

# Media Pack



The informed way to boost your business  
for customers and employees.

# CXM Inform.

Customer Experience Magazine is a free online resource packed full of the latest news, views, and features focussing on the fast-evolving world of Customer, Employee, and Digital Experience.

From customer journey mapping to contact centre skills, CXM is the UK's premier portal for B2B and B2C organisation staff to hone and share strategies in customer centricity.

Visit CXM daily for:

- ▲ Learning about what makes an outstanding Customer Experience
- ▲ Insight into what wins both the loyalty of customers and awards recognition at a national and international level
- ▲ News of the latest CX initiatives by some of the world's most recognisable brands
- ▲ Opinions and advice from experts in their field
- ▲ Details of awards opportunities to help your business gain the recognition it deserves

## CXM readers

include experts in:

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.

Customer Experience Magazine offers inspiring articles from some of the most prominent experts in the world of CX, EX, and more, along with providing a platform for entrepreneurs and industry leaders to share their success stories and award-winning initiatives. Over 23,000 subscribers receive CXM's newsletter featuring the very best content from each week, with that number growing daily.

With competitive advertising rates, alongside partnership and sponsorship opportunities, CXM and its newsletter are a valuable promotional vehicle ready to bring your business before a vast new audience.



# CXM Include.

CXM is the official media partner of the world's biggest awards events for recognising success in Customer, Employee, and Digital Experience. Finalists and judges utilise CXM to share their stories and insight, bringing you behind the scenes of everything from what makes for an award-winning Customer Experience, to the practices of some of the world's most desirable companies to work for.



**CXA**  
Customer Experience Awards



**DXA**  
UK Digital Experience Awards



International Business  
EXCELLENCE AWARDS



GULF SUSTAINABILITY  
AND CSR AWARDS



Gulf Customer  
Experience Awards



GULF REAL ESTATE  
AWARDS



INTERNATIONAL CUSTOMER  
EXPERIENCE AWARDS



**DACH CXA**  
Customer Experience Awards

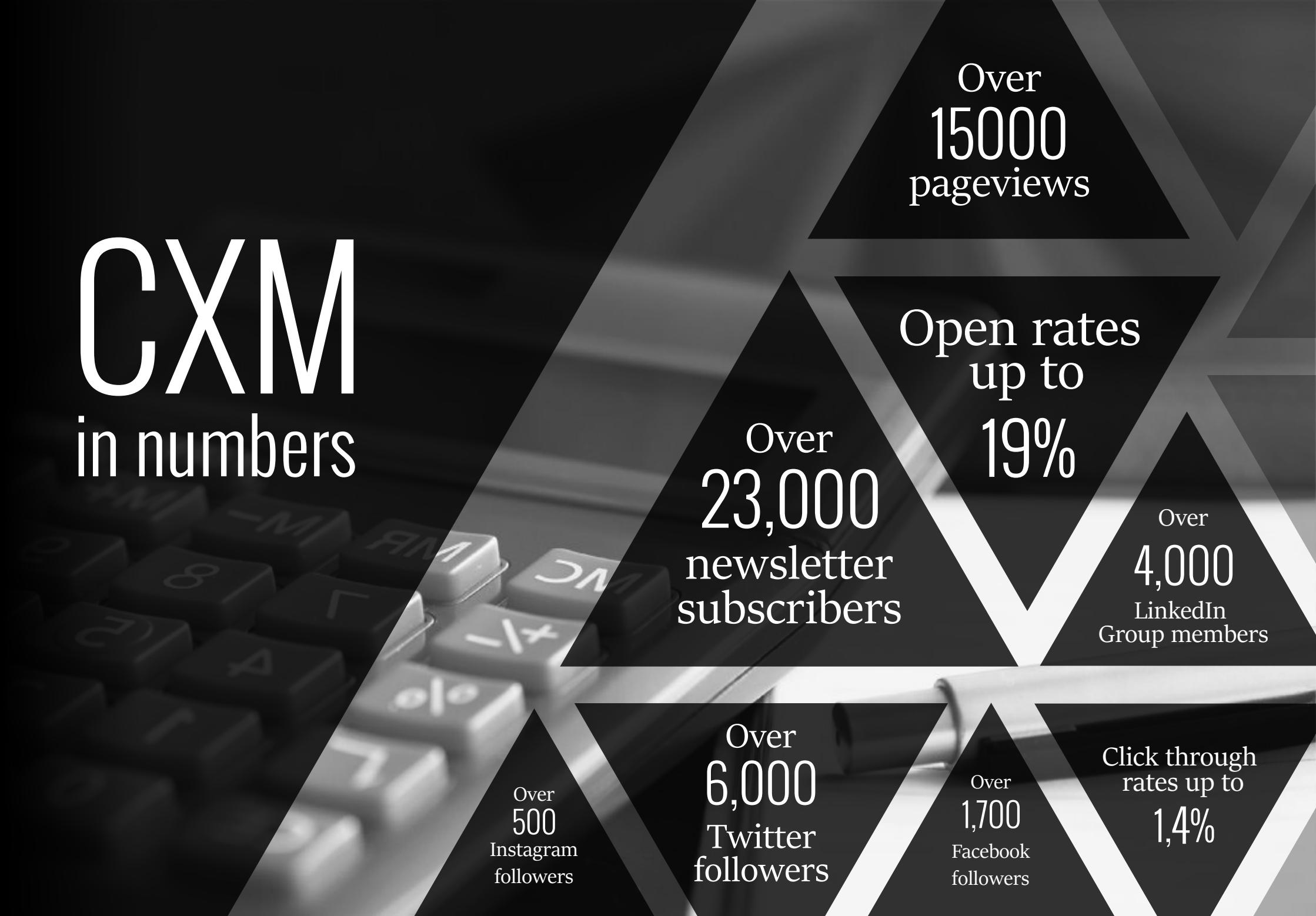


Winning With  
COMPLAINT HANDLING

THE  
**FUTURE IS CX**

**CXM** | Customer Experience Magazine  
**SUMMIT**

# CXM in numbers



Over  
15000  
pageviews

Open rates  
up to  
19%

Over  
23,000  
newsletter  
subscribers

Over  
4,000  
LinkedIn  
Group members

Over  
500  
Instagram  
followers

Over  
6,000  
Twitter  
followers

Over  
1,700  
Facebook  
followers

Click through  
rates up to  
1.4%

# Improve your business with Customer Experience Magazine

Customer Experience Magazine is here to help your business benefit from the ever-expanding CXM family of readers. By choosing CXM for your advertising needs, you will bring your products, services, and events to a whole new audience. Take advantage of our competitive set-prices, or contact us to discuss exciting bespoke partnership packages that will bring you closer to your customers than ever before.

WEBSITE ADVERTISING	Fixed price 1 week	Fixed price 1 month	Fixed price 3 months	Fixed price 6 months	Fixed price 12 months
Leaderboard 1200x90	£80	£300	£800	£1100	£2000
125x125 banner in footer	£60	£200	£500	£900	£1700
728x90 banner home/page	£70	£250	£600	£1000	£1900
336x280 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"> <li>• 336x280 banner home</li> <li>• Magazine feature</li> <li>• Newsletter - logo with link to website - once</li> </ul> <p>£500</p>	<ul style="list-style-type: none"> <li>• Banner 728x90 home</li> <li>• 336x280 banner page</li> <li>• Magazine feature</li> <li>• Newsletter - Visual plus text with link to client's feature on CXM website</li> <li>• Newsletter - logo with link to client's website</li> </ul> <p>£750</p>	<ul style="list-style-type: none"> <li>• Leaderboard 728x90</li> <li>• 336x280 banner home</li> <li>• Magazine feature</li> <li>• Promo video</li> <li>• Newsletter - logo with link to website - once</li> <li>• Newsletter - Visual plus text with link to client's feature on CXM website - once</li> <li>• Newsletter - Visual plus text with link to client's website</li> </ul> <p>£1 250</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"> <li>• 336x280</li> <li>• banner home - 3 months</li> <li>• Magazine feature - 3 months</li> <li>• Newsletter - logo with link to website - once a month for 3 months</li> </ul> <p>£1100</p>	<ul style="list-style-type: none"> <li>• Banner 728x90 home - 6 months</li> <li>• 336x280 banner page - 6 months</li> <li>• Magazine feature - 6 months</li> <li>• Newsletter - Visual plus text with link to client's feature on CXM website - once a month for 6 months</li> <li>• Newsletter - logo with link to client's website - once a month for 6 months</li> </ul> <p>£4000</p>	<ul style="list-style-type: none"> <li>• Leaderboard 728x90 - 12 months</li> <li>• 336x280 banner home - 6 months</li> <li>• Magazine feature - 12 months</li> <li>• Promo video - 1 month</li> <li>• Newsletter - logo with link to website - 12 months</li> <li>• Newsletter - Visual plus text with link to client's feature on CXM website - once in every 12 months</li> </ul> <p>£7000</p>	
<b>NEWSLETTER PROMOTION</b>				
	Logo with link to website	Once	4 times / 1 month	12 times / 3 months
		£150	£500	£1 200
	Visual plus text with link to client's website	£300	£1 000	£2500
	Visual plus text with link to client's feature on CXM website	£250	-	-
	Dedicated email with client's content	£1300	-	-
	Guest posts containing do-follow links begin at	£200		

\*All prices exclude VAT



# Thank You

for choosing CXM, the home of award-winning insight into  
the key competitive differentiator in business in the 21st century,  
Customer Experience, and so much more...

[www.cxm.co.uk](http://www.cxm.co.uk)

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