



[contact-centres.com](https://www.contact-centres.com)

media information

May 2020

147media

Background

Launched in 1999 (yes we can't believe it is 21 years old!) its aim is to provide up to date news information to the management of UK based contact centres enabling their contact centre *'to perform better tomorrow than it did today'*.

Its simple uncluttered design enables our visitors, or your prospective clients, to gain the information which they want simply and effectively. This could be, for example, to read the latest news, research a product, service or even apply for a new position.

As we concentrate on publishing editorial content aimed at and applicable to the UK contact centre industry, we promote the website on Google as 'UK Only'; whilst it would be easy to promote the website worldwide, and of course increase the number of visitors, we choose not to do so as should a sales enquiry be generated by an overseas company would it really be of use to your company?

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The screenshot displays the 'Contact Centres Supplier Directory' website. The main header includes the site logo and navigation tabs such as 'SUPPLIER DIRECTORY', 'JOBS', 'EVENTS', 'LEGAL STUFF', 'ADVERTISING', 'WEBSITE STATS', 'CONTACT', and 'SUBSCRIBE'. A search bar is located in the top right corner. The main content area is titled 'Contact Centre Supplier Directory' and features a 'Jabra' profile. The profile includes a 'Jabra GN' logo, a description of their products, and a 'Contact Information' section with address, phone, email, and website details. The right sidebar contains several sponsored advertisements for 'CYARA', 'ASPECT', 'odigo', and 'UK National Contact Centre Awards'.

Supplier Directory

The benefits of inclusion within the Supplier Directory include,

- Priority listing within the supplier directory to ensure that your company is one of the first promoted when the visitor, for example conducts a search on your company's products or services.
- A comprehensive listing of your company's contact details within the directory entry(s) AND on all submitted and published editorial.
- The publishing of all submitted editorial – Guaranteed with full contact details, if required, to include links to your company website together with, LinkedIn, Twitter, Facebook and Google+.

Costings: £549 + VAT Per Annum

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Banner Advertising

As we limit the number of banners on the website at any one time (we're not fans of ad servers!) your sales message is not 'lost in the crowd' thus maximising impact and, perhaps more importantly, lead generation.

The benefits include,

- Your company banner(s) (450px x 300px & 728px x 90px) advertisement appearing on each page of contact-centres.com which as at December 2019 was in excess of 25,000 pages.
- Full design of the banner advertisement by contact-centres.com's in-house design team (if required)
- Your landscape banner appearing in relevant editorial pages regardless of where it originated from.

The advertising banners are placed on contact-centres.com at a cost of £799 + VAT per month.

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Bespoke e-Shots

Our database has been compiled since the launch of the website back in 2001 and as at December 2019 we have 12,423 subscribers all of whom are in contact centre management and all of whom are UK based.

The e-Shot can be designed and proofed by contact-centres.com (if required)

The first e-Shot is normally despatched Tuesday* and subsequently re-sent Thursday* to subscribers who, for example, haven't actioned the first eshot such as opening.

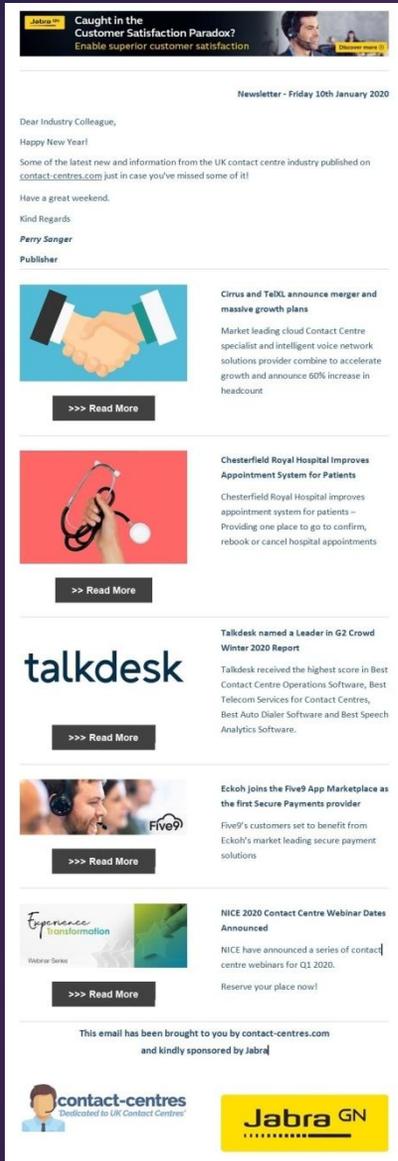
Experience has proved that the first eShot, although read and remembered, is not necessarily actioned upon – the second eShot is remembered, as they received it before, and actioned.

We strictly limit the number of e-Shots sent out per week to ONE – the exception being our weekly newsletter sent out every Friday, thus ensuring maximum impact and lead generation.

The e-Shots are competitively costed at £799 + VAT per e-Shot (sent out twice, Tuesday & Thursday).

* If required and subject to availability

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Newsletter Sponsorship

Every Friday afternoon we send a newsletter to our subscriber database.

The newsletter contains a round up of the news and editorial published that week and gives a prompt for our subscribers to both update themselves with the news and also a prompt to visit and read other sections of contact-centres.com

It is worth noting that on average the newsletter is opened and clicked by 42% of the database – significantly higher than the ‘Industry Average’.

- A 728px x 90px Banner is placed at the top of newsletter giving maximum exposure and therefore response levels.
- any news items published that week by the Sponsor is replicated at the top of the news section.
- Acknowledgement of the Sponsor is made at the foot of the newsletter by way of logo and ‘This newsletter is kindly sponsored by’

The Newsletter Sponsorship is £499 + VAT per.

* Please note that the number of news items in the newsletter image has been reduced



Website Statistics

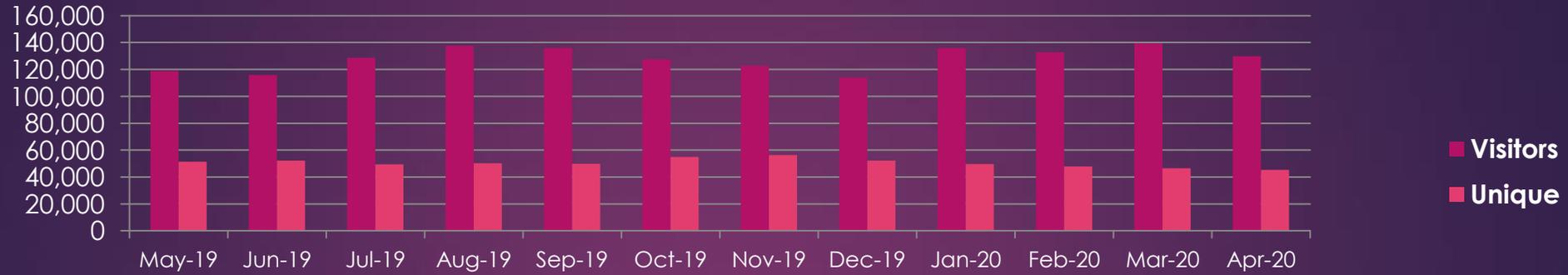
We believe that the success of any website can be measured by the number of visitors combined with the quality of editorial.

From April 2019 to March 2020 contact-centres.com,

- Posted, on average, 269 new editorial posts per month
- attracted, on average' 127,979 visitors per month with 50,767 of which classified as being 'unique visitors'.
- 26% of our visitors spent between 5 and 15 Minutes on the website
- 22% of all visitors visited and searched the Supplier Directory section
- 89% of our visitors are UK based
- received, on average, 157 Job Applications per month

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Website Statistics



Subscriber Database

Each day we receive requests from either companies or individuals to be placed on the subscriber database of contact-centres.com.

Unlike, perhaps other comparable contact centre websites, it is NOT just a case of placing them directly on the database even though we offer the website free-of-charge.

Each time that we receive a request our telemarketing team contact the company or individual to confirm that the information which they have submitted is true and correct.

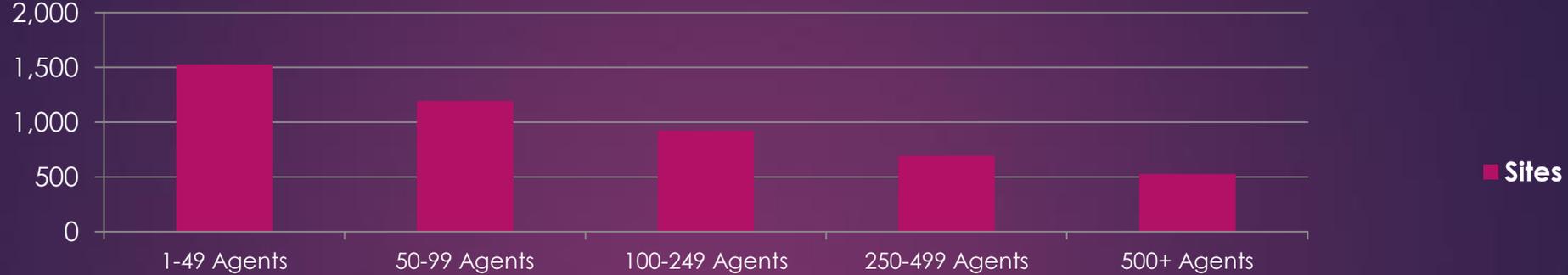
- Don't work in the UK contact Centre Industry – ***Sorry you don't qualify***
- Aren't in a Senior Management Role within the UK contact Centre Industry – ***Sorry you don't qualify***
- Aren't based in the UK? – ***Sorry you don't qualify***

As at 1st April 2020 we have the following subscribers

- 10,961 Subscribers are UK based
- 1,221 Subscribers are overseas based
- 12,182 Total Subscribers across 4,865 contact centre sites.

The logo for 147media, featuring the number '147' in a large, bold, blue font, followed by the word 'media' in a smaller, blue, sans-serif font. The entire logo is enclosed in a white rounded rectangular border with a blue outline.

Subscriber database





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147 Media Ltd

'The Small Publishing Company with Big Ideas'

147 Media Ltd is based just outside of the University City of Cambridge and was launched in September 2001 to publish contact-centres; originally in printed format we subsequently went 'digital' in May 2003 both with the strap line 'everything contact centres'.

Experience of publishing both online and in print format confirmed that the fastest way to get up to date news and information to our subscribers was to concentrate solely on the website – which we did.

We think that we are unique in what we do for the UK contact centre industry.

We ONLY publish news and information about what is happening or available in the UK

We like to think that would a contact centre manager in the UK really be interested in a contact centre opening in Australia or a product that is only available in the USA? We think not!

