downloadable content per month.
- As a rule of thumb, we do not tend to publish press releases that relate to financial results.

**The High Profile Package**

Marketing package contracts which run for 12 months are invoiced annually or quarterly in advance. You can start the year at any time.

- 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.
- 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.

**Bolt-ons**

Customers who sign up for the High Profile 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:
Eblast/ Social Media Takeover

- 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%

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.

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.

Additional Products

Email Blasts

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%

Social Media Takeover

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

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%