

MEDIA INFORMATION & MARKETING PACKAGES



REACH BY CHANNEL



Website

3,225
GMA Members

6,750
Unique user
sessions per week

4.35 minutes
Average time on site

Insight

Weekly
Newsletter

14,500 +
Recipients

75 per week
Current list growth

12% +
Average open rate

1% +
Average CTR



Social Media

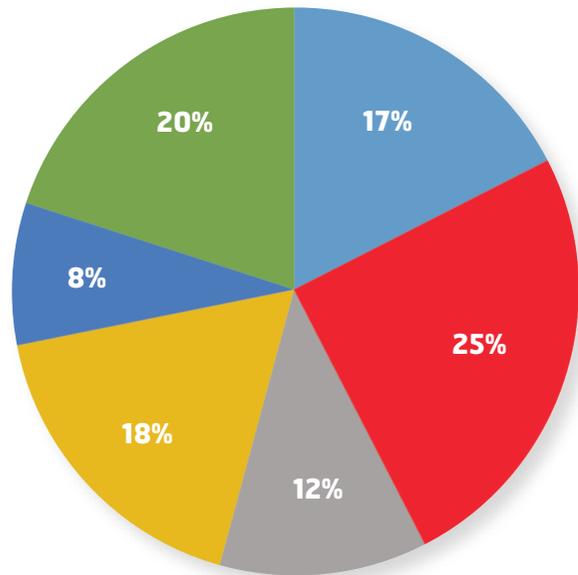
530 +
GMA LinkedIn
Group members

1,500 +
GMA Twitter Followers

10,000 +
Other Social Reach

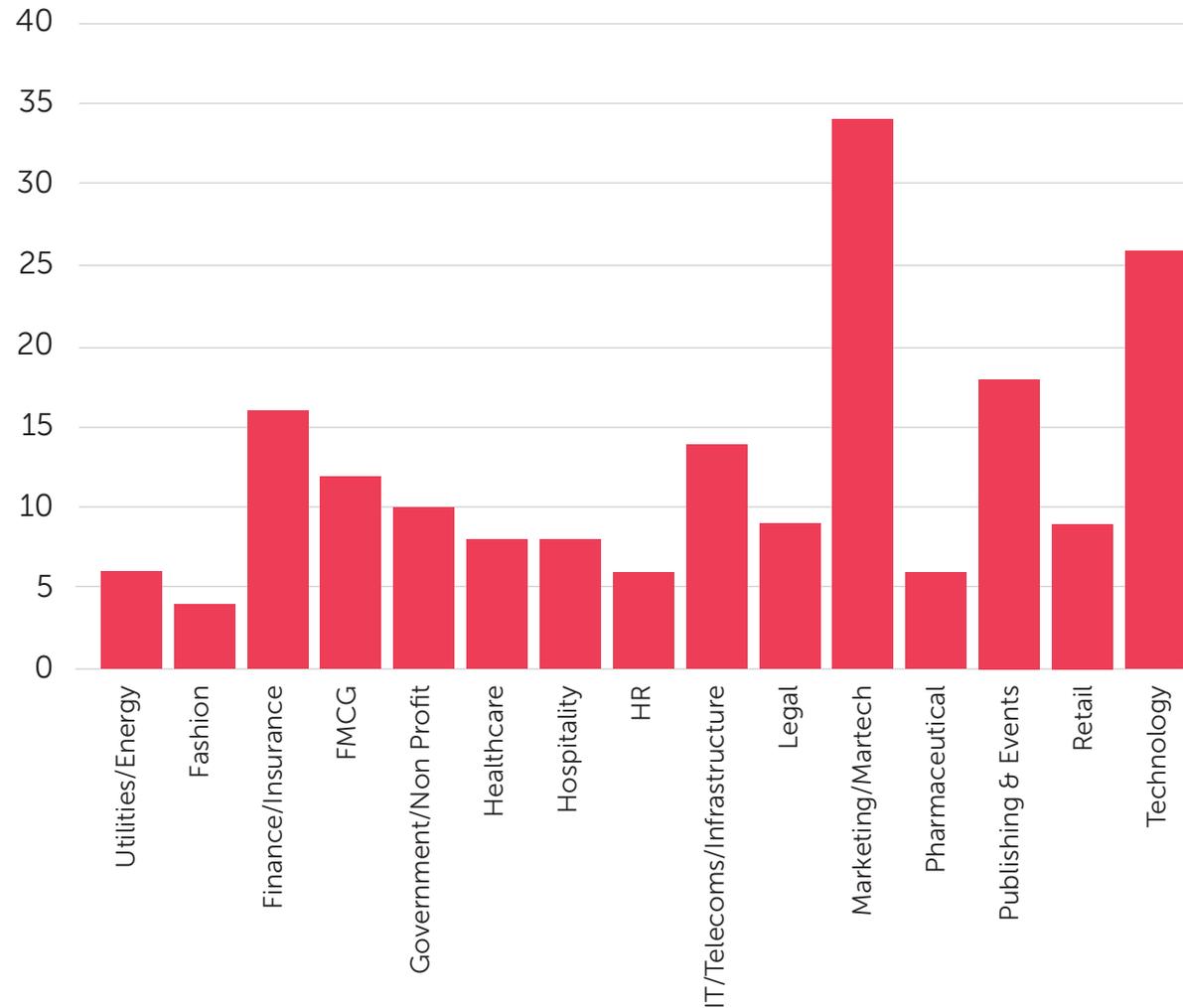
REACH BY JOB JUNCTION & SECTOR

Reach by Job Function



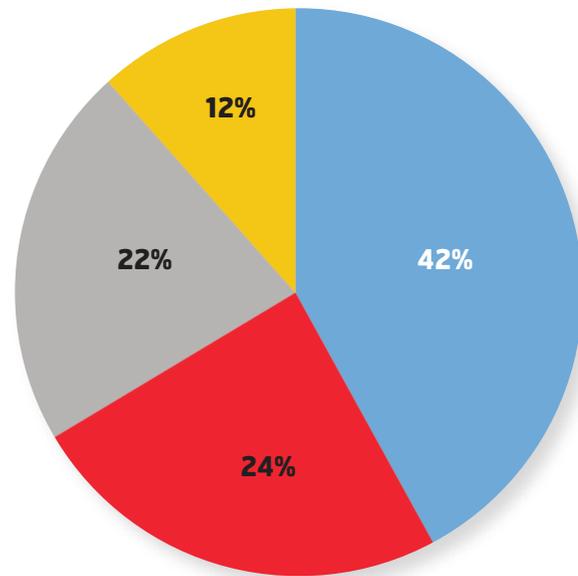
- Brand/Product Management
- CEO/Senior Management
- CMO/Head of Marketing/Senior Marketing
- Data Marketing/Analyst/Compliance
- Marketing Role
- Sales/Business Development

Reach by Sector %



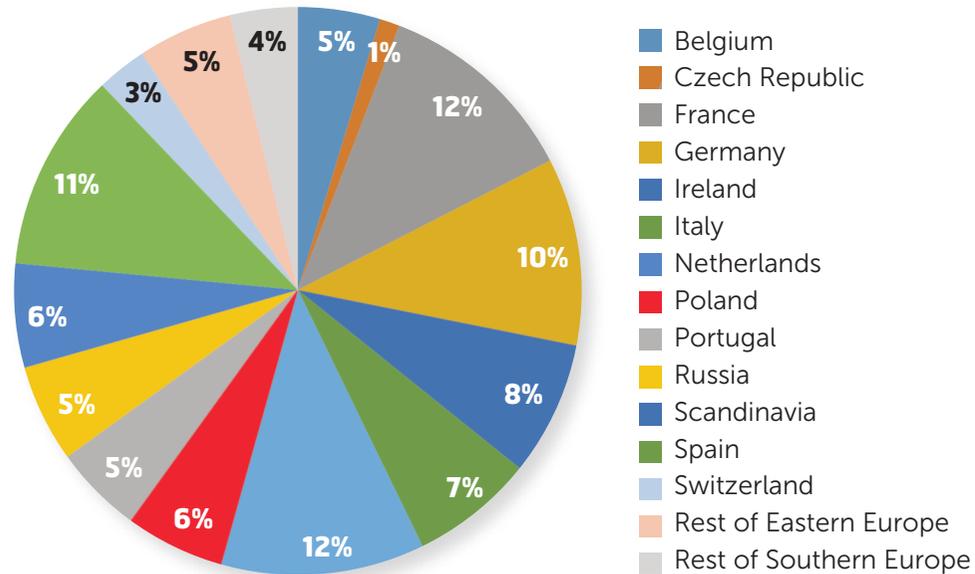
REACH BY GEOGRAPHICAL AREA

Reach by Region

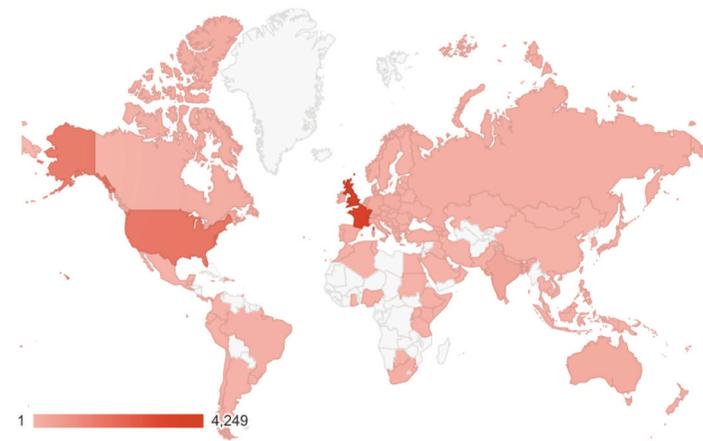


- United Kingdom
- Europe
- USA/Canada
- Asia Pacific

European Readership by Country



Reach by Geographical Area - 80+ Countries



MARKETING PARTNERSHIP PACKAGES

Make the news package

If you need to make an instant impact with a story, we have the package that will pack a punch for you. We will publish your news immediately and ensure the story is delivered to our readers (subject to availability).

£999. Runs in one week timeframe

Package includes:

- MPU advertisement within our weekly Insight bulletin.
- One "in the news" article co-authored with our editors.*
- Extensive signposting on the site via MPU and internal linking.
- 2 social posts referencing your article on our twitter **and** LinkedIn channels.

Event package

If you are running an event and want to maximise your listing on the GMA platform, we can promote it across our network.

£1,200. Runs in an eight week timeframe

Package includes:

- Premium listing in our events directory for 2 months.
- Two mentions in our events section of our weekly newsletter (25,000 circulation).
- One listing on our monthly events email (4,500 circulation).
- One "event insight" article co-authored with our editors.*
- Extensive signposting on the site via MPU and internal linking.
- 6 social posts referencing your article on our twitter **and** LinkedIn channels.

Report package

You've done the research, analysed the data. Now you want to make sure everyone knows about it. Great, so do we...

£2,950. Campaign runs over approximately two weeks

Package includes:

- MPU advertisement within our weekly Insight bulletin for two weeks.
- One Market Data article on the report data and findings.
- One feature article on your report focused on the insight it provides with input from our editors*
- Extensive signposting on the site via MPU and internal linking.
- 6 social posts referencing your article on our twitter **and** LinkedIn channels.
- Bespoke landing page for download data collection (or we can direct to yours if you prefer).

Report creation package

Position your business and increase your profile to the GMA audience and other channels. Our specialist team of research and content producers can assist.

Prices vary depending on your needs. Indicative cost for a 12 page authored report is £3,500

- All research, copywriting and design of co-branded report on an agreed topic of your choice
- Full rights to use the content on any other channel or with any other partner
- Personalised landing page on www.the-gma.com

MARKETING PARTNERSHIP PACKAGES

Thought leader package

You are a thought leader and you want to drive key discussions around your topic of interest. This package will ensure exactly that. Make the market, don't take the market!

£5,950 Campaign runs over approximately one month

Package includes:

- MPU advertisement within our weekly **Insight** bulletin for five weeks and on our monthly **Perspective** Newsletter.
- Two insight feature articles on your key topics with input from our editors.*
- Interview with senior executive on core topics of interest.
- Case study on your product or service.
- Extensive signposting on the site via MPU and internal linking.
- 2 social posts referencing your article on our twitter **and** LinkedIn channels.

Thought leader package PLUS

£11,950

Our thought leader plus program contains everything in our thought leader program **plus**

- A live webinar to our global audience (recorded version will be archived within its own content page for longevity).
- Speaking slot at a MINT Global of your choice.

The annual package

For companies who want to take an always-on approach we offer bespoke annual packages with substantial discounts. Contact the GMA sales team for more information

The Content Works

The Content Works is our full service content agency. Through **The Content Works** we also offer bespoke content creation packages, both for use on our site and, if you want, on other sites you are working with. Examples include research reports, infographics, interview series, video production.

ORGANISATIONS WE WORK WITH





About the Global Marketing Alliance

The GMA launched in 2010 but our legacy stretches right back to 1982 in the guise of Direct Marketing International magazine.

For over 35 years we have delivered words of wisdom from the international mavens of data driven marketing. Our alliance of contributors are experts who have learned their craft out in the marketing field – all around the globe. They are regularly contributing their ideas and inspiration in exclusively-written articles that truly resonate with our readers.

As well as insightful thought-leadership editorials, they bring case study information and top-level research for marketers to deep-dive into, in order to keep a finger firmly on the pulse of the ever-changing landscape that is the modern world of data-driven marketing.

Tried and tested tactics, insider tips and time-saving tools of our trade – all are explored and explained to present the ultimate reading guide and go-to reference for data driven marketers, to help them boost their performance and amplify their organisations' ROI.



Contact the GMA sales team at

matt@the-gma.com

Tel - +44 (0) 20 7193 5685

**INSIGHT FOR DATA
DRIVEN MARKETERS**