LandlordToday

ABOUT US

LandlordToday.co.uk is the new online magazine for landlords and property investors with over 100,000 subscribers and growing fast!

Part of the Angels Media Group, it is the latest in a series of hugely successful business-focused 'Today' magazines which includes **EstateAgentToday.co.uk, LettingAgentToday, InvestorToday and SilverSurferToday.**

LandlordToday.co.uk also provides in-depth features and regular columns each month in addition to expertly edited content from the hugely respected Rosalind Renshaw. **LandlordToday.co.uk** is fast becoming the number one daily reference guide for both new and established landlords and investors who demand the very latest daily breaking news in the industry.

LanldordToday.co.uk also provides in-depth features and regular columns to vistors each month in addition to a twice weekly e-newsletter to the inboxes of 100k subscribers giving us the ability to deliver relevant industry news as it happens.

Our research tells us that our readers require a more varied approach to delivering news and better consumer interaction than is curretly available in the marketplace. LandlordToday.co.uk will not only generate traffic naturally from its position in the market, but will also generate repeat traffic through the twice weekly newsletter, links, news and sector round up features.

LandlordToday.co.uk provides the perfect platform to communicate with your consumers in a cost-effective, results-driven and measurable way. **LandlordToday.co.uk** will not only generate traffic naturally from its position in the market, but will also generate repeat traffic through the twice weekly newsletter that is sent to each subscriber through links, news, features and sector round ups.

MEDIA PACK

60,000+ PAGE IMPRESSIONS

100,000+ SUBSCRIBERS

2,100,000+ AD IMPRESSIONS

FROM OUR READERS

"I'm a fairly newbie landlord & I've learnt so much from this site"

Stuart Payne
LandLordToday Subscriber

"The team at Landlord Today have been providing us with good quality information and leads for our stock broking and foreign exchange courses throughout the UK and Ireland.

They are easy to do business with and offer great customer service and communication.
I would recommend Landlord Today for any of your email marketing needs as their list is responsive and regularly updated. "

Sean Allen
Knowledge to Action

WEBSITE STATISTICS

- ✓ 60,000+ Page Impressions
- ✓ 100,000+ Subscribers
- ✓ 40,000+ Unique Visitors PM
- ✓ 12,000+ Returning Visitors PM

OUR SUBSCRIBERS

>>> **On average, Landlord Today subscribers have 6-11 properties.**

>>> **They are high net worth individuals.**

>>> **Landlords/Investors are confident in the market or are commited to purchase within the next 12 months.**

LandlordToday

We recommend this!

FULLY ACCOUNTABLE ADVERTISING THAT WORKS

FEATURED CAMPAIGN

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

CAMPAIGN RATES

3 MONTH CAMPAIGN
£2500 PER MONTH

6 MONTH CAMPAIGN
£2200 PER MONTH

9 MONTH CAMPAIGN
£1900 PER MONTH

12 MONTH CAMPAIGN
£1500 PER MONTH

*PRICES NOT INCLUDING VAT

INDIVIDUAL PRICES

LEADERBOARD (728X90)
£859 PER MONTH

BANNER (468 X 60)
£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

WHAT OUR ADVERTISERS SAY...

Having worked with a number of large organisations I was initially sceptical of the results Landlord Today said they could achieve for me. Let me say this... the Landlord Today marketing works, their marketing does what it says on the tin. Whether you want to reach over a 100,000 landlords by email, or direct many thousands of visitors to your site through banner promotion, advertorials, or just good old fashioned quality information, Landlord Today can tailor make a package to suit your needs. I'd highly recommend using Landlord Today as part of your marketing mix if you're seriously looking to grow your landlord related company."

Daniel Burgess,
Managing Director,
Discount Letting

We carried out an email campaign with Landlord Today which generated a great response. As a result of the campaign we received increase traffic to our website which led to heightened demand in customers getting a quote and buying a policy" .

Natalie Mifsud ACIM,
Marketing & Communications Manager,
Hamilton Fraser Insurance

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LandlordToday

don't forget!

ADVERTISING SPECIFICATION

KEYWORDS TO AVOID IN HTML

THESE WORDS WILL BE FILTERED BY MOST EMAIL CLIENTS AND TEHREFORE 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
MPU 300x250
Button 120x120
Skyscraper 120x600
Strip Ad (Newsletter) 728x70
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 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>>

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 Tues/Fri editions and linked to a page on your website.

PRODUCT REVIEW

A piece about your product and services, this could be an overview of your offerings or written 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.