

**BARCADIA
MEDI**

MEDIA PACK

2021

**BARCADIA
MEDIA**

WHO ARE BARCADIA MEDIA?

Barcadia Media is a modern, publishing & events company based in the sunny seaside town of Blackpool.

We lead the way in publishing with our three trade publications – sector-leading Financial Reporter, Property Reporter & niche title Commercial Reporter. We make the most of our impressive reach and in-house research to provide marketing and email broadcast solutions for finance and property professionals, working with some of the biggest names in each industry. We're also proud of our impressive events portfolio; we hold two industry-leading awards programmes and facilitate structured learning events for thousands of advisers across the UK each year.

USEFUL CONTACTS



KIRSTY SHIELDS
OPERATIONS DIRECTOR

kirsty@barcadiamedia.co.uk
01253 272998



JAMES LUCAS
DIRECTOR

james@barcadiamedia.co.uk
01253 272998

“I HAVE BEEN WORKING WITH JAMES AND HIS TEAM FOR A NUMBER OF YEARS NOW AND HAVE ALWAYS FOUND THEM TO BE SUPER FRIENDLY, PROFESSIONAL AND - ABOVE ALL - FUN TO WORK WITH.”

— **HELEN HARRISON** HEAD OF INTERMEDIARY DISTRIBUTION, SANTANDER

HERE ARE JUST SOME OF THE PEOPLE WE WORK WITH:



THE UK'S NUMBER ONE ONLINE FINANCIAL NEWS PUBLICATION



financial | reporter

Founded in August 2009, Financial Reporter is an online news service for the UK financial services industry, reaching over 30,000 industry individuals every day through our website and daily newsletters.

Our readers are the experts and part of Financial Reporter's ethos has always been to bring them the facts and nothing else. Alongside our impressive editorial output, we run two industry-leading awards programmes under the Financial Reporter brand and help drive education and thought leadership in the sector with a comprehensive schedule of educational events.

WHO READS FINANCIAL REPORTER?

- MORTGAGE BROKERS
- IFAs
- OTHER FINANCIAL INTERMEDIARIES



ROZI JONES EDITOR

TO CHAT TO ROZI OR DISCUSS A NEWS STORY:
ROZI@BARCADIAMEDIA.CO.UK OR CALL ON
01253 272998

4180

DAILY VISITS

127,000

MONTHLY VISITS

18,000

AVERAGE DATABASE SIZE

11%

AVERAGE OPEN RATE

3%

AVERAGE CTR

OFFICIALLY THE UK'S BIGGEST ADVISER PUBLICATION

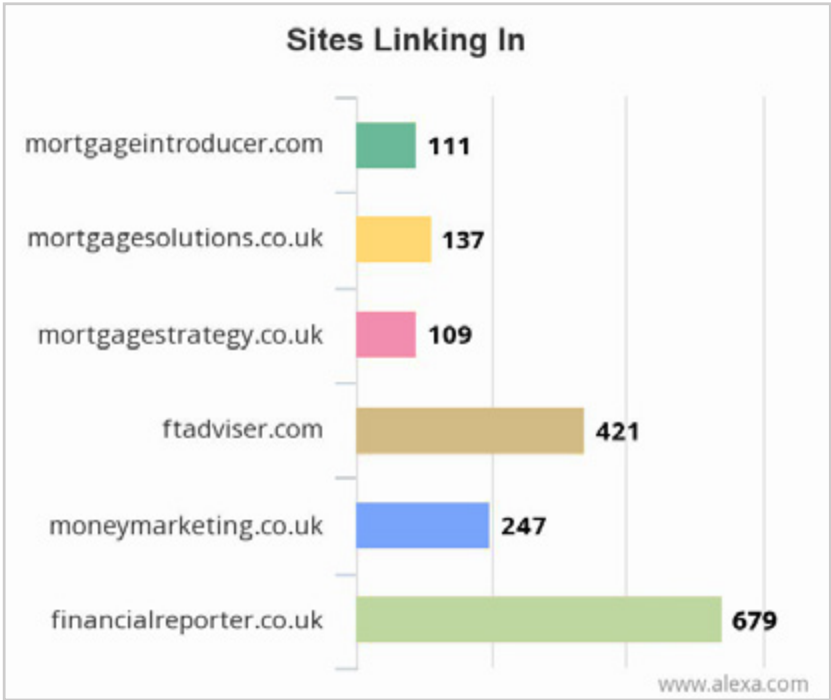


financial | reporter

We know we're brilliant.
But the statistics agree with us.

Financial Reporter's rank on website ranking platform [Alexa.com](https://www.alexa.com) is higher than any other B2B publication in our space, reflecting our editorial leadership in an ever-changing landscape.

We've also seen record-breaking traffic growth in 2020, delivering exceptional results for our clients and growing our readership.



OUR ALEXA RANKING

PRICING AND CONTACT INFORMATION

BANNERS & BUTTONS

Anchored Ribbon (980 x 90px)	£145cpm
Billboard (980 x 250px)	£125cpm
Bookends (120 x 600px min / 120 x 1080px max)	£110cpm
Half page (300 x 600px)	£95cpm
MPU (300 x 250px)	£85cpm
Ribbon (980 x 60px)	£70cpm
Button (300 x 100px)	£65cpm

SPONSORSHIP OPPORTUNITIES

Homepage takeover	price on request
Newsletter sponsorship (728 x 90px)	£75 per email

EMAIL MARKETING

Database e-shot	£650 per broadcast
Follow up e-shot	£300 per broadcast

BESPOKE SOLUTIONS

Email design	price on request
Banner advert design	price on request
Insights Survey	from £1,750

SALES CONTACT



KIRSTY SHIELDS

OPERATIONS DIRECTOR

kirsty@barcadiamedia.co.uk

01253 272998



THE PROPERTY INDUSTRY'S FIRST PORT OF CALL

pr



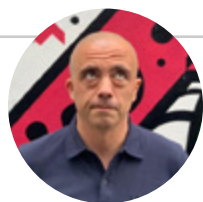
property | reporter

Born in May 2012, Property Reporter is an online news service for the UK property industry, reaching over 37,000 industry individuals every day through our website and daily newsletters.

Our readers are a mixture of landlords, letting agents, investors and other property professionals from across all sectors of the housing industry including; mortgages, residential and commercial lettings, property management, solicitors, technology, equity release, investments, construction and estate agents.

WHO READS PROPERTY REPORTER?

- LANDLORDS
- ESTATE & LETTING AGENTS
- OTHER PROPERTY PROFESSIONALS



WARREN LEWIS EDITOR

TO CHAT TO WARREN OR DISCUSS A NEWS STORY:
WARREN@BARCADIAMEDIA.CO.UK OR CALL ON
01253 272998

4418

DAILY VISITS

134,000

MONTHLY VISITS

14,000

AVERAGE DATABASE SIZE

11%

AVERAGE OPEN RATE

2%

AVERAGE CTR

PRICING AND CONTACT INFORMATION

BANNERS & BUTTONS

Anchored Ribbon (980 x 90px)	£120cpm
Billboard (980 x 250px)	£100cpm
Bookends (120 x 600px min / 120 x 1080px max)	£90cpm
Half page (300 x 600px)	£80cpm
MPU (300 x 250px)	£70cpm
Ribbon (980 x 60px)	£60cpm
Button (300 x 100px)	£50cpm

SPONSORSHIP OPPORTUNITIES

Homepage takeover	price on request
Newsletter sponsorship (728 x 90px)	£60 per email

EMAIL MARKETING

Database e-shot	£450 per broadcast
Follow up e-shot	£250 per broadcast

BESPOKE SOLUTIONS

Email design	price on request
Banner advert design	price on request
Insights Survey	from £1,750

SALES CONTACT



KIRSTY SHIELDS
OPERATIONS DIRECTOR

kirsty@barcadiamedia.co.uk
01253 272998



THE PLACE TO BE FOR COMMERCIAL FINANCE NEWS



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commercial | reporter

Our readers are a mixture of brokers, financial advisers, lenders and other financial intermediaries from across all sectors of the financial services industry including; commercial finance, bridging and short term lending, asset finance, invoice finance, leasing, and alternative lending.

We know our readers want to form (and often share) their own opinions, so we simply report the news and let them do just that. We're unbiased, in everything from our reporting to the way our Awards programme operates. Our readers are the experts and part of Commercial Reporter's ethos has always been to bring them the facts and nothing else.

WHO READS COMMERCIAL REPORTER?

- **TRUE COMMERCIAL BROKERS**



ROZI JONES EDITOR

TO CHAT TO ROZI OR DISCUSS A NEWS STORY:
ROZI@BARCADIAMEDIA.CO.UK OR CALL ON
01253 272998

500

DAILY VISITS

15,200

MONTHLY VISITS

7,000

AVERAGE DATABASE SIZE

12%

AVERAGE OPEN RATE

1%

AVERAGE CTR

PRICING AND CONTACT INFORMATION

BANNERS & BUTTONS

Anchored Ribbon (980 x 90px)	£350 per month
Billboard (980 x 250px)	£300 per month
Bookends (120 x 600px min / 120 x 1080px max)	£270 per month
Half page (300 x 600px)	£250 per month
MPU (300 x 250px)	£200 per month
Ribbon (980 x 60px)	£180 per month
Button (300 x 100px)	£120 per month

SPONSORSHIP OPPORTUNITIES

Homepage takeover	price on request
Newsletter sponsorship (728 x 90px)	£50 per email

EMAIL MARKETING

Database e-shot	£350 per broadcast
Follow up e-shot	£250 per broadcast

BESPOKE SOLUTIONS

Email design	price on request
Banner advert design	price on request
Insights Survey	from £1,750

SALES CONTACT

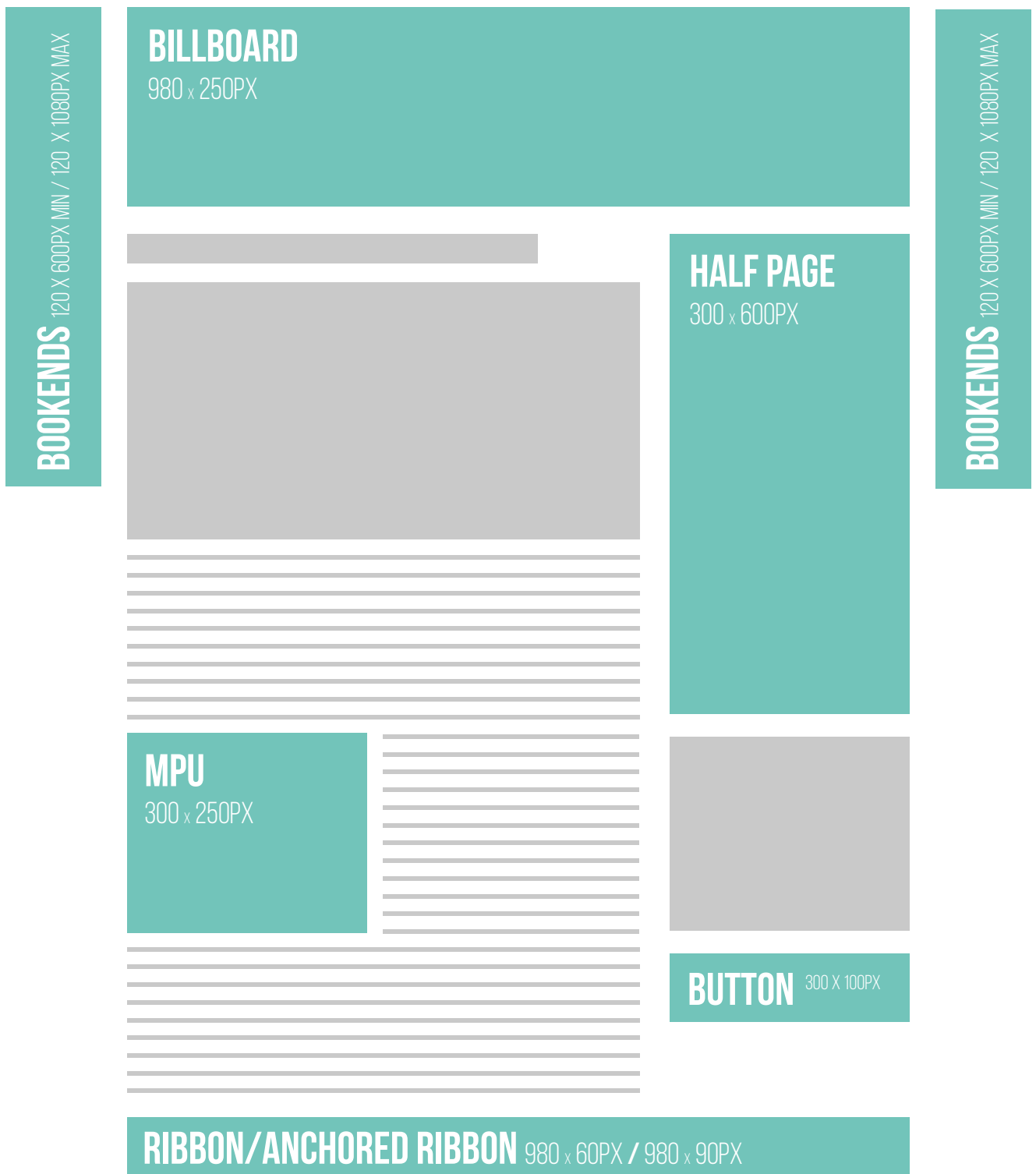


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PUBLICATION BANNER PLACEMENT



TAKE YOUR PRODUCT LAUNCHES TO THE NEXT LEVEL

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DIGITAL PRODUCT LAUNCHES

Financial Reporter's Digital Product Launches are a powerful marketing tool, allowing you to introduce new products or services directly to advisers - live.

More personal than a press release, these sessions offer exceptional ROI and allow you to answer questions, discuss criteria, and start taking enquiries immediately - before your BDM has even scheduled in a meeting.

**BOOK YOUR PRODUCT
LAUNCH TODAY**

£1,000

Price excludes VAT



**ANNOUNCE YOUR NEW PRODUCTS LIVE
ON FINANCIAL REPORTER**



**INVITE UP TO 100 OF OUR READERS, OR
YOUR CHOSEN GUESTS, TO ATTEND**



**OPPORTUNITY TO FOLLOW UP ANY
OPT-IN ATTENDEES**



**POWERFUL & UNIQUE INTERMEDIARY
ENGAGEMENT TOOL**

**SALES
CONTACT**



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