



environmentanalyst

Media pack 2019



Who are we?

Environment Analyst Ltd provides environmental professionals with expert news, market intelligence and insight on the latest environmental issues, and is composed of two main services: our Market Intelligence Service and our Development and Infrastructure Service.

Our Market Intelligence service provides unique market data and insight into the global and UK environmental consultancy sector and the main firms who practice within it. Our Development and Infrastructure service offers the latest information on environmental issues affecting development, predominantly covering including brownfield land, and EIA and planning.

We also host an array of impressive conferences, webinars and industry awards.

Advertise or exhibit with us and you will reach a targeted audience of environmental professionals across these niche websites. Whether as part of a major marketing campaign or a one-off promotion we can expose your brand to our community and direct traffic to your website via an advertising package to suit your needs. Work with us, and you will share our highly targeted web traffic, drawn from the sectors and job roles you want to reach.

Our readers

Our website traffic includes:

Sectors

- » Consultants
- » Contractors
- » Property
- » Local authorities
- » Central government
- » Legal
- » Laboratory
- » Waste management
- » Water

Job titles

- » CEO / MD
- » Marketing Director
- » Technical Director
- » Project Manager
- » Planning Officer
- » Renewable Energy Manager
- » Geotechnical
- » Environmental Health Officer
- » Hydrogeologist
- » Hydrologist
- » Environmental Engineer
- » Environmental Scientist
- » Ecologist



More than clicks...

When it comes to banner advertising, marketers tend to focus on click-throughs as a primary measure of return on investment, but the Environment Analyst portfolio offers something far more valuable than clicks alone:

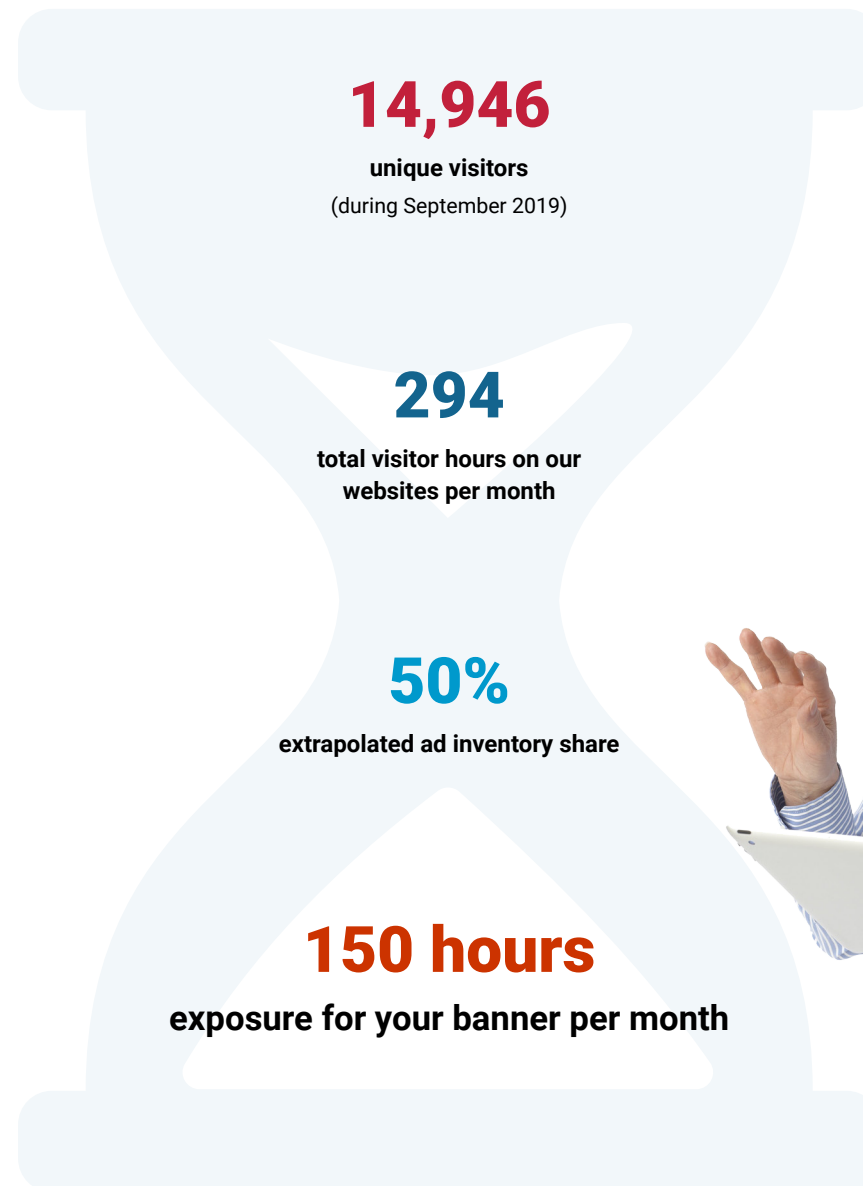
Sustained exposure, right in front of our tightly profiled readership; helping your organisation build positive brand awareness within the professional environmental community.

Our readers view Environment Analyst as a trusted sources of timely, impartial information. Very few other advertising opportunities within this sector can offer so much exposure to such a targeted readership, from such a well-respected platform.

The statistics, right, give a sense of the exposure your banner advert will achieve in a typical month.

Don't forget our email alerts, too...

The figures shown are just for website banner impressions - banners are also featured in our weekly email alerts sent to approx **9,000 contacts** per Service, increasing your reach and exposure even more.



Advertise with us

What we can do for you:

- 1 **Banner advertising** on either our Market Intelligence Service or Development + Infrastructure Service website.
- 2 **Recruitment advertising** on either our Market Intelligence Service or Development + Infrastructure Service website.
- 3 **Directory listing** of your services across our websites
- 4 **Exhibition space and sponsorship** at our conferences
- 5 **Sponsored webinars** that inform our readers while promoting your brand.



Banner advertising

Banners must have static content only

- » Choose whether your banner appears on Environment Analyst's Market Intelligence Service website or Environment Analyst's Development & Infrastructure Service website. Discounts available to be featured on both.
- » Your banner will appear across our home and news pages, and on our events hub
- » Ad included in email alerts sent to approx 8,000 subscribers, subject to rotation with other adverts

Advertising Prices – Premium

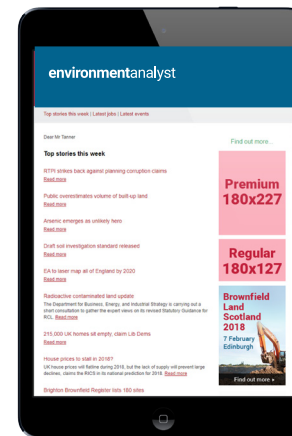
Banner Size: 222 x 280 pixels

3 months	–	£840
6 months	–	£1,480 (incl 12% discount)
12 months	–	£2,690 (incl 20% discount)

Advertising Prices – Regular

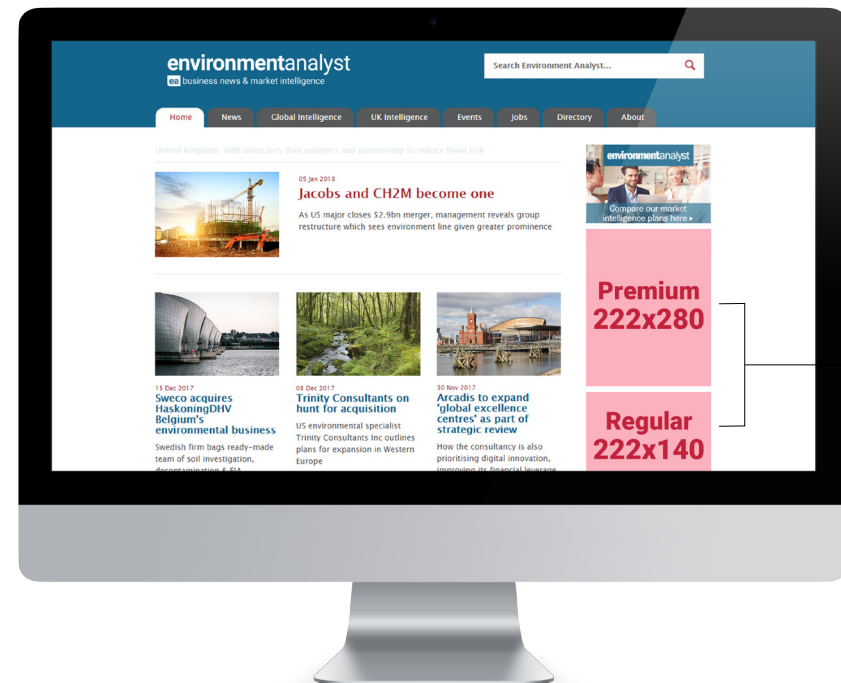
Banner Size: 222 x 140 pixels

3 months	–	£560
6 months	–	£985 (incl 12% discount)
12 months	–	£1,790 (incl 20% discount)



Your ad included in email alerts sent to **9,000 subscribers**

Significant discounts available for exposure on all our websites



*Subject to your instructions and suitability

Advertise your job

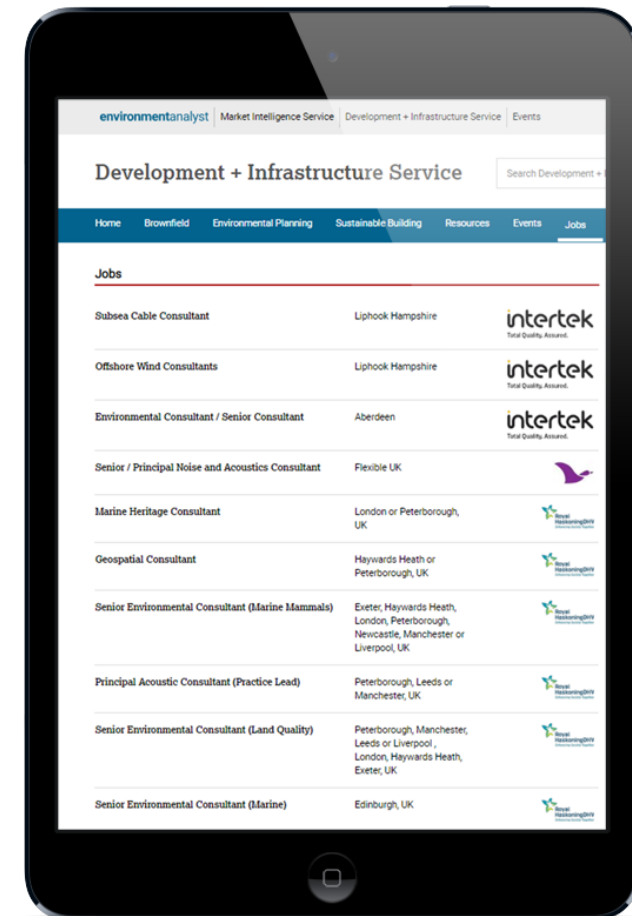
Environment Analyst offer an extensive platform for you to effectively promote your job vacancies to a targeted audience of environmental professionals.

When you advertise with us your job advert will feature across both our Environment Analyst Market Intelligence Service and Environment Analyst Development and Infrastructure Service websites.

Job Advertising Prices

Single vacancy (for up to 1 month)	–	£255
Featured job (1 month)	–	£352
Bespoke jobs package (tailored to suit your needs)	–	POA

**Subscribers
receive a
20% discount**



Directory listing

With an enhanced directory listing you can effectively showcase your company profile.

Enhanced directory listing **£200**

12 months listing

This listing would ensure you get high visibility, as your company would benefit from:

- » Featuring on our home page and highlighted in any search results
- » Your logo in our online directory (12 months)
- » Your company statement and profile in our online directory (12 months)
- » Your company statement and logo in the service providers section in each issue of our Development + Infrastructure Magazine
- » Magazine distributed to over 20,000 engaged environmental professionals working in the environmental and development industries



Sponsorship & exhibition

We run a selection of conferences each year across the Environment Analyst Ltd portfolio.

Annual events include:

- » Brownfield Land Scotland
- » Groundwater
- » Brownfield & Contaminated Land Belfast
- » Ground Gas
- » Environment Analyst Business Summit
- » Brownfield Redevelopment: Midlands
- » Brownfield Risk and Remediation
- » Brownfield Briefing Awards*
- » Brownfield Land Wales
- » Brownfield Redevelopment: North

Discounted exhibitor and sponsorship prices are now available for a selection of our regional events, including Brownfield and Contaminated Land Belfast, Brownfield Redevelopment: Midlands, Brownfield Land Wales and Brownfield Redevelopment: North.

*Prices shown are for conferences only. For sponsorship prices for the Brownfield Briefing Awards, please call or email us.

Headline sponsor

£3,000

- » 3m x 2m space in exhibition hall in prime location
- » 3 delegate tickets (+1 for stand)
- » 20 minute presentation during morning plenary
- » A4 colour advertorial (max 4 sides) insert in the delegate bags
- » ½ page advert in delegate guide with option to up-grade to full page
- » Company profile and logo in delegate guide
- » Company logo and profile on event webpage
- » Welcome speech mention by conference chair
- » Company logo on welcome slide
- » Company logo on conference welcome banner
- » Delegate list
- » Company logo on event marketing
- » Company profile on 1 event mailer
- » Possible banner on event page

Exhibitor / sponsor prices

Exhibitor	£1,500
Exhibitor add on: include a solus email to delegates post-event about your company	POA
Refreshment sponsor	£1,000
Drinks reception sponsor	£750
Delegate bag sponsor	£750
Lanyard sponsor	£750
Delegate bag insert	£350
Delegate brochure advert	£350



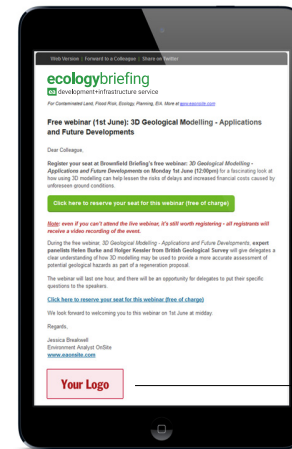
Webinar sponsors

Packages start from £3,000

Your branding on all marketing for the webinar, including:

- » Your logo on the webinar event page
- » Your logo on webinar slides (which will be distributed after the webinar to our subscribers)
- » Your logo featured in marketing emails
- » Opportunity to put forward a speaker from sponsor to address audience, in line with Environment Analyst editorial standards (not a hard sell advertising opportunity but rather an information-led presentation that brings value to the webinar and shows the expertise of your company)
- » Promotion of your company across our social media accounts, including our LinkedIn groups which have over 6,000 members, and our Twitter accounts which have a total of 6,700 followers

Contact sales@environment-analyst.com to discuss upcoming webinar opportunities.



Your logo on the webinar page and all marketing

Showcase your expertise while you address the audience during the






Talk to us

For more information regarding anything in this pack please get in contact with us on:

 sales@environment-analyst.com

 +44 (0)20 3637 2191
