

Media Pack

CXM | Customer Experience Magazine
INFORM | INSPIRE | INCLUDE

The right way to improve your business.

CXM Inform.

Experience Magazine is the online magazine packed full of industry news, blogs, features, reports, case studies, video bites and international stories all focusing on customer experience.

Being a unique news resource and a powerful B2B and B2C platform for CX experts and CX lovers, it helps its readers:

- ▲ learn what makes an outstanding customer experience,
- ▲ learn what wins both awards and hearts of customers,
- ▲ spot successful and unsuccessful CX practices,
- ▲ network with other relevant CX professionals,
- ▲ predict future CX trends.

CXM readers

are business experts who come from such industries as:

Advertising & Marketing Services
Business & Productivity Software
Real Estate & Residential Properties
Education & Post-Secondary Education
Business, Financial & Investment Services
Employment & Career Consulting Services
Travel, Hotels & Accommodations and Air Travel
Autos & Vehicles

As reported by Google Analytics

CXM Inspire.

Inspiring stories and events from the CX world are also shared with over 39,000 CXM newsletter subscribers.

Together with our website media space and partnership and sponsorship opportunities, the weekly newsletter is a valuable promotional vehicle at your service.



CXM Include.

For many years now, CXM is a proud partner of various national and international awards. Thus, apart from the general news from the CX world, winners, finalists and judges from the UK Experience Awards are featured, telling their stories and sharing their insight and specialist approach to some award-winning practices.



UK CUSTOMER
EXPERIENCE AWARDS 2016



UK FINANCIAL SERVICES
EXPERIENCE AWARDS 2016



GULF DIGITAL
EXPERIENCE AWARDS 2015



UK EMPLOYEE
EXPERIENCE AWARDS 2016



Gulf Customer
Experience Awards 2015



UK DIGITAL
EXPERIENCE AWARDS 2015

inmoment



International Business
EXCELLENCE AWARDS 2016

LEXDEN

CUSTOMER | EXPERIENCE | CONSULTANTS

Cranfield
UNIVERSITY

School of Management



Marketing



CXM

in numbers

Over
13000
pageviews

Open rates
up to
19%

Over
46000
newsletter
subscribers

Over
6400
unique users

Over
7900
sessions

Twitter
followers
4090

3206
LinkedIn
Group members

Click through
rates up to
1,4%

Improve your business with Customer Experience Magazine

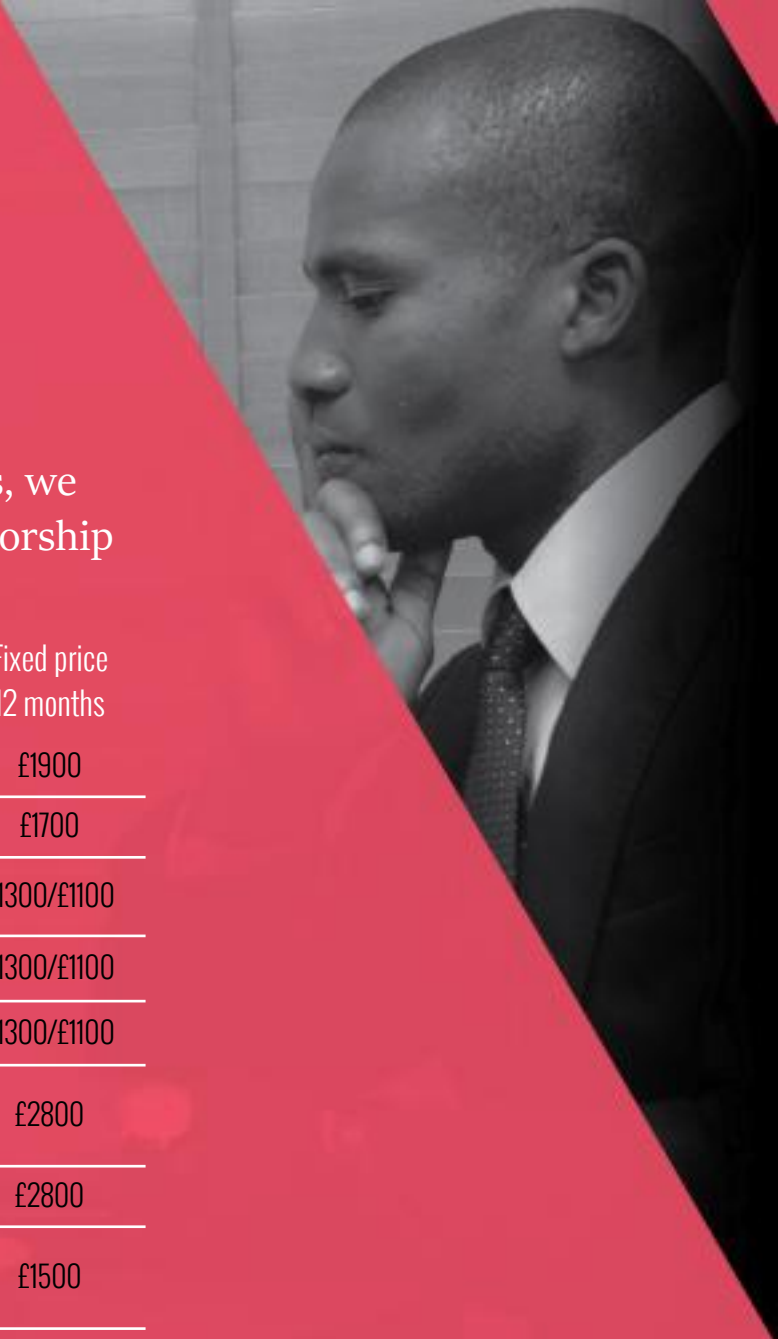
By advertising in our magazine, you get the opportunity to reach the specific target audience that keeps growing.

Apart from the set prices for different media space formats and packages, we are always interested in creating some custom made partnerships/sponsorship packages that would best suit your business.

WEBSITE ADVERTISING	Fixed price 1 week	Fixed price 1 month	Fixed price 3 months	Fixed price 6 months	Fixed price 12 months
Leaderboard 728x90	£70	£250	£600	£1000	£1900
125x125 banner in footer	£60	£200	£500	£900	£1700
728x90 banner home/page	£40/£35	£150/£120	£400/£320	£700/£600	£1300/£1100
384x320 banner home/page	£40/£35	£150/£120	£400/£320	£700/£600	£1300/£1100
970x90 banner home/page	£40/£35	£150/£120	£400/£320	£700/£600	£1300/£1100
Takeover Background Ads (clickable backgrounds)	£80	£300	£800	£1500	£2800
Promotional video	£80	£300	£800	£1500	£2800
Expert magazine feature /interview/case study/white paper	£60	£200	£500	£800	£1500

Note: In case of promotional video and magazine feature, client needs to provide different material after each month for 3/6/12 months advertising

***All prices exclude VAT**



MEDIA PACKAGES

	BASIC	ADVANCED	PREMIUM	CUSTOM
Monthly	<ul style="list-style-type: none"> - 384x320 banner home - Magazine feature - Newsletter – logo with link to website – once <p>£500</p>	<ul style="list-style-type: none"> - Banner 728x90 home - 384x320 banner page - Magazine feature - Newsletter - Visual plus text with link to client's feature on CXM website - Newsletter – logo with link to client's website <p>£750</p>	<ul style="list-style-type: none"> - Leaderboard 728x90 - 384x320 banner home - Magazine feature - Promo video - Newsletter – logo with link to website – once - Newsletter - Visual plus text with link to client's feature on CXM website – once - Newsletter – Visual plus text with link to client's website <p>£1250</p>	Contact us, let us know about your budget and needs, and we will create a Custom media package in accord with your wishes
Annual	<ul style="list-style-type: none"> - 384x320 banner home – 3 months - Magazine feature – 3 months - Newsletter – logo with link to website – once a month for 3 months <p>£1100</p>	<ul style="list-style-type: none"> - Banner 728x90 home – 6 months - 384x320 banner page – 6 months - Magazine feature – 6 months - Newsletter - Visual plus text with link to client's feature on CXM website – once a month for 6 months - Newsletter – logo with link to client's website – once a month for 6 months <p>£4000</p>	<ul style="list-style-type: none"> - Leaderboard 728x90 – 12 months - 384x320 banner home – 6 months - Magazine feature – 12 months - Promo video – 1 month - Newsletter – logo with link to website – 12 months - Newsletter - Visual plus text with link to client's feature on CXM website – once in every 12 months <p>£7000</p>	

NEWSLETTER PROMOTION

	Once	4 times/month	12 times/3 months
Logo with link to website	£150	£500	£1200
Visual plus text with link to client's website	£300	£1000	£2500
Visual plus text with link to client's feature on CXM website	£250	-	-
Dedicated email with client's content	£1200	-	-

***All prices exclude VAT**



Thank You

www.cxm.co.uk

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