Number 1
Global
Contact Centre
Website

Media Information

JULY 2023
Call Centre Helper is the leading Contact Centre Magazine and is the go-to place for contact centre, customer service and customer experience professionals around the world.

June 2023 Stats

245,947 readers (visitors)

421,448 page views

40,661 newsletter subscribers

88,583 Social Media Members

NEW Content Added Every Day!

WE HAVE GOOD GLOBAL COVERAGE

<table>
<thead>
<tr>
<th>Country</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>31,084</td>
</tr>
<tr>
<td>US</td>
<td>50,625</td>
</tr>
<tr>
<td>Canada</td>
<td>6,224</td>
</tr>
<tr>
<td>South Africa</td>
<td>20,932</td>
</tr>
<tr>
<td>Australia and New Zealand</td>
<td>7,290</td>
</tr>
<tr>
<td>India</td>
<td>33,925</td>
</tr>
<tr>
<td>Philippines</td>
<td>26,791</td>
</tr>
<tr>
<td>Rest of the World</td>
<td>69,076</td>
</tr>
</tbody>
</table>

MAILING BREAKDOWN

NA 31%  EMEA 40%  LATAM 6%  APAC 23%
Audience Demographics

**JOB TITLES**
We target Decision Makers and Influencers, Customer Service Directors, Contact Centre Managers and Technologists.

**INDUSTRY**
- Finance - 10.32%
- IT - 10.25%
- Healthcare - 9.69%
- Outsourced Call Centre - 6.92%
- Business Services - 6.10%
- Consumer Services - 6.09%
- Telecommunications - 6.06%
- Insurance - 5.57%
- Government - 4.15%
- Retail - 3.38%
- Other - 31.46%

**COMPANY SIZE**
We span all sizes of contact centres

Our readership extends across a broad range of industries, with significant reach to Finance, IT, Healthcare, and more.
Why Work With Us?

**Awareness**

Your adverts appear across our site and in our weekly newsletter.

Want to target your adverts against certain content or try different messaging? We can do that and then provide stats showing which of your adverts have had the most clicks.

Use your adverts to promote events, ebooks and new product offerings and see analytics on how each one performed through your own customer dashboard.

**Amplify**

Want the chance to uplift your content to our audience?

We simply take your blog posts and share them on our site, putting them infront of 290,000 readers a month.

We use canonical links so that your Google ranking are not affected.

Looking to build links back to your site? Each post includes links back to your site.

All posts are shared across our social channels.

**Leads**

Our High Profile and Standard Packages include the option to generate leads through the sharing of ebooks, whitepapers and other resources which we offer for download.

Each one appears on the site, in our newsletter and across our social media channels.

Tag your content and resources against popular search terms to improve visibility and maximise downloads.

Visit Site

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

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 / Webinar Recording Stats** - including demo requests. Customer details include Name, Job Title, Company, Email Address, Phone Number, Permission Given, Permission Expires and Demo Request.
- **Latest Advert Stats** - advert impressions, total clicks which are broken down by box, static box 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 (Resources stats are done in real-time)
# 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><strong>Event Package</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Package Length</td>
<td>1 month</td>
<td>3 months</td>
<td>12 months</td>
</tr>
<tr>
<td>Adverts</td>
<td>✓</td>
<td>✓ Weekly Rotation</td>
<td>✓ Weekly Rotation</td>
</tr>
<tr>
<td>Blog posts</td>
<td>✓ 1 Blog Post</td>
<td>✓</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>✓</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 Survey Can Book Extra Activity</td>
</tr>
</tbody>
</table>

- **Most Popular**
  - Event Package: £6,500 + VAT / approx. $8,076 per month
  - Standard Package: £4,500 + VAT / approx. $5,591 per quarter
  - High Profile Package: £16,500 + VAT / approx. $20,501 per year
Are you running your own event and want help promoting it to Call Centre Helper’s audience? Combine advertising, editorial and an eblast to promote your event.

**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

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£6,500 + VAT / approx. $8,076

(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.
- 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 panel pieces that you are welcome to contribute towards.
- Publication of press releases, opinion pieces and case studies.
- Syndicate and publish your blog posts.
- Automatically social sharing of all blog/news stories with @company tag.
- Listings on our Events Page.

**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.

£4,500 + VAT / approx. $5,591
(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 panel pieces that you are welcome to contribute towards.
- Publication of press releases, opinion pieces and case studies.
- Syndicate and publish your blog posts.
- Automatically social sharing of all blog/news stories with @company tag
- Listings on our Events Page.

**Video**
- Be part of our easy to digest video content on our TV Channel

**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 and inclusion in 6 categories.

£16,500 + VAT/approx. $20,501 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 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 $6,213

Not Available to Purchase as a Stand Alone Item
An opportunity to takeover Call Centre Helper's social media channels for a week!

**SOCIAL CHANNELS**

45,521
Call Centre and Contact Center Community – LinkedIn Group Followers

10,849
Call Centre Helper Magazine – LinkedIn Page Followers

14,004
@CallCentreHelp Twitter Followers

11,825
@Jontypearce Twitter Followers

3,175
Facebook Page followers

3,209
YouTube Channel subscribers

**What’s included in the Social Media Takeover:**

- Publishing content across all social networks
- Design your own Cover Images across our social media platforms to showcase your brand or a social cause
- Pinned Post on ALL social media channels for 1 week
  - LinkedIn Company Page
  - Facebook page
  - Tweet on @callcentrehelp and @Jontypearce
- One Recommended post on our LinkedIn Group - sends a targeted email to everyone in the group and then pins the message to the top

£5,000 + VAT / approx $5,914

Not Available to Purchase as a Stand Alone Item
Due to popular demand - we are bringing back a small number of webinars in 2023

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

Using the Zoom software we will use the integrated chatroom which allows audience members to share questions and interact with each other alongside the discussion.

What’s included:

- Hosted by a member of the Call Centre Helper team
- 20 minute speaking slot for your company
- Call Centre Helper to source an industry expert speaker
- Share polls and ask questions live of the participants
- Fully designed adverts on the website
- 1 solus mailing
- 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
- Advertising on all Call Centre Helper social media sites

Having run over 300 webinars we know what we are doing!

£10,000 + VAT / approx. $11,829

Not Available to Purchase as a Stand Alone Item
Sponsorship of our 2023 Survey and Report

Our detailed 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 300 contact centre professionals taking part, which makes it one of the most comprehensive snapshots into what contact centres are currently doing.

This year, we are running one survey in the Autumn, which is our popular “What Contact Centres Are Doing Right Now?” report.

We have the opportunity for just 6 companies to sponsor each survey and the accompanying report.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Report Title</th>
<th>Sponsorship Fee (split between sponsors)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>2019 Spring report</td>
<td>885</td>
<td>Not Available to Purchase as a Stand Alone Item</td>
</tr>
<tr>
<td></td>
<td>2019 Autumn report</td>
<td>900</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>2020 Spring report</td>
<td>717</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2020 Autumn report</td>
<td>666</td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>2021 Autumn report (1 sponsor)</td>
<td>639</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>2022 Autumn report (1 sponsor)</td>
<td>1,246</td>
<td></td>
</tr>
</tbody>
</table>

£5,000 + VAT, approx $6,213

Not Available to Purchase as a Stand Alone Item
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

Jo Robinson
Operations Manager
jo.robinson@callcentrehelper.com

Xander Freeman
Market Analyst
xander.freeman@callcentrehelper.com

Visit Site  Contact the Team
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 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 content i.e. blog post, case study or news story per week
• 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.

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.
Cancellation Policy

• 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, 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%