

Data Protection  
Professionals

REACH

Privacy  
Practitioners

Data Driven  
Marketers



The Global Marketing Alliance and Data Protection Network have a combined reach of over 30,000 data protection practitioners, specialists and data driven marketing professionals.

This new network provides the opportunity to reach both audiences who have a variety of needs for technology, services and information.

By associating your organisation's message with our trusted and independent content, you will be front of mind to our audiences who regularly engage in our insight, analysis and resources.

You can partner with the DPN and GMA to promote your organisational aims and work with us to produce co-authored content to reach out and engage our audiences.

# Data Protection Network



The Data Protection Network (DPN) delivers opinion, analysis, guidance and resources combined with thought-leadership on emerging issues around the use of personal data. It also hosts regular events, both live and online, on topical data protection issues.

DPN content is aimed at both data protection professionals and non-experts. It is all written, developed and edited by experts in the field.

Many who work in data protection and privacy are not necessarily lawyers or specialists but are employees who have been handed the baton and asked to make a difference. The DPN aims to give them the tools and information they need to master their roles.

## The DPN Reach

### DPN Website

- 17,000+ registered users (increasing each day)
- 6,800 unique user sessions per week.
- 3.39 minutes average time on site

### DPN Briefing

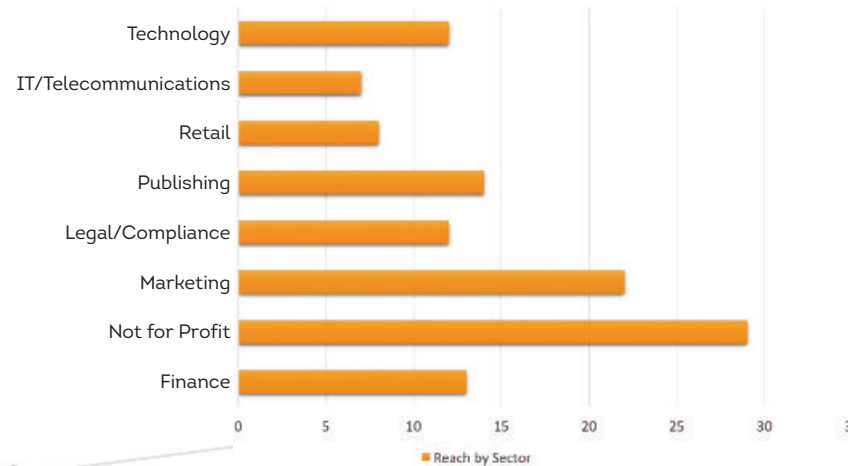
- 10,500+ Recipients
- 200+ per month Current list growth
- 36% Average Open rate
- 14.7% average CTR

### Social Channels

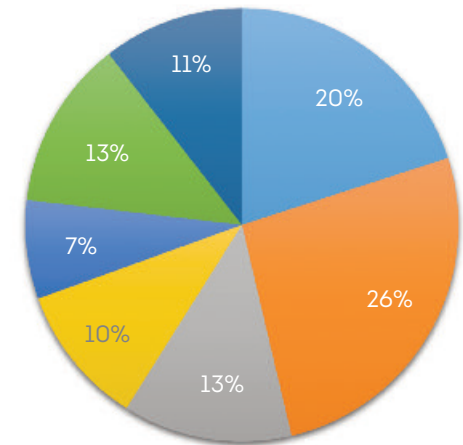
- 2,500+ and growing



## Reach by Sector



## Reach by Job Function



- CEO/Director Level
- Manager Level - Marcom/Fundraising
- Management -Business Systems & Database/CRM
- Data Protection Lawyers, Legal Counsel, Legal Executives
- Manager Business, Strategy, Intelligence
- Data Protection Officers, Data Governance Officers, Privacy Officers, Compliance Officers
- Risk and Information Security Directors and Managers

# Global Marketing Alliance

## The GMA Reach

### GMA Website

- 5,350 + registered users (increasing each day)
- 6,750 unique user sessions per week.
- 4.35 minutes average time on site

### Insight Weekly Newsletter

- 14,500+ Recipients
- 150+ per month
- Current list growth
- 14% Average Open rate
- 4% average CTR

### Social Channels

- 12,000+ and growing



The Global Marketing Alliance (GMA) provides insight, analysis and opinion addressing the strategic, commercial and leadership challenges facing data driven marketers and their teams today.

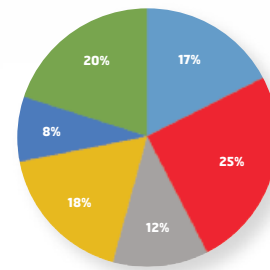
Independent and established, the GMA has been delivering expert commentary, live events and international networking opportunities for over 35 years.

Our alliance of globally influential contributors share their wisdom by exploring and explaining the opportunities and issues surrounding the new data economy. They offer top-level guidance, research and thought-leadership inspiring our ever growing readership to engage every week.

The GMA's international audience are all practitioners in marketing specialising in data, branding, analytics and technology. Our readers are the future leaders of the data driven landscape who are making a difference right now.

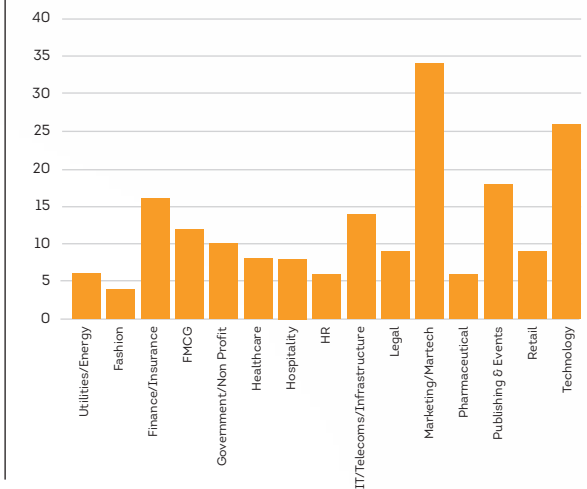
## REACH BY JOB FUNCTION & SECTOR

### Reach by Job Function



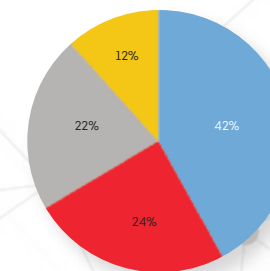
- Brand/Product Management
- CEO/Senior Management
- CMO/Head of Marketing/Senior Marketing
- Data Marketing/Analyst/Compliance
- Marketing Role
- Sales/Business Development

### Reach by Sector %



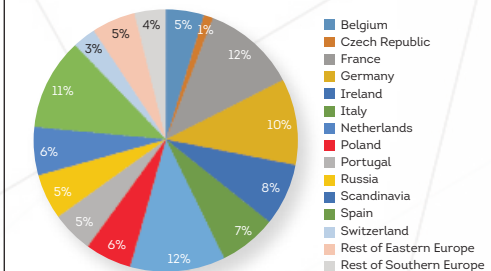
## REACH BY GEOGRAPHICAL AREA

### Reach by Region



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

### European Readership by Country



- Belgium
- Czech Republic
- France
- Germany
- Ireland
- Italy
- Netherlands
- Poland
- Portugal
- Russia
- Scandinavia
- Spain
- Switzerland
- Rest of Eastern Europe
- Rest of Southern Europe



# Typical Network Packages

Prices start from  
£500 per month

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## Starter PR Package

- One article co-authored with our editors and published on the GMA with links to your website/content if required
- Banner advertising within editorial content of GMA and DPN for 3 months
- Banner advertisement on weekly GMA Insight newsletter (1 appearance)
- Banner advertisement on DPN newsletter (1 appearance)
- Extensive signposting to news story on the GMA via banner advertising and internal linking.
- Social outreach referencing your article on our twitter and LinkedIn channels.
- Premium listing on Data Driven Marketing Directory (3 months)

## Growth Package

If you need to make an instant impact, we have the package that will pack a punch for you. A combination of advertising messages across our network and a news story delivered to GMA & DPN members will prove all conquering and will achieve immediate exposure.

### Package Details

- One article co-authored with our editors and published on the GMA OR DPN with links to your website/content if required
- Enhanced banner advertising within editorial content of GMA and DPN for 3 months
- Banner advertisement on weekly GMA Insight newsletter (3 appearances)
- Banner advertisement on DPN newsletter (1 appearance)
- Extensive signposting to news story on the GMA via banner advertising and internal linking.
- Social outreach referencing your article on our twitter and LinkedIn channels.
- Premium listing on Data Driven Marketing Directory (6 months)

# Typical Network Packages

## Leadership Package

Work with our editorial teams to produce whitepapers, research reports and other thought leadership content and be published throughout our network of highly engaged data driven, privacy audiences.

### Package Details

- All research, copywriting and design of co-branded report on an agreed topic of your choice
- Two insight feature articles on your key topics with input from our editors and published on the GMA AND DPN
- Interview with senior executive on core topics of interest and published on GMA (or DPN depending on subject)
- Case study on your product or service and published on GMA
- Enhanced banner advertising within editorial content of GMA and DPN for 6 months
- Banner advertisement on weekly GMA Insight newsletter (8 appearances)
- Banner advertisement on DPN newsletter (2 appearances)
- Extensive signposting to news story on the GMA via banner advertising and internal linking.
- Enhanced social outreach referencing your articles on our twitter and LinkedIn channels.
- Premium listing on Data Driven Marketing Directory (12 months)

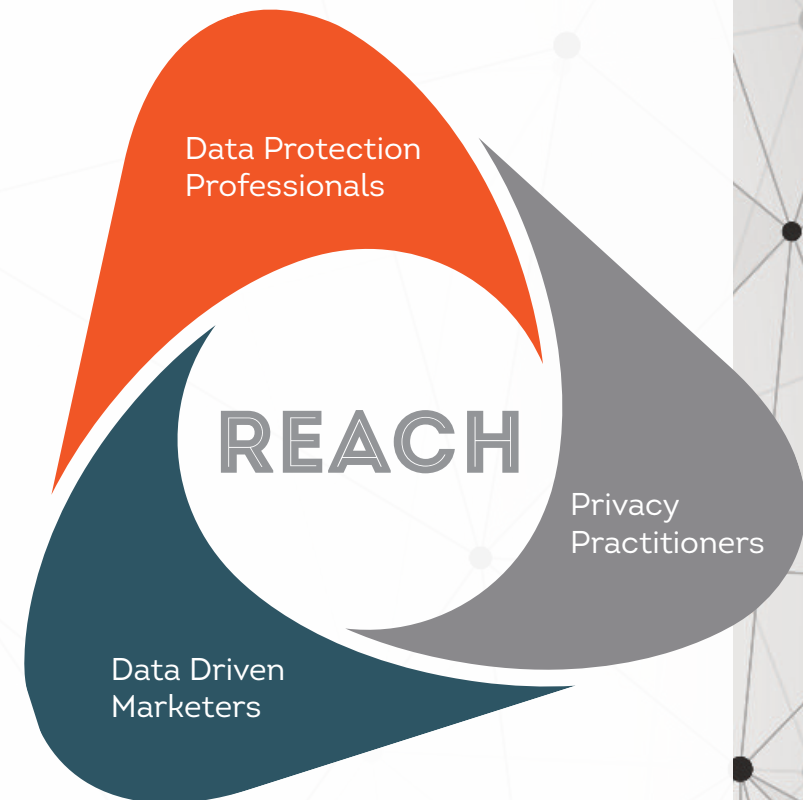
## Ambassador Package

Partner with the GMA and DPN as we produce industry reports and research throughout the year. These highly anticipated reports are followed by a range of live events from webinars, breakfast briefings and evening panel events.

Your organisation will be integrally involved from content conception to presentation throughout all channels, maximising your brand as an ambassador of best practice and industry first commentary by association.

### Package Details

- Company branding/logo on all report/research material
- Partnership accreditation in all promotion to live events
- Site for pull-up banner at the event
- Distribution of sales literature at the event
- Recognition/thanks from event Chair
- Event speaker opportunity or panel member (if relevant topic)
- Free tickets to all events throughout the year staff, clients and associates
- 12 month banner advertising throughout DPN and GMA platforms and social reach
- Premium listing on Data Driven Marketing Directory x 3 categories (12 months)



# Organisations we work with



The REACH logo is a stylized graphic composed of three overlapping teardrop shapes. The top shape is orange and contains the text 'Data Protection Professionals'. The bottom-left shape is dark blue and contains the text 'Data Driven Marketers'. The bottom-right shape is grey and contains the text 'Privacy Practitioners'. In the center, where the shapes overlap, is a white circle containing the word 'REACH' in a bold, grey, sans-serif font. The background of the entire slide features a network of grey lines connecting various black and grey dots, suggesting a global or interconnected theme.

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**gma**<sup>®</sup> | Global Marketing Alliance  
INSIGHT FOR DATA DRIVEN MARKETERS

The Data Protection Network logo consists of a dark blue circle containing the text 'Data Protection Network' in white and green. 'Data' is in white, 'Protection' is in green, and 'Network' is in white.

Data Protection Network

For more information and to discuss these packages and many other partnership opportunities please contact:

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