

Media Information

July 2024

www.contact-centres.com

'dedicated to the UK contact centre industry'

147media

147 Media: 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 and aimed at our target of contact centre professionals - Our 'Target' subscriber is responsible for a 100+ seat contact centre, very knowledgeable, extremely busy and passionate about their industry.

We look forward to being of assistance to you and, perhaps more important, the contact centre industry which we are proud to serve.



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

Launched in September 2001 (yes we can't believe it is over 22 years ago!) its aim is to provide up to date news information to the management of UK based contact centres enabling their contact centres 'to perform better tomorrow than it did today'.

Its simple uncluttered design enables our visitors, 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.

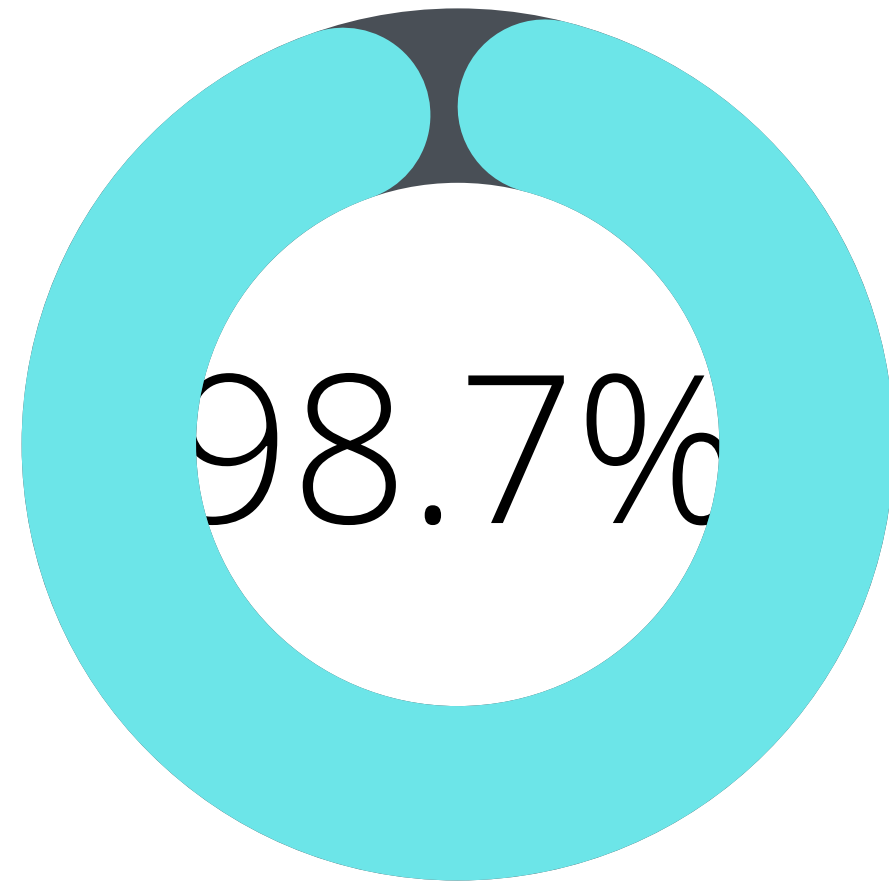
As we concentrate on publishing editorial content aimed at and applicable to the UK contact centre industry, we promote the website on search engines, such as Google, as 'UK Only'; whilst it would be easy to promote the website worldwide, and of course increase the number of visitors, we choose not to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

It's not surprising that over 97% of our website traffic is UK generated.

We Eat, Drink and Sleep contact centres and have seen the industry grow and develop from the humble call centres to the multichannel contact centre that we know today.



Website Statistics (How we're doing)



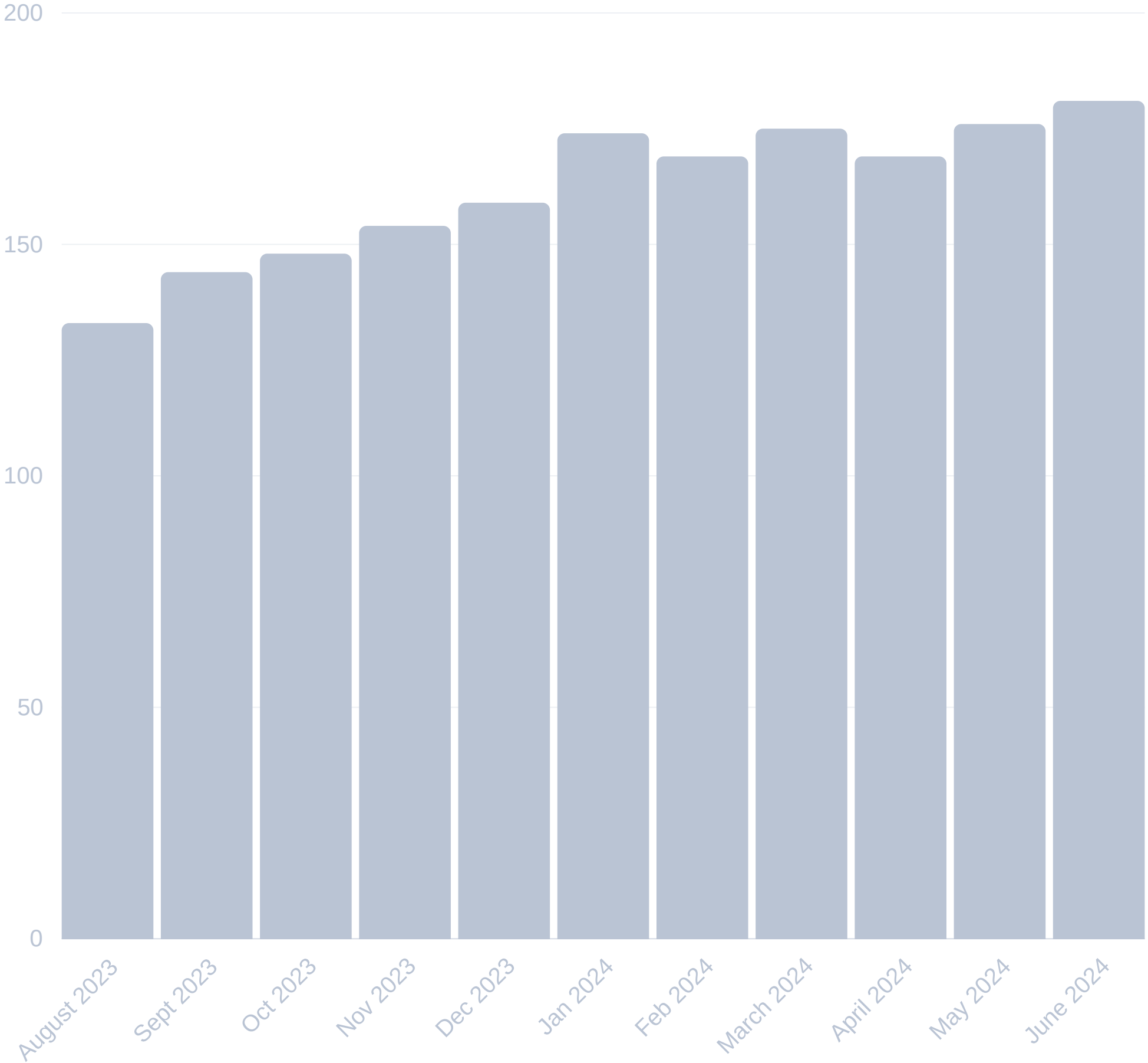
98.7% of all traffic to contact-centres.com is generated from the United Kingdom.

As we concentrate on publishing editorial content aimed at the UK contact centre industry we promote contact-centres.com on search engines such as Google as 'UK Only'.

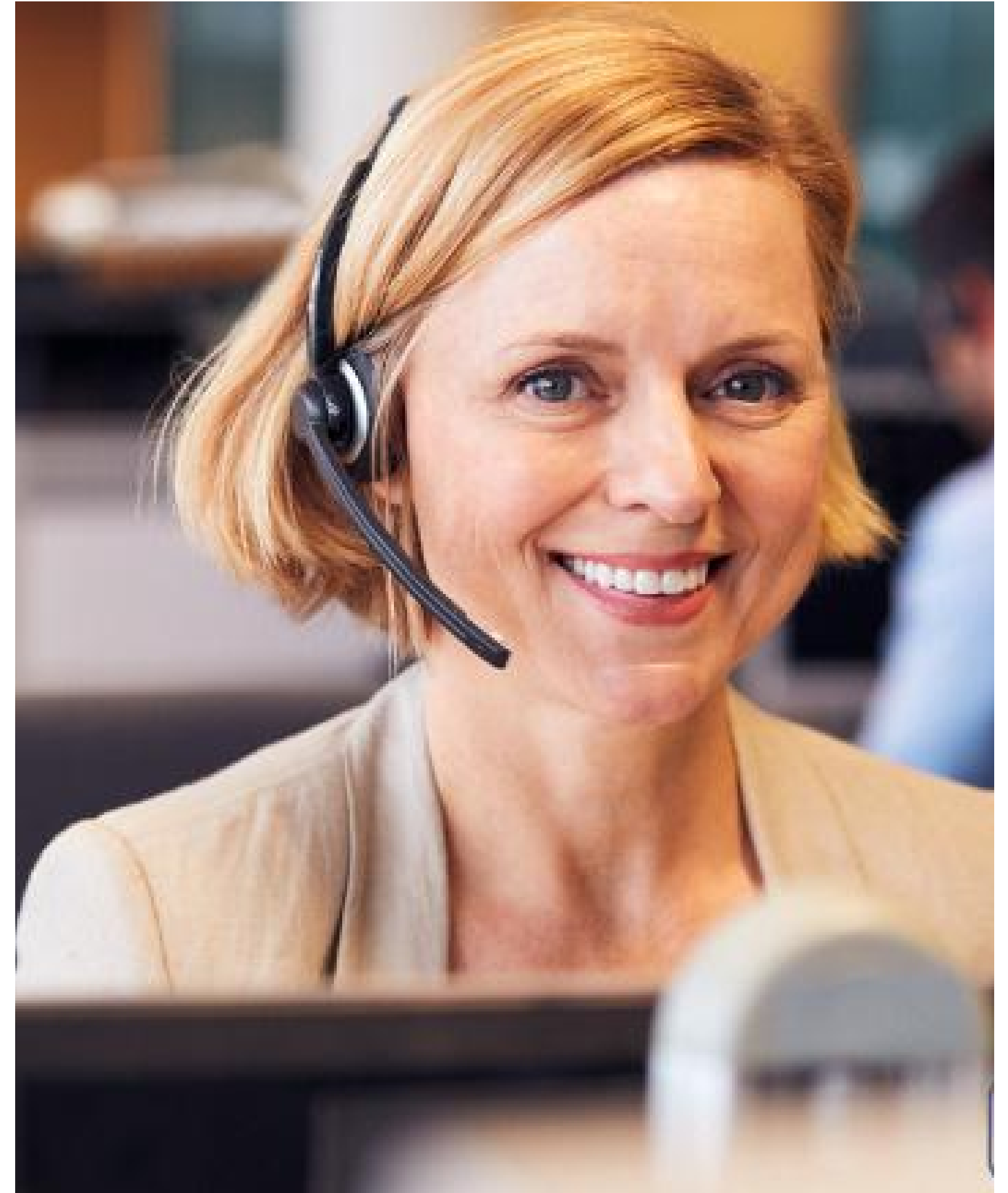
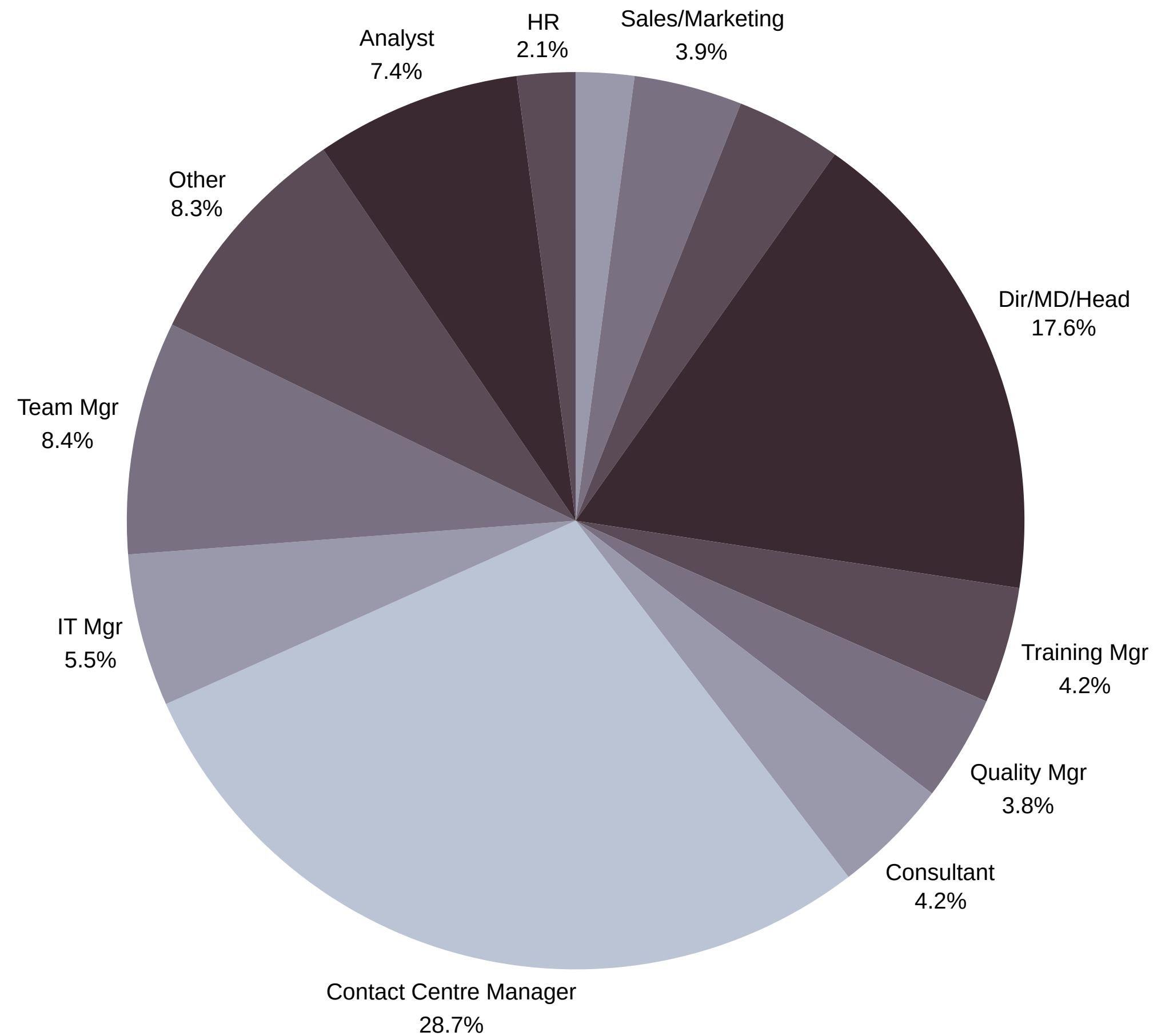
Whilst it would be easy for us to promote the website to a Worldwide audience, and subsequently increase the numbers of visitors, we chose not to do so as, for example, a sales enquiry be generated by an overseas contact centre would it really be of use for that company?



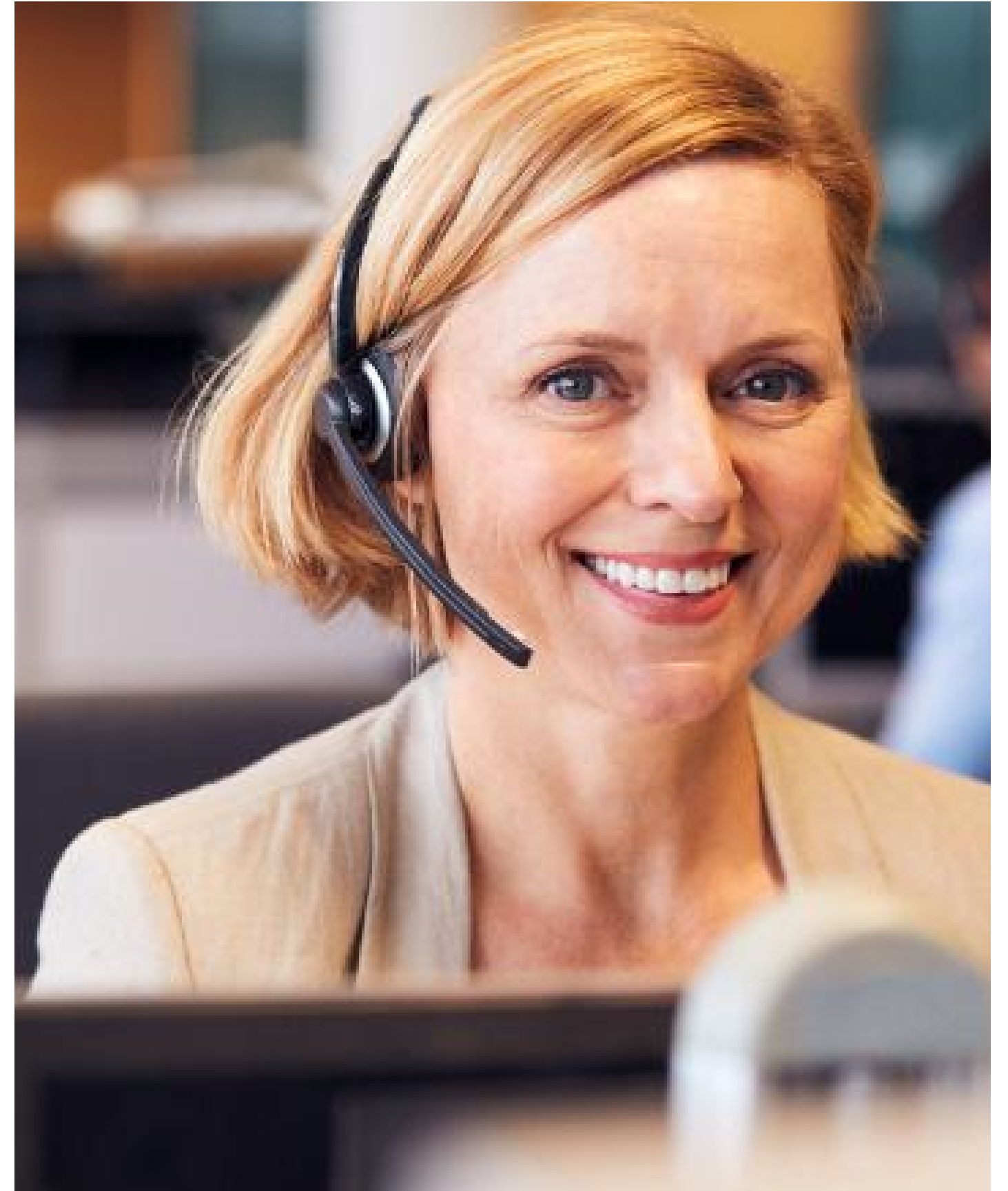
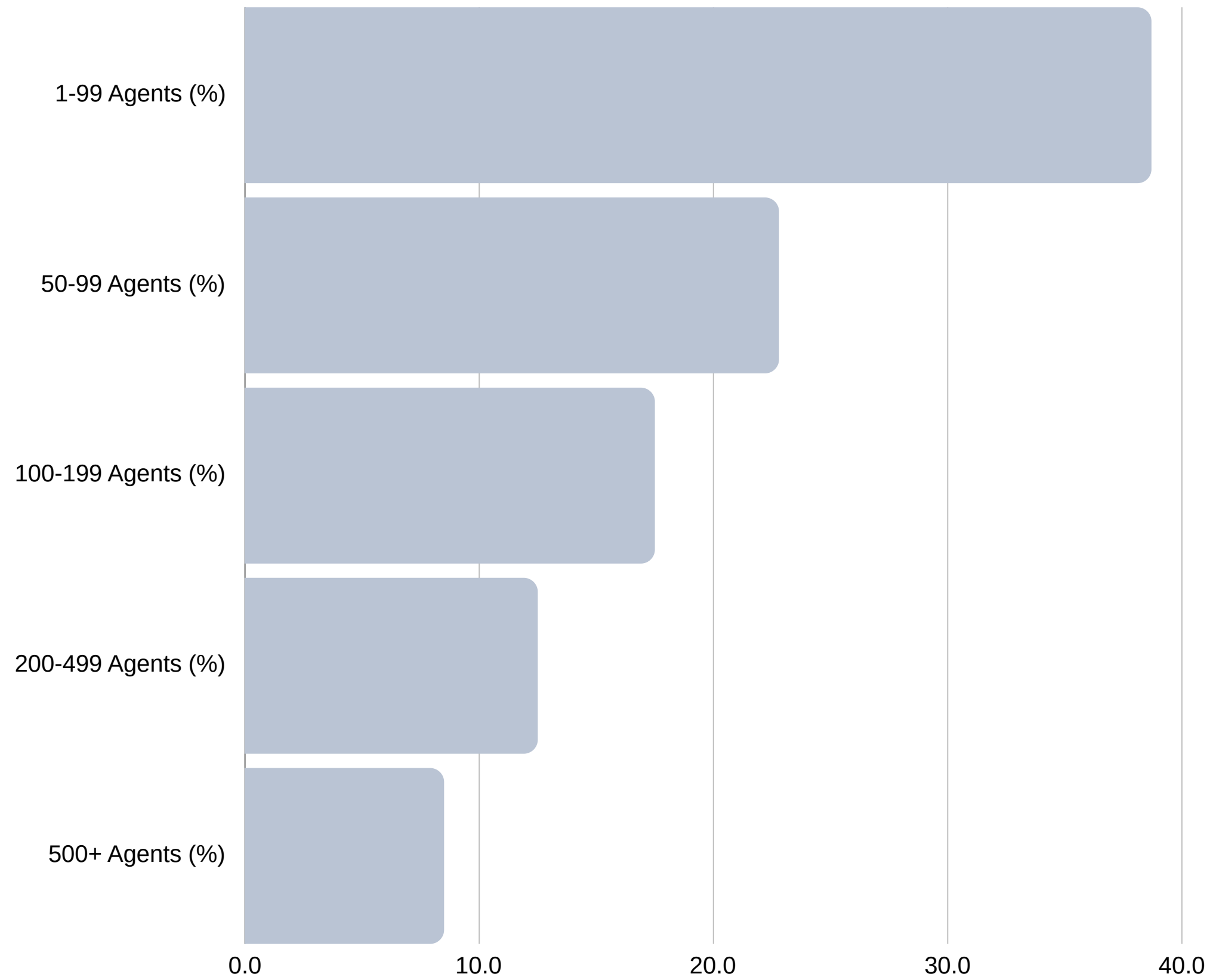
Website Statistics - Visitors (0,000s)



Subscriber Database - 11,546 as at 30th June 2024



Size of Contact Centre



Supplier Directory

It's worth noting that 1 in 4 visitors to contact-centres.com search the Supplier Directory for new products, services or suppliers making it one of the most popular sections of the website.

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+.

There are levels of Supplier Directory, Bronze, Silver and Gold which can be found overleaf.



Media: Bronze Package

The benefits of the Bronze package include,

- A comprehensive listing of your company's contact details within the supplier directory.
- Editorial within the listing to promote your company's product or services.
- 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+.
- Your company's products and services will be promoted in a 'Category' (if we haven't a category we will of course create one)

Costings

The Bronze Supplier Directory is competitively costed at £799*
Or why not upgrade to have a 1092px x 135px banner appear under all of your published editorial? - Additional cost of £299*

* Per annum + VAT at time of invoice and is effective from 1st January 2024.



Media: Silver Package

The benefits of the Silver package include ALL of the elements within the Bronze package but with the addition of, or the cherry on the cake, the following media,

- A 550px x 330px Advertising Banner to appear in the right hand column, in rotation ,of all pages with NO limit to the amount of times that you can change the banner.
- A 1092px x 135px Advertising Banner to appear beneath any of your published company editorial with NO limit to the amount of times that you can change the banner.
- One bespoke eShot sent every quarter to the 12,000+ UK subscribers of contact-centres.com

Costings

The silver Supplier Directory Package is competitively costed at

Bronze Package @ £799*

Silver Package Upgrade @ £3,570*

Total Silver Package @ £4,369*

* Per annum + VAT at time of invoice and is effective from 1st January 2024



Media: Gold Package

The benefits of the Gold package include all of the elements of the Silver package but with the addition of, as we call it, a cherry on the top.

- A 550px x 330px Advertising Banner to appear in the right hand column of all pages with the last 2 editorial pieces underneath.
- A 728px X 90px Advertising Banner to appear at the top of all pages as well, as beneath any of your published company editorial with NO limit to the the amount of times that you can change the banner
- One bespoke eShot sent every month to the 12,000+ UK subscribers of contact-centres.com
- Priority listings within the Supplier Directory
- Newsletter Sponsorship every month.

Costings:

The Gold Supplier Directory Package is competitively costed at

Bronze Package @ £799*

Gold Package Upgrade @ £4,799*

Total Gold Package @ £5,548*

* Per annum + VAT at time of invoice and is effective from 1st January 2024



Media: Bespoke eShots

Our database has been compiled since the launch of the website back in 1999 and as at 1st March 2024 we have over 11,500 subscribers all of whom are in contact centre management and 11,000 of whom are UK based.

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 £850* per e-Shot (sent out twice, Tuesday & Thursday).

* VAT at time of invoice and is effective 1st January 2024



Contact Us

The simplest way to contact us is by email

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