

ADVERTISING RATES 2024

DIGITAL ADVERTISING

Price per week

| | |
|---|--------|
| Billboard..... | £485 |
| Super leaderboard..... | £370 |
| MPU..... | £370 |
| Half page..... | £500 |
| Background..... | £685 |
| Social display advertising..... | £450 |
| Homepage takeover (per day)..... | £840 |
| Brand promotion package (Run of Site Leaderboard, MPU, Mobile Billboard, Mobile MPU, Newsletter MPU)..... | £1,250 |
| Category features - advertising (leaderboard and 3 MPUs) 6 months tenancy..... | £2,150 |
| Category features - product panel - 12 months tenancy..... | £2,150 |
| Category features - video panel - 12 months tenancy..... | £2,150 |

DIGITAL CONTENT & COMPETITIONS

| | |
|---|--------|
| Promotional feature..... | £3,100 |
| <i>Written by client</i> | |
| Promotional feature..... | £4,185 |
| <i>Written by commercial content editor</i> | |
| Website content promotion email..... | £1,185 |
| Competition..... | £3,100 |
| Forecourt showcase..... | £5,550 |
| <i>Brand or category video</i> | |
| Expert report..... | £5,500 |
| Webinar package..... | POA |

NEWSLETTER

Price per week Sent Monday, Wednesday & Friday

| | |
|---|--------|
| Leaderboard..... | £850 |
| Text advert..... | £790 |
| Medium rectangle..... | £790 |
| Special newsletter takeover..... | £1,045 |
| Weekly newsletter takeover..... | £2,150 |
| Quarterly Top Indies newsletter takeover..... | £1,500 |
| Bespoke client newsletter..... | £1,650 |

DIGITAL PACKAGES

| | |
|---|--------|
| Leaderboard package..... | £2,050 |
| <i>Website billboard, newsletter leader (4 weeks)</i> | |
| MPU package..... | £1,995 |
| <i>Website MPU, newsletter MPU</i> | |

EVENT SPONSORSHIP

| | |
|--|--------------|
| Forecourt Trader Top Indies Dinner..... | From £9,950 |
| Forecourt Trader Summit..... | From £5,500 |
| Forecourt Trader Awards..... | From £17,000 |
| Forecourt Trader Awards associate sponsorship..... | From £6,000 |



19.7K

Unique visitors*



2.5K

Newsletter recipients**



5K

Total social followers***



939

Annual attendees to our face to face events****

*Running average for 12 months to December 31st 2023

**Figure as of November 2023

***Figure as of November 2023

****Calendar year 2023

FORECOURTtrader