

The Leading Voice Broadcast

Introducing "The Leading Voice," a live LinkedIn Broadcast hosted by you and your invited speaker, aimed at a targeted ClickZ Media audience. This dynamic package is designed to help B2B technology brands break through the noise, boost brand awareness, and generate quality leads. Engage directly with your audience through interactive, live-streamed events that position you as a thought leader in your industry. The broadcast will appear live on LinkedIn. The leading voice provides diverse, high-quality content generating brand awareness, developing thought leadership, lead generation and content creation.

Product Details:

- Kick-off call with the Content Studio Team to discuss theme, speakers, date and time.
- Name of the event: 75 characters max
- Event Description: 150 words or less
- Event Cover Photo (LinkedIn): 480 pixels, 16:9 recommended
- Your Logo: 300×300 pixels (.png and transparent background)
- Your Partner Logo: 300×300 pixels (.png and transparent background)
- Newsletter Banner: 690×100 pixels
- LinkedIn Ad Creative: 1200 x 627 pixels

Brand/Leader Spotlight Q&A Series

Amplify your thought leadership with our exclusive monthly peer-to-peer spotlight featuring either your company executive or brand focus in a 10-minute Q&A session.

This comprehensive package transforms a single conversation into a multi-platform, multi-touch campaign, delivering authentic industry insights that resonate with our engaged professional audience and establish your thought leadership authority.

This low-lift, high-impact solution requires minimal time commitment from your team while delivering substantial content value across our trusted publication channels and your social media platforms.

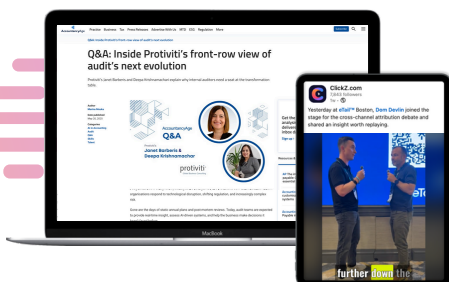
Product Details:

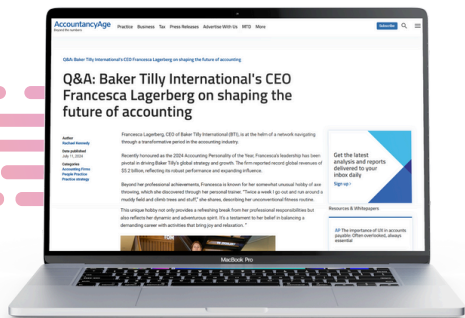
- 30 minute kick-off call with our editor to discuss themes and logistics
- Recording Format: 10-minute vertical video interview (smartphone optimised)
- Lead Time: 1-2 weeks from booking to delivery
- Interview Format: Professional Q&A session with ClickZ Media's editorial team

Include:

- Original video interview: 10-minute recorded session
- Editorial article: 800-1,000 word written piece with d-follow backlink
- Newsletter feature: article and video clips inclusion in weekly newsletter sends (5 emails) in the Q&A interview section
- Q&A video snippets: 3 vertical video clips to be distributed on social channels including LinkedIn and X

Optional premium amplifier: Additional solus email, additional week of feature placement or paid social boost throughout your active campaign period





Original Content Production

Collaborate with ClickZ Media Content Studio's team to create an original thought leadership article. Our content studio specializes in producing journalistic, original stories with unique angles, deep insights, and expert research. This article, complete with a valuable D-follow backlink, will elevate your online authority and industry standing. Backed by our expertise, this content piece will effectively resonate with our audience, solidifying your brand as a trusted authority.

Product Details:

- Minimum 800 words
- Maximum 1,000 words
- Your Company Logo: 300x300 minimum, square
- 1 d-follow backlink
- Note: Does not include a lead gate

Optional premium amplifier: Additional solus email, additional week of feature placement or paid social boost throughout your active campaign period

Hosted Content

Submit an article authored by you, seamlessly integrated into our daily news and thought leadership narratives. This comprehensive package provides a prime opportunity to position your company as a thought leader on pertinent topics. Our audience highly appreciates articles with an editorial flair, frequently repurposing content like blog posts or summaries of case studies and white papers (refer to additional content guidelines below). In this collaborative partnership, you'll supply the original article, and we'll handle hosting it on the appropriate site, alongside promotion through our weekly newsletter. This synergy ensures your content resonates with our audience, solidifying your brand's reputation as a trusted thought leader.

Product Details:

- Title and copy for the article: Minimum 800 words, maximum 1,000 words
- Your Company Logo: 300 x 300 minimum, square
- Article teaser text (100 characters or less)
- Includes a complimentary placement in our newsletter
- 1 d-follow backlink
- Note: Does not include a lead gate

Optional premium amplifier: Additional solus email, additional week of feature placement or paid social boost throughout your active campaign period

Newsletter Lead Sponsor

Our premier newsletter sponsorship not only guarantees prime placement for your brand in our daily newsletter, but also provides a high-impact position ideal for a direct response campaign. Your promotion will be the first element our audience encounters upon opening the newsletter, and the consistent visibility from Monday through Friday will help reinforce your message. The comprehensive sponsorship package includes a top and bottom banner, and a sponsored content feature with clickable logo that seamlessly directs readers to the client's content.

Weekly Product Details:

Delivery: Weekly (5 sends)

Include:

- Newsletter Top and Bottom Ad (690 x 100)
- Newsletter Sponsor Placement
- Logo: sized 200 x 200 (square dimensions are mandatory)
- Headline (hyperlinked): 40 characters or less
- "Sponsored by" strapline: 40 characters or less
- Super Leaderboard Ad (70x100)
- Summary: 150 characters or less, including spaces and hyperlinked call to action
- Hyperlink: Landing page URL (to be included in the body)



Newsletter Category Sponsorship

Sponsoring a dedicated section of our newsletter connects your brand with an engaged audience actively seeking industry insights. This strategic placement allows you to align your message with content that resonates with readers, reinforcing your brand's association with the solutions that matter most to them.

Positioned between editorial content and third-party coverage, your sponsorship creates an impactful moment when readers are most receptive to learning about the challenges you solve. This prime visibility offers the perfect opportunity to highlight your company's offerings and direct readers to your website or demo booking page.

Tailored Sponsorship Options to Fit Your Needs

ClickZ Media offers pre-set categories that align with our editorial calendar, designed to address timely topics and cater to the interests of our audience throughout the year. If you have specific needs, we can also create bespoke sponsorship opportunities tailored to your unique solutions—whether it's in Tax, Accounts Payable, Cybersecurity, ESG, or other relevant sectors.

Product Details:

Delivery: Weekly (5 emails)

Include:

- "Sponsored by" Strapline: 40 characters or less
- Logo: 200x200 pixels (square dimensions required)
- Headline (hyperlinked): 40 characters or less
- Summary: 150 characters or less, including spaces, with a hyperlinked call to action
- Hyperlink: Landing page URL to be included in the body

Optional premium amplifier: Additional solus email, additional week of feature placement or paid social boost throughout your active campaign period

Newsletter Featured Placement

Showcase your sponsored content in the Top section of our newsletter, seamlessly linking to your website. Integrating your sponsored content grabs our audience's attention while they actively seek industry news and information. Positioned alongside our articles and coverage, this placement is ideally suited for thought leadership-oriented content such as white papers, webinars, and infographics.

Product Details:

Delivery: Weekly (5 sends)

Include:

- Logo: sized 200x200 (square dimensions are mandatory)
- Headline (hyperlinked): 40 characters or less
- "Sponsored by" strapline: 40 characters or less
- Summary: 150 characters or less, including spaces and hyperlinked call to action
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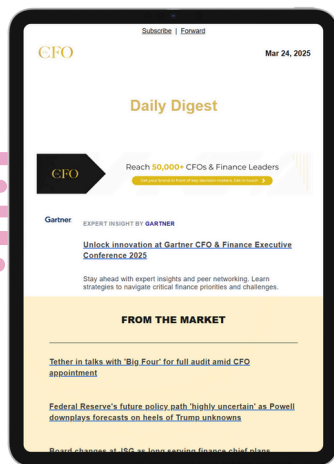
Mailshot

An exclusive mailshot sent to our readers, dedicated entirely to your message. It comes from ClickZ Media, ensuring our readers trust the content, and you control the subject line and the entire email to deliver your message. Mailshots are ideal for high-impact direct response campaigns, including but not limited to white paper promotions, webinar or event registrations, and more.

Product Details:

- Subject line: Maximum 65 characters (including blank spaces)
- Email copy: Maximum 250 words
- Call to Action: Maximum 15 characters (including blank spaces)
- URL Link: Leading to client third party resource
- Company Logo: 300x 300 pixels (.png and transparent background)

Optional premium amplifier: Additional solus email, additional week of feature placement or paid social boost throughout your active campaign period



Rate Card

Media Format Ratecard	Accountancy Age	The CFO	The Global Treasurer	Bobsguide	ClickZ	HRD Connect	SEW
Audience Size	60,000	50,000	29,000	20,300	26,500	45,000	17,500
The Leading Voice Broadcast	£24,500	£24,500	£24,500	£24,500	£24,500	£24,500	£24,500
Brand/Leader Spotlight Q&A Series	£8,000	£6,500	£5,000	£3,500	£5,000	£5,000	£4,000
Original Content Production	£4,900	£3,500	£2,400	£2,500	£3,000	£2,400	£2,500
Hosted Content	£3,500	£3,150	£2,100	£700	£2,100	£2,100	£1,050
Newsletter Lead Sponsor - Weekly	£5,000	£4,500	£3,000	£1,000	£3,000	£3,000	£1,500
Newsletter Lead Sponsor - Weekender	£4,000	£3,600	£2,400	£800	£2,400	£2,400	£1,200
Newsletter Category Sponsorship	£3,000	£2,700	£1,800	£600	£1,800	£1,800	£900
Newsletter Featured Placement - Weekly	£3,000	£2,700	£1,800	£600	£1,800	£1,800	£900
MailShot	£5,000	£4,500	£3,000	£1,000	£3,000	£3,000	£1,500

Package options available, contact us for more details

CONTACT US
partnerships@clickzmedia.com



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Audience Size	60,000	50,000	29,000	20,300	26,500	45,000	17,500
The Leading Voice Broadcast	\$32,600	\$32,600	\$32,600	\$32,600	\$32,600	\$32,600	\$32,600
Brand/Leader Spotlight Q&A Series	\$10,600	\$8,800	\$6,700	\$4,700	\$6,700	\$6,700	\$5,400
Original Content Production	\$6,600	\$6,000	\$4,000	\$1,400	\$4,000	\$4,000	\$2,000
Hosted Content	\$4,700	\$4,200	\$2,800	\$1,000	\$2,800	\$2,800	\$1,400
Newsletter Lead Sponsor - Weekly	\$6,700	\$6,000	\$4,000	£1,400	\$4,000	\$4,000	\$2,000
Newsletter Lead Sponsor - Weekender	\$5,400	\$4,800	\$3,200	\$1,100	\$3,200	\$3,200	\$1,600
Newsletter Category Sponsorship	\$4,000	\$3,600	\$2,400	\$800	\$2,400	\$2,400	\$1,200
Newsletter Featured Placement - Weekly	\$4,000	\$3,600	\$2,400	\$800	\$2,400	\$2,400	\$1,200
MailShot	\$6,700	\$6,000	\$4,000	\$1,400	\$4,000	\$4,000	\$2,000

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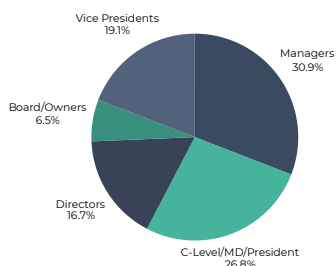
B2B Marketing at Scale

7 Leading News Brands



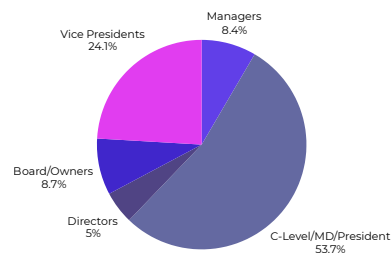
29,000

A resource for treasury, finance, payments and cash management professionals.



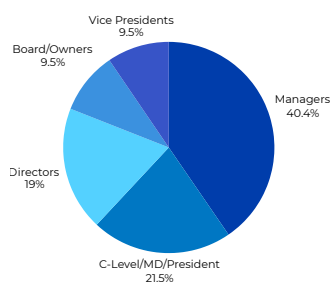
20,300

Bobsguide, an unbiased information and insights publication for financial technology professionals.



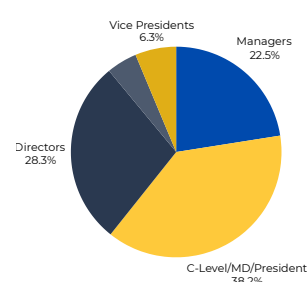
60,000

Provides news, analysis and expert commentary on the accounting and finance sectors



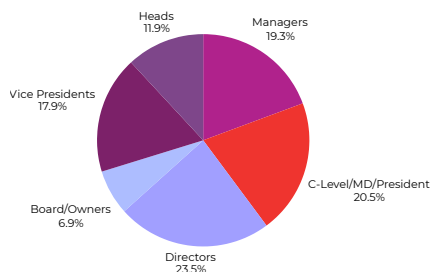
50,000

The CFO is the trusted source of expert content for a diverse and influential community of finance leaders



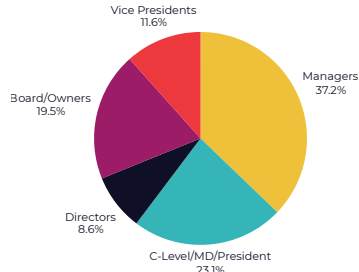
45,000

HRD Connect delivers high-quality analysis, intelligence and resources for senior HR leaders



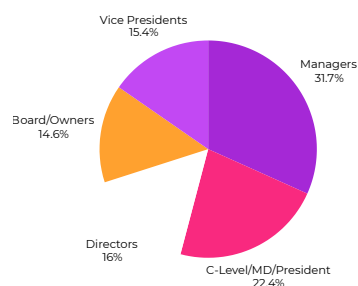
17,500

SEW is one of the world's longest-running search industry resources. We liaise with market leaders to share insights and practical applications of SEO and search experience.



26,500

ClickZ is one of the largest digital marketing communities in the world today. We empower you with the tools to drive growth within your business through marketing intelligence.



Brands That Trust Us

