

InvestorToday

ABOUT US

InvestorToday.co.uk is a new online magazine for the active personal investor.

InvestorToday.co.uk is an online consumer site for active personal investors. From portfolio day traders through to medium and longer term buy-to-let, pension and fund investing, the website aims to hand consumers the tools to unlock their own wealth generating potential. Part of the Angels Media Group, it is the 5th in a series of highly successful, business focussed "Today" magazines including Estate Agent Today, Introducer Today (Mortgages) and RecruitmentToday.net.

Our research has shown us that our readers require a more varied approach to financial news and a greater level of interaction than is currently available in the marketplace. We deliver this by providing a magazine that is professionally edited, renowned columnists and financial professionals by supplying interactive tools such as Forums, Comments, Surveys and open contributions.

InvestorToday.co.uk provides a daily newsletter with in depth features and regular columns to 45,000+ visitors per month. We also deliver our news directly to the inboxes of 86,000+ consumers every day giving us the flexibility to deliver real time news and market updates as it happens.

InvestorToday.co.uk main USP is to report on all market sectors, short, medium and long term which creates the perfect platform to communicate with your customers in a cost effective, results driven and measureable way. InvestorToday.co.uk will not only generate traffic naturally from its position in the market but will also generate repeat traffic via the daily newsletter that will be sent to each subscriber using links, news, features and market round ups to drive traffic to the magazine.

MEDIA PACK

45,000+ MONTHLY

VIEWS

86,000+

SUBSCRIBERS

800,000+

AD IMPRESSIONS

*figures per month

DONT JUST TAKE OUR WORD FOR IT...

"In the past I've found it hard to reach Investors in a cost effective way, so I was sceptical when Investor Today said they could achieve the high targets I set them. As the cost was reasonable I thought I'd give Investor Today a try, and boy was I glad I did. The targeted email send to over 85,000 investors filled an event I was running so quickly that I had to lay on another event to handle the overflow of investors. I'd highly recommend using Investor Today as part of your marketing mix if you're seriously looking to grow your Investor related company."

Daniel Burgess,
Managing Director,
Discount Letting Service



Recent clients inc: Hargreaves Lansdown, Moneyweek, IG Index, Volvo, Peugeot, Property Index, Emerald Knight, Landcorp

SUBSCRIBER PROFILES

- ✓ 45,000+ Page Impressions
- ✓ 86,000+ Subscribers
- ✓ 29,000+ Unique Visitors pm
- ✓ 7,000+ Returning Visitors pm
- >>> 25-50 Age Group
- >>> AB - Socio/Economic group.
- >>> Interested in generating high returns from stocks and shares, property, day trading, overseas investment etc.

InvestorToday

We recommend this!

FULLY ACCOUNTABLE ADVERTISING THAT WORKS

FEATURED CAMPAIGN

- ✓ BANNER ROTATION ON WEBSITE
- ✓ BANNER ROTATION ON NEWSLETTER
- ✓ DYNAMIC OPPORTUNITY
- ✓ SOLUS EMAIL BROADCAST
- ✓ TARGETTED FOLLOW UP SEND
- ✓ FEATURED SUPPLIER DIRECTORY

CAMPAIGN RATES

3 MONTH CAMPAIGN

£1900 PER MONTH

6 MONTH CAMPAIGN

£1600 PER MONTH

9 MONTH CAMPAIGN

£1300 PER MONTH

12 MONTH CAMPAIGN

£1000 PER MONTH

INDIVIDUAL PRICES

LEADERBOARD (728X90)

£859 PER MONTH

BANNER (460X60)

£499 PER MONTH

MPU (300X200)

£599 PER MONTH

SKYSCRAPER (120X600)

£499 PER MONTH

BUTTON (120X120)

£199 PER MONTH

CORNER PEEL (307X319)

£999 PER MONTH

CLASSIFIED PROMOTIONS

HOMEPAGE TAKE OVER

£1999 PER DAY

PROMOTION OF THE MONTH

£749 PER DAY

POPULAR LINKS

£99 PER MONTH

DYNAMIC OPPORTUNITIES

£400 PER ISSUE

FEATURED SUPPLIER

£600 PER ANNUM

EMAIL BROADCASTS

SEND TO FULL DATABASE

£999 PER BROADCAST

TARGETTED FOLLOW UP SEND

£229 PER BROADCAST

CONTACT US

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*PRICES NOT INCLUDING VAT

Don't forget!

KEYWORDS TO AVOID IN HTML

THESE WORDS WILL BE FILTERED BY MOST EMAIL CLIENTS AND THEREFORE WILL APPEAR IN A CUSTOMER'S SPAM FILTER.

IF IT GOES INTO A CUSTOMER'S SPAM FILTER CHANCES ARE, **THEY WON'T READ IT.**

advertisement
money back
cards accepted
removal instructions
extra income
"!@, "!!@, "\$\$" and "\$"
free
000
Dear friend
for free?, for free!
Guarantee
satisfaction
absolute
more info
visit
SPECIAL PROMOTION
one-time mail
order today
order now!
money-back guaranteemp3
generic
congratulations
opportunity
cheap
horoscope
must be 21
XXX

100% satisfied
friend@, public@, success@,
sales@, success@, mail@,
@public,
profits@,
@savvy, hello@, @mlm.
success
mlm
/////////
check or money order
Diet
Weight
Cash
promo
debt
obligation
Income
credit
mortgage
win, won
degree

BANNERS

Banner sizes required for Website or Newsletter (in pixels)

Leaderboard 728x90
Banner 468x60
Strip Add 784x45
MPU 300x250
Strip Ad (Newsletter Only) 728x70
Button 120x120
Skyscraper 120x600
Channel Sponsor banner 234x60
Corner Peel (307x319)

Banner File Formats (file sizes no more than 100kb)

Website - GIF, Animated GIF, JPEG or SWF files must be used. For SWF Files please ensure the link is embedded.

Newsletter - Static GIF, JPEG files. If animated GIF is used please ensure the first layer of the animation has all the information required as some Email Providers will restrict banner rotation to the first slide such as 'outlook 2007'.

EMAIL BROADCASTS

Must be in HTML or XHTML Format.
Mixture of Text and Images.
Width between 500px and 600px.
Include as many trackable links as possible.

Client to host the images on their server.

Predominate information in the top fold the page.

Client to check HTML views correctly in all Email Providers i.e. outlook hotmail, g-mail etc.
Please send Subject Line.
Please send a txt version.

Guidelines to keep to:
Simple layouts and Tables work best: no complex colspan or spacer gif driven spacing

Try to Avoid Uppercase Letters in both **Subject Line** and **Message Body**

Punctuations in Subject Lines

Don't use consecutive exclamation marks or question marks in Subject Line or Message Body

Avoid Spaces in image source names,
Use Bitmap Images, optimised for displaying on the web

Use basic colours like <<blue>> or <<red>>

ADVERTISING SPECIFICATION

DYNAMIC OPPORTUNITY

An advertorial piece about your product/service of about 250 words (not limited). Can be a general overview or specific to a promotion/offer you are currently running. This will appear in the newsletter in either Mon/Wed/Fri edition and linked to your own page on your website.

PRODUCT REVIEW

A piece about your product and services, this could be an overview of your offerings or written as from the prospective of one of your clients. This will appear in the Newsletter, website and relevant channels.

POPULAR LINKS

A catchy but relevant phrase of no more than 2-3 words to gain the focus of the reader to which they can click through to your chosen web page.

TARGETED EMAIL SEND

A follow up targeted email to those that open and click a full email broadcast.