

# [insight]

## The Business of Workplace Design and Management

### About

**As the boundaries between the various aspects of our working lives blur, so too do those that once existed between the different disciplines that work within the built environment sector.**

Insight reports and comments on issues related to those disciplines; including facilities management, design, contract interiors, property, technology, procurement, human resources and general management, and explores their relationships with each other.

Written from a neutral standpoint with contributions from practitioners as well as suppliers and industry bodies, Workplace Insight is the most exciting voice in the field of workplace design and management and is already the UK's most widely read publication in the sector according to Alexa data.

Daily news updates, analysis and comment is shared online with thousands of practitioners. Over 1,000 unique users read the site each day delivering around 170,000 monthly impressions offering those who work with us the chance to reach out to a unique audience of decision makers and influencers.

### Content

**Insight publishes daily news, comment, analysis and information as well as weekly newsletters distributed to over 16,000 confirmed subscribers. Its two primary contributors are Mark Eltringham and Sara Bean.**

Mark has over twenty years' experience of the industry working as an editor, writer and marketing professional, working for many of the world's largest and most progressive contract interiors firms.

Sara is a journalist and editor who has been writing and reporting on workplace issues for nearly twenty years, which reflects her interest in health, safety, human resources and facilities management.

Insight also relies on the knowledge and experience of a team of industry experts to ensure that it offers some of the most independent reporting of issues relating to workplace design and management. We welcome contributions from all sources, but especially practitioners. We have published clear guidelines for contributors which are available on the main website.







## Readership

Insight has a rapidly growing readership. The following figures are correct as of August 12 2017 but we are always happy to supply current data. As well as the website, features are promoted through social media to tens of thousands more readers ensuring that news reaches as wide an audience as possible and encourages debate across a range of platforms.

Monthly unique readers	63.386
Monthly page views	169.643
Newsletter subscribed circulation	16,512
Readership profile:	
<i>Occupiers</i>	69%
<i>Specifiers</i>	14%
<i>Vendors</i>	12%
<i>Influencers including trade associations</i>	5%





*““Workplace Insight is our first port of call to reach an engaged, professional audience in the workplace sector. We consider it to be the clear market leader in its field, built through intelligent, focussed and independent editorial which is second to none.”*

*Marc Bird, Head of Marketing  
Kinnarps UK*

## Opportunities

### Contribute

We welcome contributions from all but ask that you adhere to our detailed guidelines which are available on the website.

We believe that it is essential that content remains pure and of general interest and that it recognises that our readership is knowledgeable, experienced, discerning and professional.

If you are a commercial organisation we understand you have a product to sell and so do our readers. There's no need to sell it directly within your contribution. They'll appreciate it more if it's a genuine feature and will understand your contribution within the context of your byline.

We are particularly keen to hear from practitioners who we believe do not have a loud enough voice in the traditional media.

### Advertise

We offer a range of advertising opportunities within the main website and for the newsletter. Rates are negotiable for extended bookings and as part of a package.

#### **Left hand skyscraper**

*£330 per week*

#### **Right hand sidebar**

*£440 per week*

#### **Editorial promotion**

*£440*

#### **Newsletter sponsorship**

*£400 per week*

Ads appear on all pages. All are hyperlinked to your company's chosen URL.

### Sponsorship

We also offer a range of sponsorship opportunities. Please note that briefings and surveys are also subject to our editorial guidelines.

#### **Briefings**

Permanently on the site and adaptable to use as your own collateral and promoted through social media and newsletters for one month.

#### **Production and hosting**

*£2,000, including layout, promotion for one month and permanent inclusion on website*

*Copywriting and research £350 per thousand words pro rata*







## Mechanical data

We accept the following formats for advertising:

- gif
- jpg
- html
- png

Dimensions for the sidebar are: 265 px wide by up to 600px high

Sidebar: 160px wide by up to 600px high

Please supply a URL for linking ads and to allow us to collect data.

The above formats are also acceptable for newsletter sponsorship with the exception of HTML. Banner size is 600 px wide by 120 px high

## Contacts

### General

[www.workplaceinsight.net](http://www.workplaceinsight.net)

Twitter: @InsightOnWork

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Workplace Insight

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