

# Advertise with TMV

## About us

Here at TechMarketView (TMV) we offer a fresh, authoritative approach to the provision of research and analysis on the UK Software and IT Services (SITS) market. Boasting one of the industry's best analyst teams, TMV is highly influential and one of the most respected analyst firms in the business.

We attract a high calibre audience including the most senior executives of the largest SITS players and emerging SMEs; as well as key players in the investment community, the press, government users and CIOs.

We offer a number of advertising and sponsorship options to help you achieve your goals whether you're an SME wanting to raise your profile and brand awareness, or in search of investment and partners; an established player looking to reach a wider audience for your B2B services, promote white papers and events, or recruit the best calibre applicants in the industry or a professional services firm seeking clients in the UK tech sector.

## At a glance

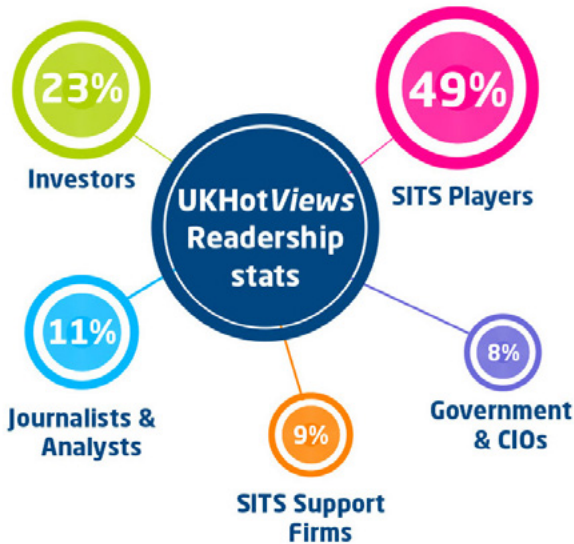
 **26,000+** UKHotViews readers per month  
**18,000+** email subscribers

 **4,815+** Twitter Followers  
**1169+** LinkedIn Followers

 **10,500+** unique website visitors per month

 **50,000+** page impressions per month

## Audience Profile





## Just some of our clients...


			
			
			
			
			
			
			


6102


## Why work with us:


 Reach the business technology elite and key influencers in the UK SITS market


 Promote an event, product or service


 Cost effective solutions to reach new audiences


 Grow your business network

 Drive lead generation

 Experience and support from the TMV team

 Build your brand or service

 Launch a new product

 Fast, effective and measurable results

# Two ways to advertise

## Two ways to advertise

Our flagship product, UKHotViews, is a daily newsletter boasting a monthly readership of over 20,000 individuals. Delivered by email, published to the website and sent via our Twitter stream, it covers the latest, breaking news on the UK SITS scene as it happens and is a must have resource for anyone with an interest in this market.

### Sponsored Posts

Visibly resembling other UKHotViews articles - Sponsored Posts are embedded within the newsletter's text stream but are differentiated by a grey box surround and the sponsor is named as author. The copy, links, and any images are provided by the advertiser, although TechMarketView retains editorial control.

### Benefits

- Only one Sponsored Post is available per newsletter giving your message maximum impact
- The post is displayed in the daily newsletter, on the website and is also sent out on our Twitter stream, providing a fully integrated, cost effective marketing campaign
- Posts can include images and your own tracking links to measure ROI & a summary report of relevant metrics is also sent after the campaign

### Specification

- Copy not to exceed 250 words
- A maximum of 2 images per post, including company logo
- Hyperlinks are permitted from both text and images
- Images to be supplied in jpg or gif formats
- TechMarketView retains editorial control and reserves the right to edit Sponsored Posts (with agreement from the advertiser).



## Banner Adverts

There are two banner options available. Gold banners appear at the top of the page and Silver banners at the bottom.

These are displayed on the UKHotViews newsletter, and on the UKHotViews, News and UKHotViewsExtra webpages at [www.techmarketview.com](http://www.techmarketview.com).

### Benefits

- The banners can be purchased as standalone options or as part of a campaign with a Sponsored Post
- They can include links through to your website, landing pages, or sign up forms (provided by the advertiser)
- They can be animated or static
- A summary report of relevant metrics is also sent after the campaign

### Specification

**Size:** 900 pixels x 100 pixels **Format:** gif, png, jpg

- No crop marks or bleed
- Animated or static



## Why advertise with TechMarketView - what our clients say:

FinancialForce has worked with TechMarketView on a number of lead generation campaigns with successful business results. Featuring in the daily newsletter allows us to target the right kind of audience particularly relevant for our cloud software business. In addition, advertising in the way allows us to raise awareness of our brand in the marketplace and promoting our own key events means we have the opportunity to engage with TechMarketView subscribers face to face.

David Pinches, Director of Marketing, EMEA, FinancialForce

## Other ways to work with us

### TMV Event Sponsorship

Our flagship event is the annual presentation and dinner, An Evening with TechMarketView, held in London. Every year is themed differently. The event includes keynote speeches from Richard Holway and Anthony Miller, as well as presentations from our analyst team. After an opportunity for networking and a drink with the TechMarketView team, the evening culminates in a sumptuous three course meal providing an opportunity to catch up with industry colleagues and mull over the evening's analysis.

#### Benefits:

- 250 of UK tech's elite regularly attend our event providing excellent networking opportunities
- An exclusive speaker slot alongside the TMV team available to Platinum Sponsors
- Your logo, company name and brand featured across all event marketing collateral
- Integrated marketing campaigns featuring your brand sent out to all our subscribers and followers before and after the event

Interested in sponsoring our event? Please contact Tola Sargeant for more information.



## Book us to speak at your event

Our expert Analysts often speak at industry events delivering key insights and intelligence on the latest SITS trends.

If you would like to book an Analyst to speak at your event, please contact our Client Services team on [info@techmarketview.com](mailto:info@techmarketview.com).

## Contact us



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## Other TechMarketView Services at a Glance

TechMarketView is ideally positioned to help tech suppliers improve their competitive positioning. Our products and services portfolio offers a breadth and depth of options that can be tailored to drive optimum benefit. Contact us today to explore how we can positively impact your business.



**UKHotViews Newsletter**



**Strategy Reviews**



**Research Subscription/  
Reports**



**Tech User Programme**



**Strategic Engagements**



**Advertising**



**Executive Advisory Service**



**Distribution Rights**



**Bespoke Projects**



**Events**



**UKHotViews Premium**



**Event Sponsorship**



**Introduction Service**



**State-of-the-Market  
Graduate Induction**



**Analyst Speakers**



**Great British ScaleUp  
Programme**



**Webinars**



**Innovation Partner  
Programme**

**Multi-option Packages**