

Media Information

**Number 1
Global
Contact Centre
Website**



DECEMBER 2022

Call Centre Helper is the leading Contact Centre Magazine. A free, online magazine aimed at giving contact centre people up-to-the minute advice on how to make their businesses work more effectively.

285,981

readers (visitors)

499,076

page views

38,501

newsletter subscribers

Statistics are independently provided by Google Analytics and Campaign Monitor.

We have an active online community

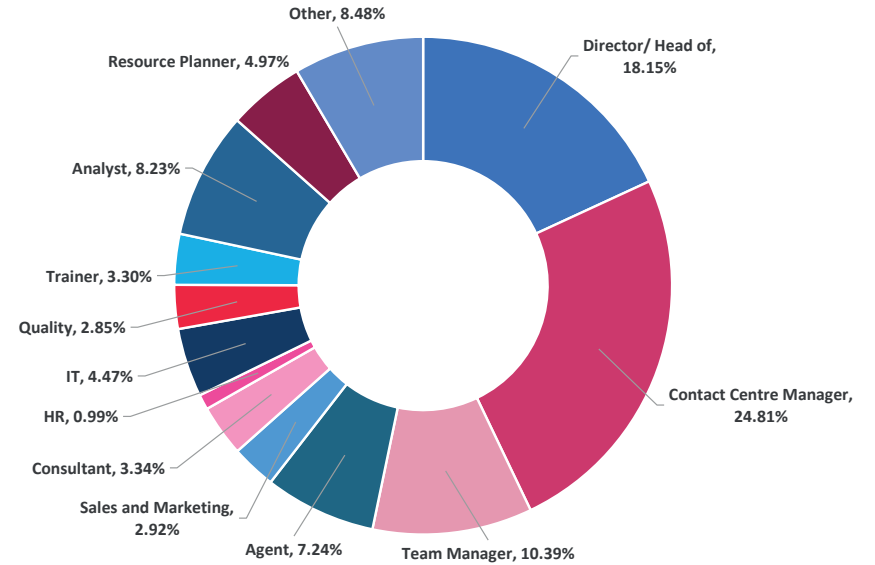
80,673

Social Media Members

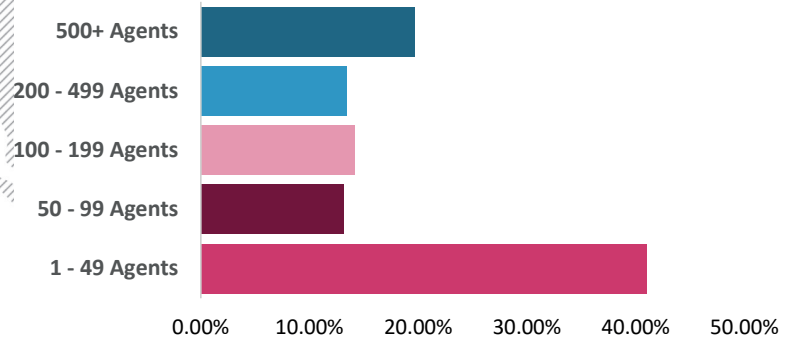
[Visit Site](#)

[Contact the Team](#)

We are targeted at Decision Makers and Influencers, Customer Service Directors, Contact Centre Managers and Technologists.

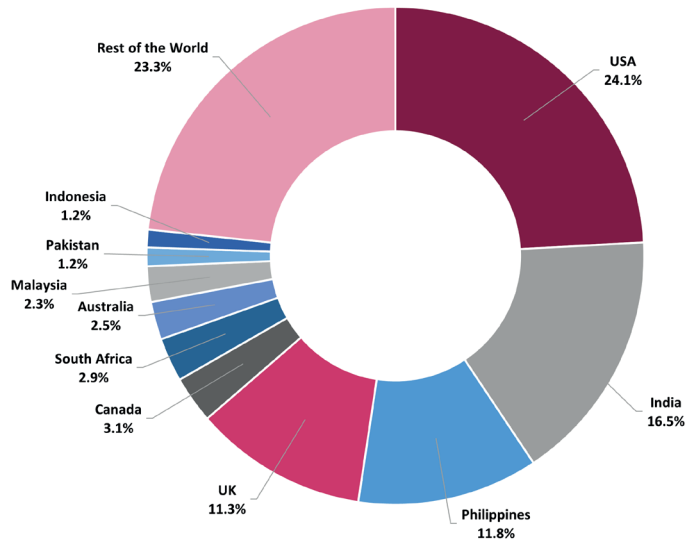


We span all sizes of contact centres



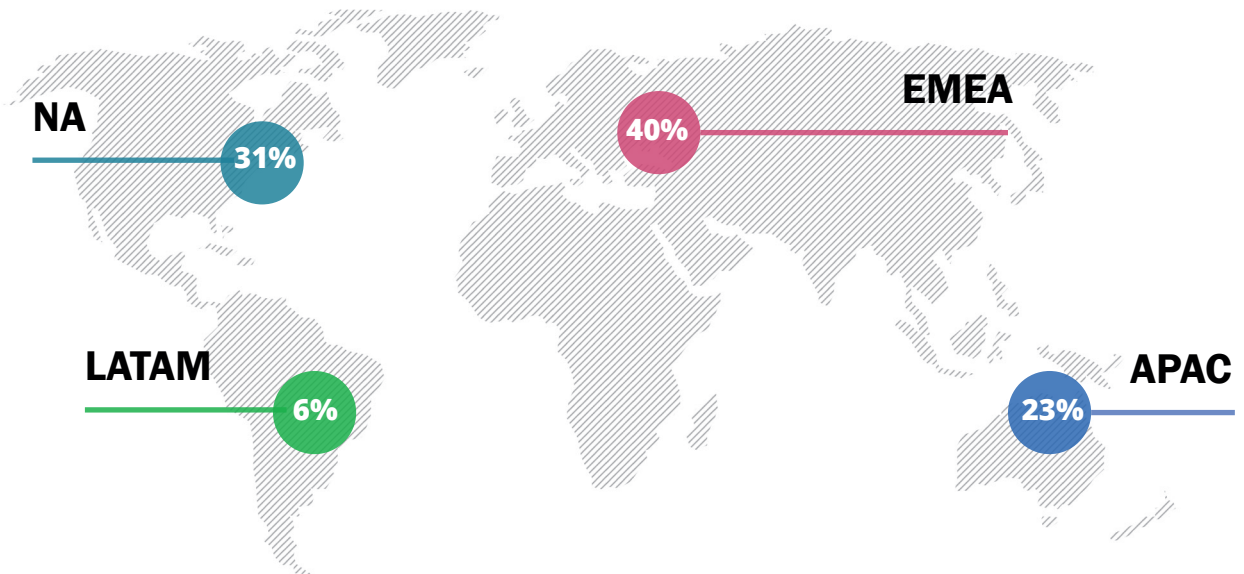
NEW Content Added Every Day!

WE HAVE GOOD GLOBAL COVERAGE



MAILING BREAKDOWN

In the last year we've had an average of over **300,000** unique visitors a month.



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Advertising Packages

Choose the best package for your business.

	Event Package	Standard Package	Most Popular High Profile Package
	£6,500 + VAT / approx. \$7,689 per month	£4,500 + VAT / approx. \$5,323 per quarter	£16,500 + VAT / approx. \$19,517 per year

Package Length	1 month	3 months	12 months
Adverts	✓	✓ Change Once per Month	✓ Weekly Rotation We Can Help With Advert Design
Blog posts	✓ 1 Blog Post	✓ 1 per Week	✓ Unlimited
Event Listing	✓	✓	✓
Forward features	-	✓	✓
Whitepapers	-	✓ 1 per Month	✓ 2 per Month
Directory	-	✓ 3 Categories	✓ 6 Categories
Social Media	✓	-	✓
Video	-	-	✓
Additional activity	✓ Packages Includes 1 Eblast	✓ Additional Activity can be Booked	✓ Bolt-on Options: Eblast or Social Media Takeover <i>Can Book Extra Activity</i>

Event Package

Are you running your own event and want help promoting it to Call Centre Helper's audience? Combine advertising, editorial and an eblast to promote your event.

Adverts

- 1 set of Box adverts appear across the website and weekly newsletter.

Editorial

- Publication of 1 press release to promote the event
- Listing on our [Events Page](#).

Social Media

- Promotion of the event across the Call Centre Helper social media platforms

Eblast

- 1 email marketing campaign to our subscribers
- The mailing can be geotargeted

Package can be Booked Based on Availability



**ADVERTISING
EDITORIAL
SOCIAL MEDIA
EBLAST**

**Send out
a targeted email
to our subscriber list
to promote your Event**



£6,500 + VAT / approx. \$7,689

(1 month package)

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Standard Package

The Standard Package is our sampler package allowing you to trial the most popular elements of our High Profile Package without committing to 12 months!

It provides a combination of advertising, editorial, lead generation and brand awareness.

Adverts

- Box adverts appear across the website and weekly newsletter.
- Can rotate adverts monthly (Maximum of 3)
- Related adverts appear next to targeted content.

Editorial

- Exclusive access to our editorial schedule. These are our forward features that you are welcome to contribute towards.
- Listing on our Events Page.
- Publication of press releases, opinion pieces and case studies.
- Syndicate and publish your blog posts.
- Publish a maximum of 1 piece of editorial per week.

Publication of White Papers

- Publish a maximum of 1 [White Papers/Reports](#) per month.
- Related reports hosted on our site appear next to targeted content.

Directory Entry

- A listing in our online [Directory](#).
- Inclusion in 3 categories.



**ADVERTISING
EDITORIAL
WHITEPAPERS
DIRECTORY ENTRY**



£4,500 + VAT / approx. \$5,323

(3 consecutive month package - £1,500 per month)

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High Profile Package

The High Profile package provides a combination of advertising, editorial, lead generation, brand awareness and includes a free bolt-on as part of the package.

With great account management, we act on a consultancy basis, offering you the best advice to maximise your package.

Adverts

- Box adverts appear across the website and weekly newsletter.
- We can help with design, working with your brand guidelines.
- Related adverts appear next to targeted content.

Editorial

- Exclusive access to our editorial schedule. These are our panel pieces that you are welcome to contribute towards.
- Publication of press releases, opinion pieces and case studies.
- Syndicate and publish your blog posts.
- Automatically social sharing of all blog/ news stories with @company tag
- Listings on our Events Page.

Video

- Be part of our easy to digest video content on our [TV Channel](#)

Publication of White Papers

- Publish a maximum of 2 [White Papers/Reports](#) per month.
- Related reports hosted on our site appear next to targeted content.

Directory Entry

- A listing in our online [Directory](#) and inclusion in 6 categories.

**ADVERTISING
EDITORIAL
WHITEPAPERS
VIDEO
DIRECTORY ENTRY**

PACKAGE

**PACKAGES INCLUDES A BOLT-ON:
AN EBLAST OR
SOCIAL MEDIA TAKEOVER**

£16,500 + VAT /approx. \$19,517 per year

(12 consecutive month package, can be invoiced quarterly)

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Sponsorship of an Email Blast

An eBlast allows you to send out a targeted email to our subscriber list.

This can be a White Paper, eBook, Survey, Event Mailing or Benchmarking Report.

Assets that solve a typical call centre problem work well.

The mailing will link through to a gated landing page on Call Centre Helper, where the reader submits a form to access the content.

This form will be prepopulated with their details, making it as easy as possible for the reader to access the content, in a compliant way.

We collect

- Name,
- Job Title
- Company
- Email
- Phone Number
- Number of Contact Centre Agents.

We filter out students, consultants, competitors and people without a contact centre.

Those people who have given permission to be contacted will be supplied to you through your customer dashboard.

What's included in an eBlast:

- 1 email marketing campaign to our subscribers
- The mailing can be geotargeted
- Promotional article on the Call Centre Helper website
- Appearance in Call Centre Helper newsletter



**Send out
a targeted email
to our subscriber list**

£5,000 + VAT / approx \$5,914

Not Available to Purchase as a Stand Alone Item

Social Media Takeover

An opportunity to takeover Call Centre Helper's social media channels for a week!

SOCIAL CHANNELS

38,994

Call Centre and Contact Center Community –
LinkedIn Group Followers

9,594

Call Centre Helper Magazine –
LinkedIn Page Followers

14,035

@CallCentreHelp Twitter Followers

11,917

@Jontypearce Twitter Followers

3,168

Facebook Page followers

2,965

YouTube Channel subscribers

What's included in the Social Media Takeover:

- Publishing content across all social networks
- Design your own Cover Images across our social media platforms to showcase your brand or a social cause
- Pinned Post on ALL social media channels for 1 week
 - LinkedIn Company Page
 - Facebook page
 - Tweet on @callcentrehelp and @jontypearce
- One Recommended post on our LinkedIn Group - sends a targeted email to everyone in the group and then pins the message to the top

£5,000 + VAT / approx \$5,914

Not Available to Purchase as a Stand Alone Item

Sponsorship of our 2023 Survey and Report

Our detailed surveys look at a wide range of issues that are impacting customers ranging from operational issues to the technologies that contact centres use. We are offering Companies the opportunity to sponsor an individual chapter.

Our last Call Centre Helper Contact Centre Survey had over 300 contact centre professionals taking part, which makes it one of the most comprehensive snapshots into what contact centres are currently doing.

This year, we are running one survey in the Autumn, which is our popular "What Contact Centres Are Doing Right Now?" report.

We have the opportunity for just 6 companies to sponsor each survey and the accompanying report.

We also produce an individual report of your sponsored chapter that you can then use for your own promotional needs.

365

2022 Autumn report (1 sponsor)

1,246

2021 Autumn report (split between sponsors)

666

2020 Autumn report (split between sponsors)

717

2020 Spring report (split between sponsors)

885

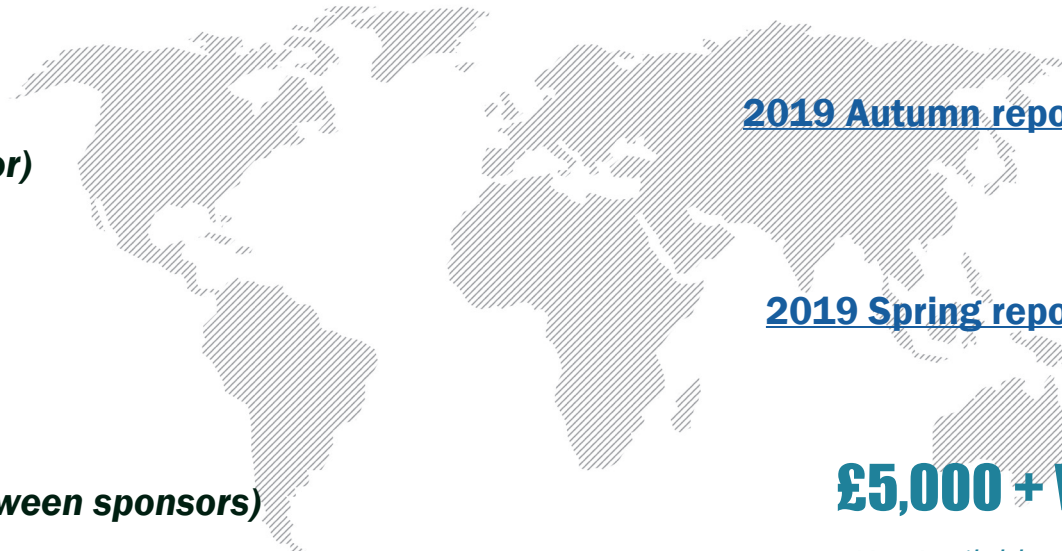
2019 Autumn report (split between sponsors)

900

2019 Spring report (split between sponsors)

£5,000 + VAT / approx \$5,914

Not Available to Purchase as a Stand Alone Item



Proven Results

Many of our advertisers have been advertising with us for years. They only do this because they know it gets results.



Please call to discuss your marketing requirements



Jo Robinson
Operations Manager
jo.robinson@callcentrehelper.com



Rachael Trickey
Account Manager
rachael.trickey@callcentrehelper.com



[Visit Site](#)

[Contact the Team](#)

Terms & Conditions

Marketing Packages

The Event Package

The Event Package runs for 1 month and is invoiced in advance.

You can start the package at any time - although it is subject to availability.

- All content submitted is subject to Call Centre Helper's normal editorial controls and must be written from a neutral point of view. By submitting content to Call Centre Helper, you retain copyright of the material. You also grant to Clearly Presented Ltd (the owners of Call Centre Helper) an irrevocable, non-exclusive license to publish, modify (edit - subject to standard editorial procedures) or distribute the content in any way that we feel fit.
- We will usually credit the author.

Unfortunately for the Eblast we cannot guarantee any number of registrations.

If you cancel your package, then there will be a cancellation fee, applied as follows:

- More than 30 days of the mailing date - no charge
- Within 30 days of the mailing date - 50%
- Within 15 days of the mailing date - 100%

The Standard Package

The Standard Package runs for 3 months and you can cancel at the end of that period or upgrade to the 12 month High Profile Package.

The package is invoiced in advance. You can start the package at any time.

At the end of your package, we will archive your editorial content (press releases, articles etc.) on the site and your white papers, adverts and directory entry will be taken down. We will also remove any links to your website.

- All content submitted is subject to Call Centre Helper's normal editorial controls and must be written from a neutral point of view. By submitting content to Call Centre Helper, you retain copyright of the material. You also grant to Clearly Presented Ltd (the owners of Call Centre Helper) an irrevocable, non-exclusive license to publish, modify (edit - subject to standard editorial procedures) or distribute the content in any way that we feel fit.
- We will usually credit the author.
- The Standard package allows you to publish one item of content i.e. blog post, case study or news story per week

- The Standard package allows you to publish one item of downloadable content per month.
- Due to space constraints, we cannot guarantee that content will be published in the same week but we will endeavour to ensure that it is published as soon as possible.
- As a rule of thumb, we do not tend to publish press releases that relate to financial results.

The High Profile Package

Marketing package contracts which run for 12 months are invoiced annually or quarterly in advance. You can start the year at any time.

- All content submitted is subject to Call Centre Helper's normal editorial controls and must be written from a neutral point of view. By submitting content to Call Centre Helper, you retain copyright of the material. You also grant to Clearly Presented Ltd (the owners of Call Centre Helper) an irrevocable, non-exclusive license to publish, modify (edit - subject to standard editorial procedures) or distribute the content in any way that we feel fit.
- We will usually credit the author.
- The High Profile package allows you to publish two items of downloadable content per month.
- Due to space constraints, we cannot guarantee that content will be published in the same week but we will endeavour to ensure that it is published as soon as possible.
- As a rule of thumb, we do not tend to publish press releases that relate to financial results.

Bolt-ons

- Customers who sign up for the High Profile Package also receive an additional 'bolt-on' at no extra charge. Available 'bolt-ons' will be discussed at the time the package is taken out or renewed and are subject to availability.
- Any bolt-ons need to be used within the time frame of the package and cannot be carried forward.

Terms & Conditions

Cancellation Policy

- You can cancel your contract at any time but it will be subject to a cancellation fee depending on whether you have used your bolt-on.
- If you *have not* used your bolt-on, then you can cancel at the end of the quarter and a cancellation fee depending on your bolt-on will be applied as follows:

Eblast/ Social Media Takeover

- More than 30 days of the bolt-on delivery date – no charge
- Within 30 days of the bolt-on delivery date – 50%
- Within 15 days of the bolt-on delivery date – 100%

If you *have* used your bolt-on, then you may cancel at the end of the quarter plus a fee of £5,000 will be charged.

Upon cancellation, we will leave any of your editorial content (press releases, articles etc.) on the site but your white papers, adverts and directory entry will be taken down at the time of cancellation. We will also remove any links to your website.

Additional Products

Email Blasts

Unfortunately, we cannot guarantee any number of leads.

We will schedule your asset once it has been received and reviewed from a quality and relevance perspective.

If you cancel your email blast, then there will be a cancellation fee, applied as follows:

- More than 30 days of the mailing date – no charge
- Within 30 days of the mailing date – 50%
- Within 15 days of the mailing date – 100%

Social Media Takeover

If you cancel, then there will be a cancellation fee, applied as follows:

- More than 30 days of the activity delivery date – no charge
- Within 30 days of the activity delivery date – 50%
- Within 15 days of the activity delivery date – 100%