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BUSINESS REPORTER
UK 2030

Distributed with The Telegraph online

www.business-reporter.co.uk



INTRODUCTION

Business Reporter creates campaigns which provide time poor, senior decision makers with information and insight that helps improve the performance of their business.

The theme of each campaign is carefully considered and the editorial is selected to ensure it resonates with the audience it is designed for. The objective of every supplement is to explore business critical issues and offer independent sector analysis, as well as provide commentary from influential senior stakeholders, membership bodies and associations.

Business Reporter's editorial focus offers you a credible and highly targeted marketing channel that, through its collaboration with major industry partners, delivers real and significant ROI.

As a partner of Business Reporter; you can use our range of multi-media platforms, cut through the sheer volume of white noise that is associated with today's contemporary media, and provide the perfect platform to create thought leadership and genuine engagement with your brand.

BUSINESS REPORTER **REPUTATION**

BUSINESS REPORTER

Business Reporter is an award-winning content creator with experience working and sharing compelling business narratives. We use a range of multi-media platforms to cut through the sheer volume of white noise that is associated with today's contemporary media. We have the perfect platform to create genuine engagement with your brand and showcase you as a pioneer in your sector.

UK 2030

Put your organisation at the centre of boardroom debate in 2020 by making sure your content, ideas and insight are featured in the Business Reporter campaign on UK 2030. It's the ideal way to influence some of the world's most senior decision-makers.

SYNOPSIS

The UK faces uncertain times, but from this uncertainty opportunity is sure to arise. Technological innovation, cultural shift and (dare we say it) Brexit are just a few of the forces that will drive major change into the heart of the nation's businesses in the coming years. This campaign is here to highlight the challenges that the future will bring but more importantly show the opportunities that lie in store for forward thinking decision makers.

20:30 VISION

Business Reporter shows business leaders what the UK will be like to live, work and do business in in the year 2030. We will highlight the technologies they need to invest in today to ultimately future-proof their businesses and stay head of the curve in this ever changing business landscape. Ensure your name rises above the rest by being positioned as the authority on future-ready enterprises and show how your thinking can lead businesses into the UK of the future.



BUSINESS REPORTER IN NUMBERS

OVER 3.5 MILLION



Annual online visitors

OVER 123 THOUSAND



Database of senior business professionals



- Chief: 15%
- Director/Head: 43%
- Executive: 7%
- Manager: 12%
- CEO: 6%
- Managing Director: 14%
- Partner/Consultant: 3%

Business Reporter has over 15 years' experience in creating business narratives and has therefore built up one of the strongest global networks of senior business professionals.

PR ENGAGEMENT PLAN

As Business Reporter produces professional, high quality and newsworthy content, we will create bespoke press releases for your filmed content. Our partner, PR Newswire, will send this to in excess of 8,000 relevant trade and industry publications across the globe.

Due to the unique nature of the material and the pertinence of this topic to senior business professionals, your content will receive incredible traction. On average, these campaigns are being picked up and shared by between 45-50 publications, including Yahoo! Finance and Business Insider, contributing to an additional combined global audience of 75 million.

Post-campaign, we will provide you with a detailed list of all the titles and publications that have picked up your content along with appropriate links



**OVER
75 MILLION**

THE TELEGRAPH IN NUMBERS

OVER **25 MILLION**



Total monthly digital readership reach*

OVER **27 MILLION**



Total monthly multiplatform readership reach*

OVER **414 MILLION**



Global page views monthly**

*Source: NRS PADD Jul '16 - Jun '17

** Source: UKOM August '17, Adobe August '17

THE TELEGRAPH GLOBAL REACH

WORLDWIDE

Online monthly
uniques: 43,633,586

UNITED KINGDOM

Online: 15,943,987

CONTINENTAL EUROPE

Online: 5,462,080

NORTH AMERICA

Online: 14,831,664

ASIA PACIFIC

Online: 7,182,981

LATIN AMERICA

Online: 212,874

MIDDLE EAST/AFRICA

Online: 1,890,288

*Source: Canopy Media 2018 International Traffic Breakdown

UNIQUE DISTRIBUTION

We are committed to maximising coverage and to ensure reach outside of our own channels we have created a unique, campaign specific distribution model. By collaborating with a bespoke list of partners we are able to achieve stronger global engagement as well as independent editorial.

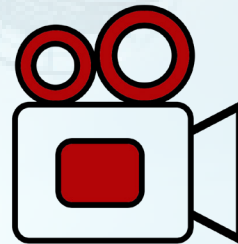
MEDIA PARTNERS:

In addition to providing editorial, our partners will share the report to the following:

- **techUK** - Representing the companies & tech that are shaping the UK's future
Providing additional editorial content
Sharing the report through their social media database of 33,000
- **BIMA** - A community dedicated to driving innovation and excellence in innovation
A social media database of 14,000
- **Gambica** - the UK trade body for instrumentation, control, automation & lab tech
An estimated website viewership of 1,200
A social media database of over 5,000

SOCIAL MEDIA - distributed to our following: Twitter - 19,991, LinkedIn - 3,146, Facebook: 940.

HOW IT COMES TOGETHER



BRIEFING	PRE-PRODUCTION	FILMING	POST-PRODUCTION	LAUNCH
A briefing call with the creative team that covers the salient points of the production process.	Following the briefing call, a script will be created that fits the discussed topics. Filming and dialogue coaching will also be provided.	Between one and three days' filming at the location of choice – on-site or in studio.	The Business Reporter editorial team will edit the video content and format it alongside a 500-word Business Reporter article.	This content will be published on a stand-alone webpage on The Telegraph online. The copyright licence is also provided to repurpose the content in external marketing activities.

BUSINESS REPORTER INVOLVEMENT OPTIONS

VIDEO STUDIOS:

- Video created at our film studios
- Video embedded in editorial feature published on The Telegraph online & Business-Reporter.co.uk
- Feature press release syndicated via PR Newswire

VIDEO ON LOCATION:

- One day location filming
- Video embedded in editorial feature published on The Telegraph online & Business-Reporter.co.uk
- Feature press release syndicated via PR Newswire

CONTACT US

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2020
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