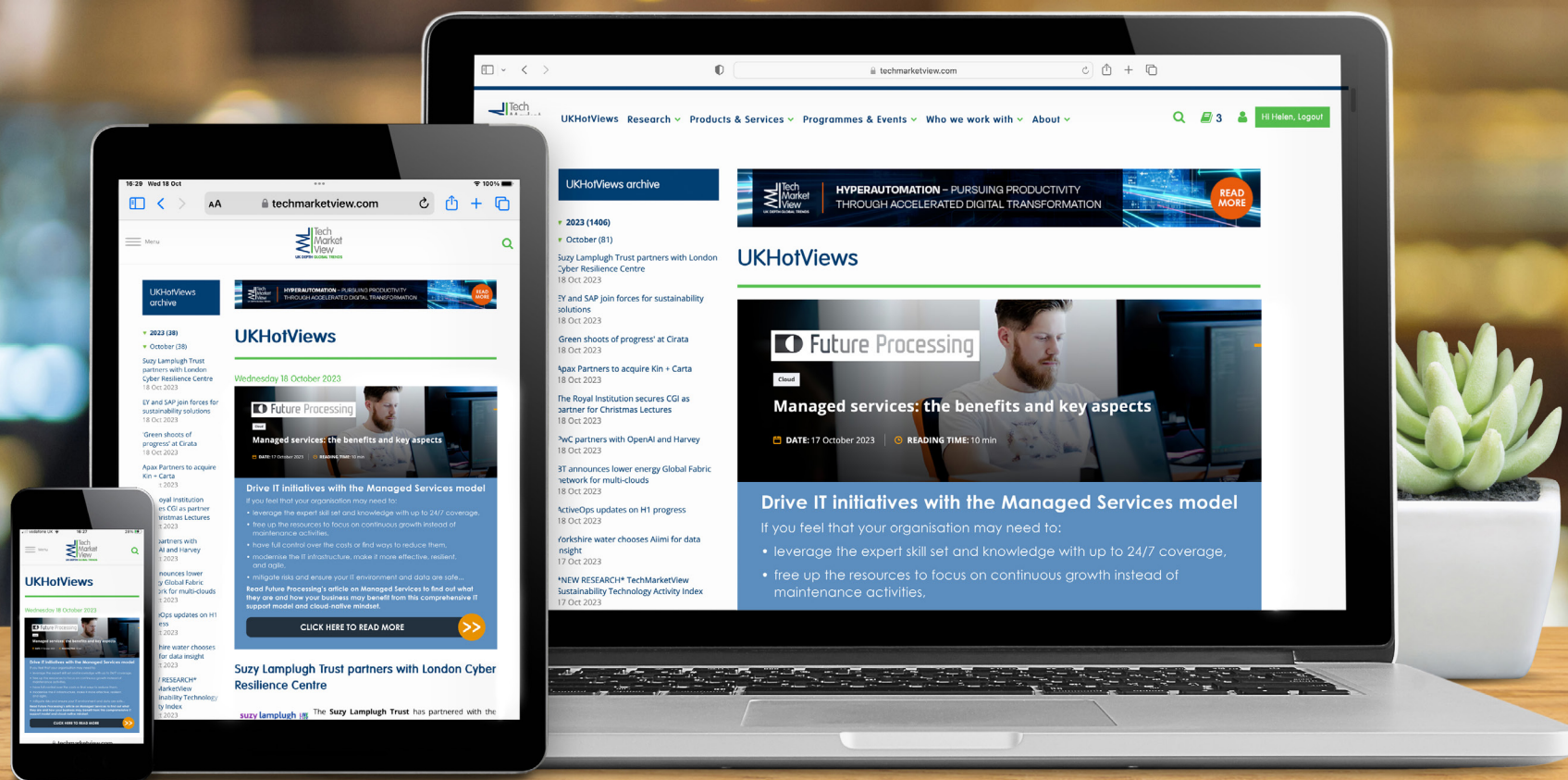


ADVERTISE WITH TECHMARKETVIEW

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 X stream, it covers the latest, breaking news on the UK Software and IT Services (SITS) scene as it happens and is a must have resource for anyone with an interest in this market.

By advertising with TechMarketView, you can take advantage of this 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.



THREE WAYS TO ADVERTISE: AT A GLANCE

With a 'less is more' approach to advertising, we only offer one client package each day, meaning you have sole voice and maximum impact. We seamlessly integrate ads into the reader experience, enabling

advertisers to achieve their brand building objectives. You can choose one or multiple advertising options to build a flexible package to suit your campaign and gain maximum coverage throughout our platform.

1

SPONSORED POSTS

Capture reader attention with a Sponsored Post in our UKHotViews newsletter.

2

DIGITAL INSERT

All the advantages of a sponsored post in one eye-catching, colourful poster.

3

BANNER ADVERT

Our most cost effective option in a prime location for maximum impact.

ALL OUR ADVERTISING OPTIONS ARE IDEAL FOR:

Product launches
Forthcoming events

Business-to-business services
Exec announcements

Contract wins
Recruitment

THE BENEFITS



Promote events,
products or services



Launch a new
product or service



Build your brand
and raise your
profile



Reach decision
makers & business
influencers



Grow your
network



Assist with lead
generation



Cost effective
solutions to reach
new audiences



Experienced support
from TechMarketView
Team

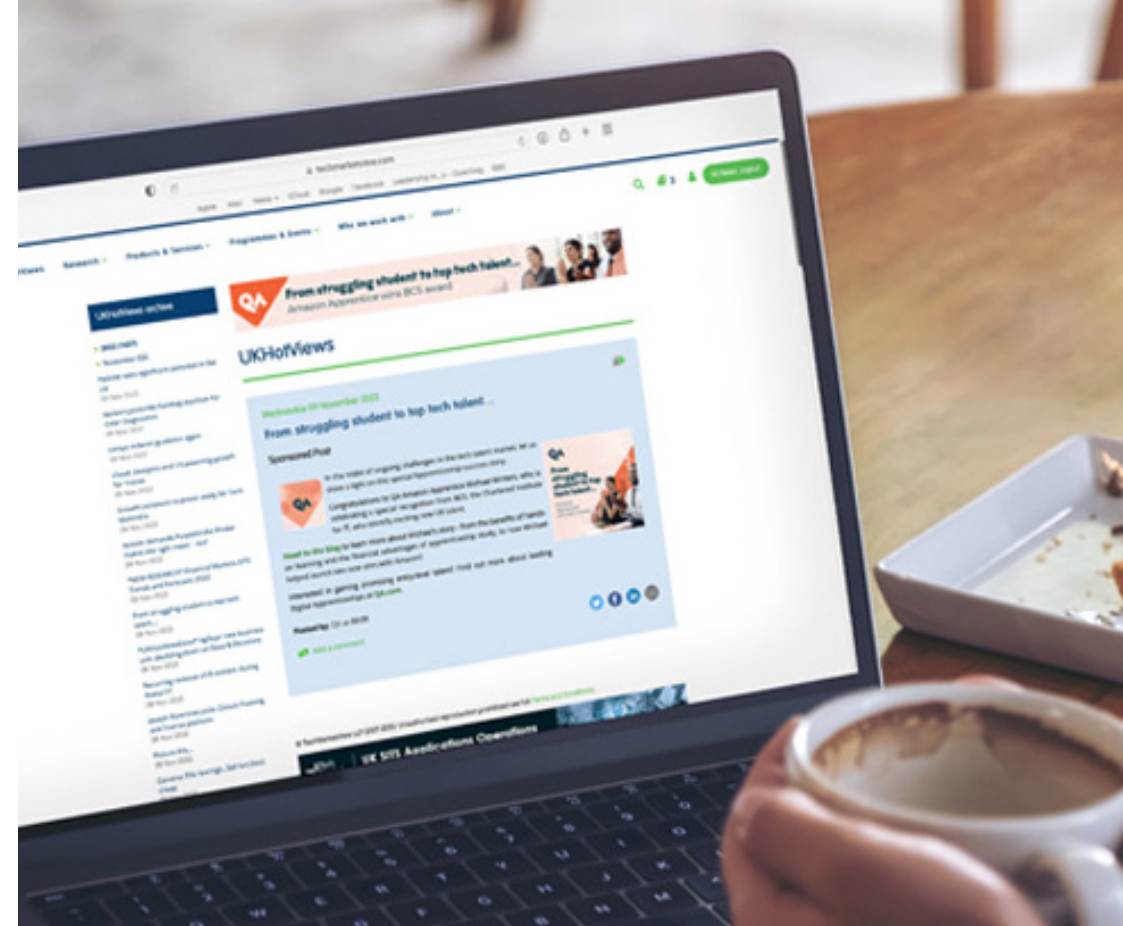
Contact us for more information at advertising@techmarketview.com

THREE WAYS TO ADVERTISE: SPONSORED POST

Advertisers can place a Sponsored Post directly within the UKHotViews newsletter. Resembling a UKHotViews article, Sponsored Posts will appear within the body of the newsletter, UKHotViews webpage and TechMarketView X feed. Meaning that your advert will be seen by many of the most influential decision makers in the UK tech scene.

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 on our X stream, providing a fully integrated, cost effective marketing campaign. Please note your sponsored post content will continue to be available (after your live date) in our 7 day archive list in the UKHotViews section of our website.
- You can include images and tracking links to measure ROI & a summary report of relevant metrics is also sent after the campaign.



SPEC

- 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 supplied in jpg or png formats
- TechMarketView retains editorial control and reserves the right to edit Sponsored Posts (with agreement from the advertiser).

EXAMPLES

Are you looking for strategies and best practices to ensure resilience and cost efficiencies on your cloud transformation journey?

Sponsored Post
Hitachi Digital Services 12:00 AM Wednesday 7 Feb 2024

If so, Hitachi Digital Services, Amazon Web Services and TechMarketView are hosting an exclusive complimentary breakfast briefing in London on 27th March 2024.

Find out more & [register your interest](#).

By attending, you will gain insights into:

- Adopting a unified operating model in your organisation that promotes continuous learning and cross-functional collaboration in Cloud operations
- Implementing a Technology-First operational strategy for delivering resilient workloads in the today's complex enterprise cloud environments
- Seamlessly integrating Support, Site Reliability Engineering (SRE), Platform Engineering, and DevOps functions to build fault-tolerant systems that align with business objectives
- Best practice from those organisations already pioneering innovation and operational excellence in their enterprise cloud journey

Who should attend?
Cloud, Engineering, Operations, Infrastructure and Digital leaders from organisations seeking insights and best practice on the transformative power of modern engineering-led operations in the digital age.

[Register your interest](#)

AWS European Sovereign Cloud - a new, Independent cloud for Europe and its potential benefits for your organisation.

Sponsored Post
Future Processing 12:00 AM Tuesday 28 Nov 2023

Future Processing Is your business facing a challenge to adapt to evolving data storage and resilience requirements in the European Union?

Discover how to navigate this process easily and effortlessly.

Keeping up with the ever-changing local and regional data protection laws can be overwhelming. The introduction of the new AWS cloud infrastructure brings good news for highly regulated industries and public sector organisations in Europe.

Digital transformation like this, necessitates adapting to new infrastructure, managing costs, and ensuring seamless data migration, all of which may be seen as significant challenges.

[Read the article about AWS European Sovereign Cloud](#) to explore the steps you should take to align with Digital Sovereignty on AWS. Discover why introducing this new cloud infrastructure is a strategic move in a digital transformation of your organisation.

G-Cloud 11 is here, so how are you going to use it?

Sponsored Post
UK Cloud 12:00 AM Tuesday 9 Jul 2019

G-Cloud has been a major success story. Procurement used to be long-winded, time consuming, and expensive. G-Cloud has changed all that - it has opened up the market to many more providers, giving public sector access to much more innovation and better value for money. G-Cloud has enabled cloud to become normal within public sector. Since its inception, UKCloud has been on every version of G-Cloud, so to help make G-Cloud simple our commercial director, Nicky Stewart, has crafted a blog jam-packed full of expertise to give you a clear and easy guide to what procurement challenges G-Cloud can and cannot solve for you.

[Read the blog now](#)

ukcloud

G-Cloud 11 is here, how are you going to use it?

[Read our latest blog](#)

Contact us for more information at advertising@techmarketview.com

www.techmarketview.com | info@techmarketview.com | @TechMarketView | ©TechMarketView2024

THREE WAYS TO ADVERTISE: DIGITAL INSERT

BENEFITS

- Only one Digital Insert per newsletter giving your message maximum impact.
- The post is displayed in the daily newsletter, on the website and social media, providing a fully integrated, cost effective marketing campaign. Please note your digital insert will continue to be available (after your live date) in our 7 day archive list in the UKHotViews section of our website.
- You can include a tracking link to measure ROI & a summary report of relevant metrics is also sent after the campaign.

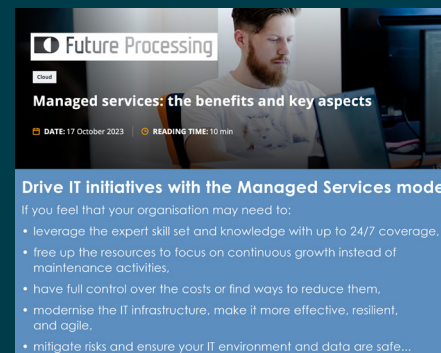
A digital insert is a full colour
ad that appears within the
UKHotViews newsletter



SPEC

- 900px wide x XXXpx tall
- 1 x hyperlinks are permitted from both text and images
- QR code can be used
- Images supplied in jpg or png formats
- TechMarketView retains editorial control and reserves the right to edit Digital Inserts (with agreement from the advertiser).

EXAMPLES



Contact us for more information at advertising@techmarketview.com

www.techmarketview.com | info@techmarketview.com | [@TechMarketView](https://twitter.com/TechMarketView) | [©TechMarketView2024](https://www.techmarketview.com)

THREE WAYS TO ADVERTISE: BANNER ADVERTS

BENEFITS

- Banners can be purchased as stand alone packages 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).
- Your banner will head up the UKHotViews daily intelligence newsletter for your chosen live date only*. After which a summary report of relevant metrics is also sent after the campaign.

* Please note your banner will be live on the website for a full 24hr period of your chosen live date.



SPEC

- **Size** 900 pixels x 100 pixels @ 72ppi
- **Format** .png .jpg .gif
- **Animated or static**
- **No crop marks or bleed**

EXAMPLES

Product Launch

AQi//A

**SCALABLE CLOUD-BASED
FINANCE AND BUSINESS SOLUTION**
#CleverAccounting

Start your cloud journey

Events

Hitachi Digital Services

How do you ensure **application resilience in the Cloud?**

Join our exclusive breakfast briefing in London on 27th March to find out more. Find out more >>>

Webinar

WEBINAR: THE JOY OF TECH
TAKING CUSTOMER & EMPLOYEE EXPERIENCE
WHERE IT NEEDS TO BE

Join our experts
Sign Up, Today

Telefónica Tech

Contact us for more information at advertising@techmarketview.com

www.techmarketview.com | info@techmarketview.com | @TechMarketView | ©TechMarketView2024

OTHER OPPORTUNITIES TO WORK WITH US

EVENT SPONSORSHIP

At TechMarketView we also run regular programmes and events which offer the perfect opportunity for sponsors to increase visibility in the UK tech arena, to develop relationships through networking

with peers and potential customers and to generate recognition with key stakeholders. Contact us for more information about our plans for 2024 or to discuss bespoke options.



**Thought leadership at
the highest levels**



**Brand value across
the sector**



**Lead & partnership
generation opportunities**



INTERESTED IN SPONSORSHIP? Email us at info@techmarketview.com for more information.



READERSHIP AND AUDIENCE STATS

READERSHIP STATS



35,000+ page views per month



28,600+ unique page views per month



20,000+ UKHotViews subscribers



5,300+ X followers



55K+ monthly X impressions



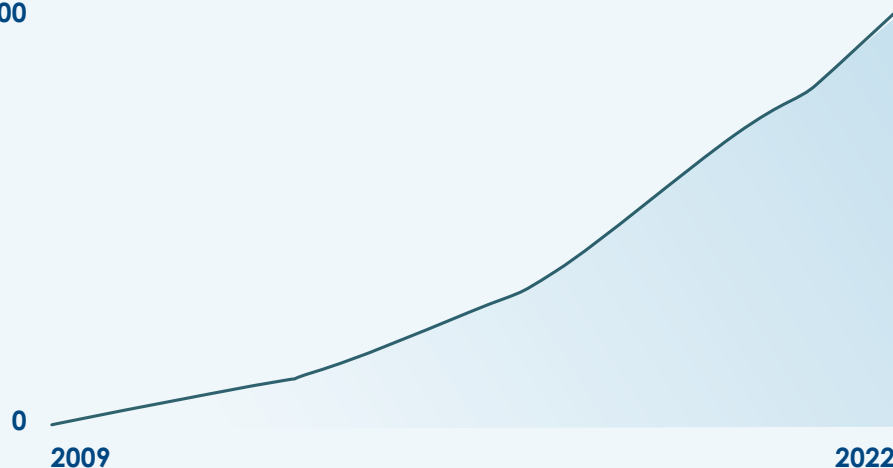
0.8% Average X engagement rate



2,100+ LinkedIn followers

GROWTH IN UKHOTVIEWS SUBSCRIBERS

20,000



SPLIT OF DEVICES



80% Desktop

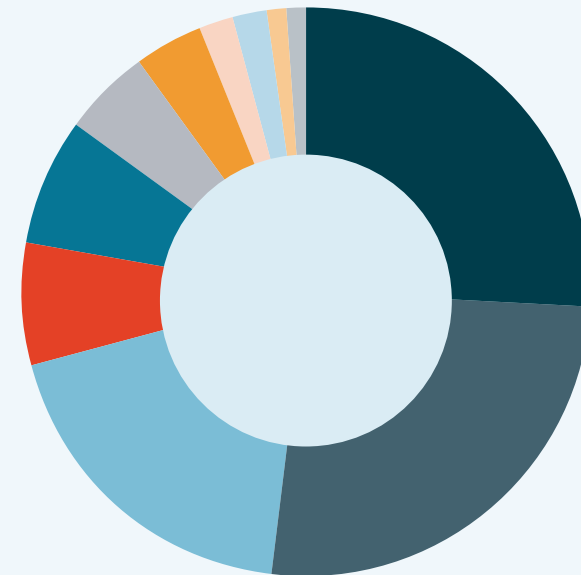


19% Mobile



1% Tablet

AUDIENCE BREAKDOWN BY ROLE (%)

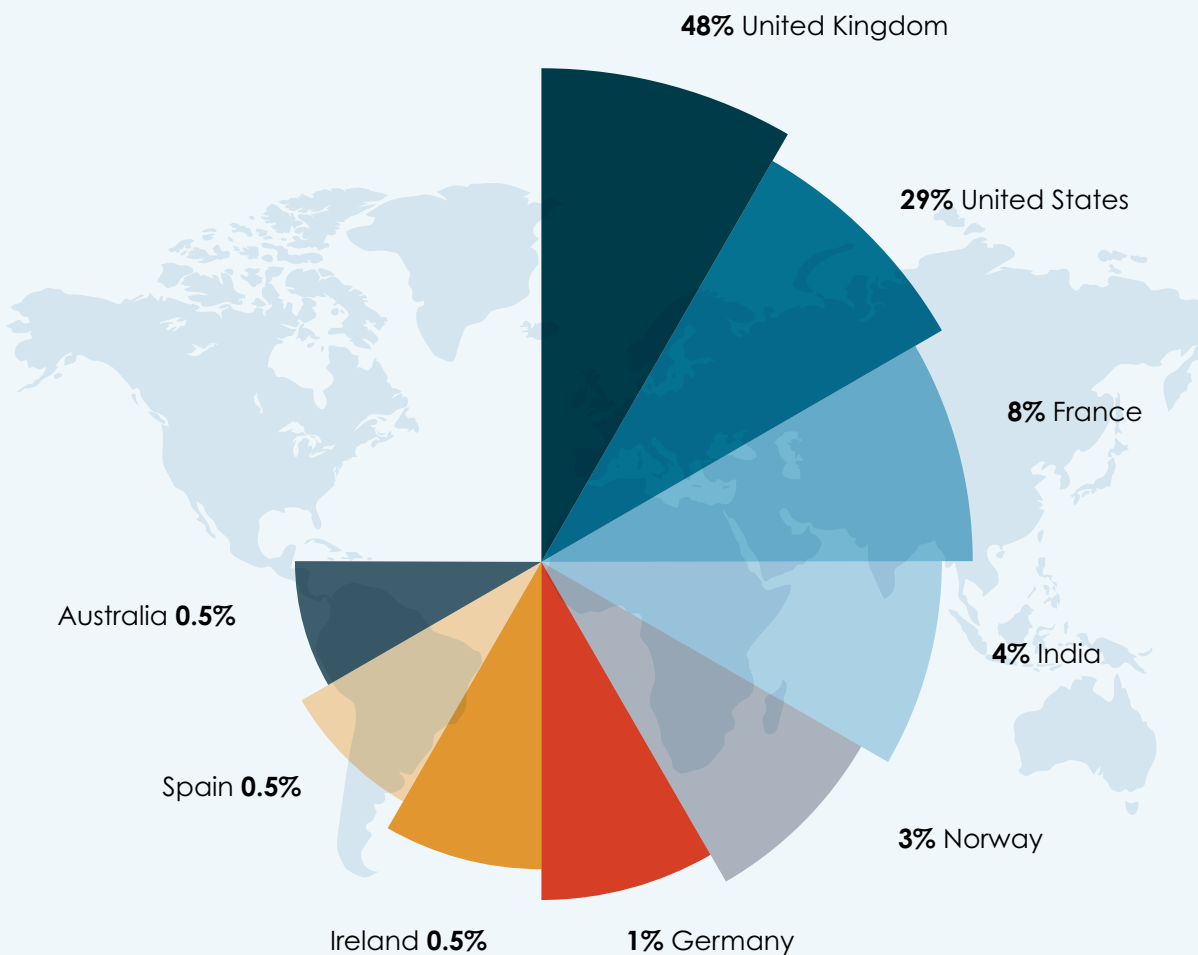


CXO	26	Finance	7	Account Management	2
Sales/Business Development	26	Marketing	7	Other	2
Technical Products/Services	19	Analyst	5	Journalist	1
		PR/Analyst Relations	4	Consultant	1

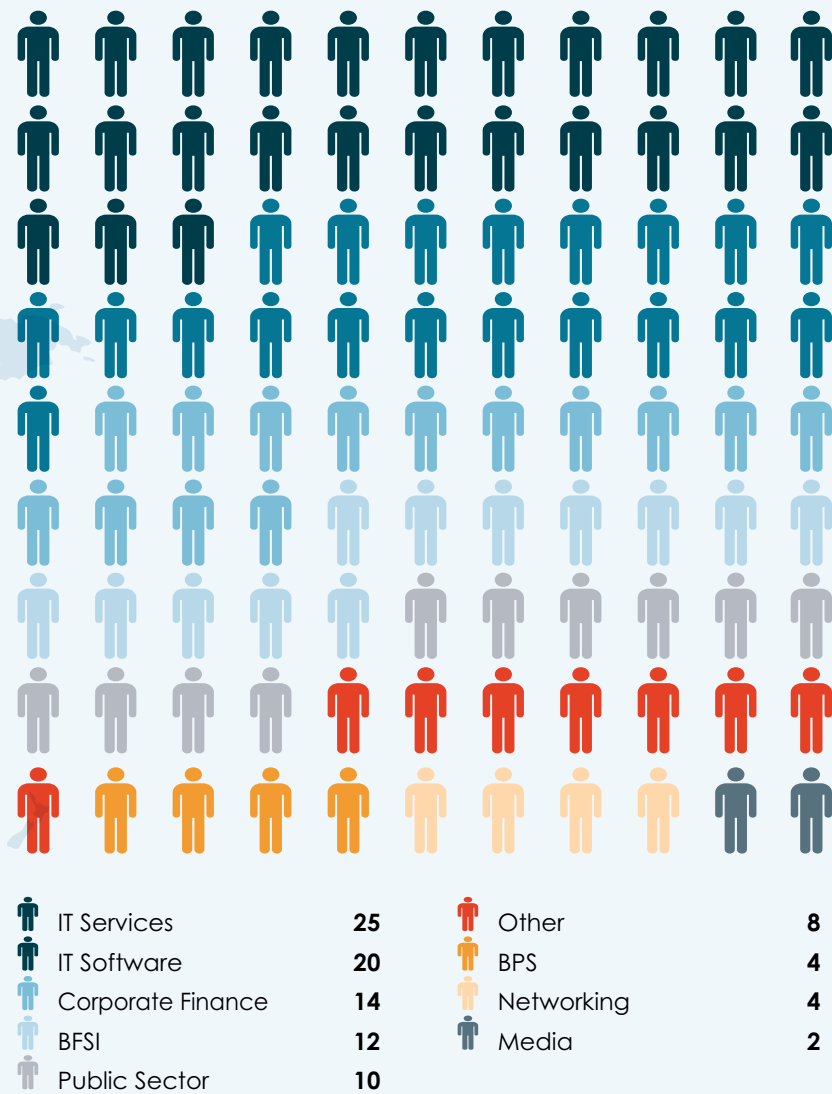
Contact us for more information at advertising@techmarketview.com

READERSHIP AND AUDIENCE STATS

LOCATION OF USERS



READERSHIP BY INDUSTRY (%)



Contact us for more information at advertising@techmarketview.com

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



"Fujitsu's experience in advertising in the daily e-newsletter produced strong results for our business. The readership is highly targeted and the open rates for the newsletter are high, so the reach we achieved through our five-week activity was excellent. The click-through rates to our website were twice what we typically expect, meaning that TechMarketView subscribers saw and engaged with our content. I consider this a cost-effective medium for reaching a highly targeted audience."

Simon Carter, Executive Director of Marketing, Fujitsu



"Knowing that TMV's daily eNewsletter, UKHotViews, is viewed by the most senior executives of the largest SITS players, emerging SMEs, the press & Government users & CIOs, we have used HotViews to promote our business and events. Each time we have seen an increase in traffic to our website and bookings to our events, which in turn creates better networking for all."

Tina Compton, Managing Partner, tx2events

JUST SOME OF OUR
ADVERTISING CLIENTS

Atos

CIVICA

EQUINITI
TECHNOLOGY

 **Future Processing**


**Hewlett Packard
Enterprise**

Capgemini 

datto

 **leidos**

SERVICES AT A GLANCE

TechMarketView 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.

RAISE YOUR PROFILE



Advertising



Event
Sponsorship



Distribution
Rights

INDUSTRY INFLUENCER



UKHotViews

TAILORED INSIGHTS



Bespoke Projects



Exec Advisory

LEVERAGE ANALYST INSIGHTS



Exec Advisory



Strategic
Engagements



Graduate
Induction

PERFORMANCE BENCHMARKING



Market Readiness
Index

END USER RESEARCH



Tech User
Programme

ELEVATE YOUR EVENTS



Analyst
Engagements

MAKE SENSE OF THE MARKET



Subscription
Research



Report Purchase



Podcasts



Webinars

SME FOCUS



Innovation Partnership
Programme

INDIVIDUAL ACCESS



UKHotViews
Premium

THREE WAYS TO ADVERTISE: AT A GLANCE

With a 'less is more' approach to advertising, we only offer one client package each day, meaning you have sole voice and maximum impact. We seamlessly integrate ads into the reader experience, enabling

advertisers to achieve their brand building objectives. You can choose from one or two of our advertising inserts to build a flexible package to suite your campaign and gain maximum coverage throughout our platform.

SPONSORED POSTS

Capture reader attention with a Sponsored Post in our UKHotViews newsletter.

DIGITAL INSERT

All the advantages of a sponsored post in one eye-catching, colourful poster

BANNER ADVERT

Our most cost effective option in a prime location for maximum impact

ALL OUR ADVERTISING OPTIONS ARE IDEAL FOR;

- Product launches
- Forthcoming events
- Business-to-business services
- 'White paper' report findings
- Contract wins
- Strategic direction changes
- Recruitment

THE BENEFITS



Reach business elite & key influencers



Cost effective solutions to reach new audiences



Experience & support from the team



Grow your business support network



Build your brand or service



Lead generation



Promote events, products or services



Launch a new product