



MEDIA PACK

2022

Since 2011, Customer Experience Magazine has been delivering industry news, CX guides, and best practice case studies. We are home to more than 30,000 CX professionals across the globe.

Join us in writing the future of CX.

Our team provides high-level resources to a global audience of CX professionals, marketing & financial experts, entrepreneurs and EX professionals all over the world. We do this by delivering unique and engaging campaigns across our many platforms. We're always looking for partners that share our passion for delivering outstanding customer experiences.



MEET OUR AUDIENCE

Our global audience is made up of over 30k CX professionals, managers, vice presidents, company owners, individuals and we share one passion.



SOCIAL MEDIA FOLLOWERS
28 000



EMAIL SUBSCRIBERS
24 500

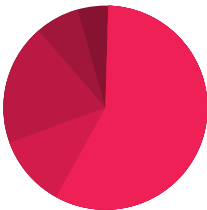


UNIQUE MONTHLY READERS
20 000

AUDIENCE BREAKDOWN

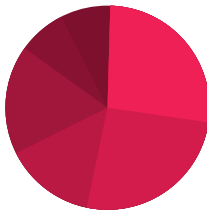
BASED IN

- 58% UK
- 13% US & Canada
- 20% UAE
- 5% EU
- 4% Other



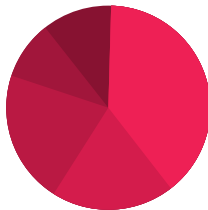
COVERS VARIETY OF INDUSTRIES

- 26,2% Information & Technology
- 25% Financial Services
- 13.9% Management Consulting
- 18.7% Telecommunications
- 6.6% Marketing
- 9.6% Retail



IN COMPANIES THAT HAVE

- 43% 10k + employees
- 17% 5k - 10k employees
- 19% 1k - 5k employees
- 8% 500 - 1k employees
- 13% 0- 500 employees



WORKS AS

Directors | Managers | Head of Departments | Executives | Leaders | CEO | VPs

Advertising and marketing with Customer Experience Magazine is a great way to build excitement around a product, campaign, or an upcoming event.

We look for organisations that make people happy, empower creatives, boost productivity, and deliver a high-level customer experience. Our ideal partners share our passion for experiences and sharing knowledge.

PACKAGES

We offer a variety of sponsorship opportunities for budgets of all sizes. If you're interested in sponsorship or advertising opportunities with CXM, please contact Jovana or Aleksandar to learn more.



PRODUCTS

PRODUCT NAME	PRICE £
Magazine Feature	500
Annual Series sponsorship	7000
Dedicated email	2300
Email add-ons	
Design	200
A/B test	300
Resend to non-opens	900
Newsletter inclusion	900
Banner (per month)	
Homepage Leaderboard	1000
Homepage (regular)	700
Article Placement	700
Website takeover (all banners)	2000
Resource on CXM website	2000
Webinar (70 reg)	5000
Featured webinar	7500
(additional speaker recruited and higher promotional targets + LinkedIn Live) (120 reg)	
Survey conducted by CXM	7000
150 guaranteed responses + Report	
Lead Generation CPL	From £46

**BRING AWARENESS
WITH**

Explorer £1500

Banner (article placement)
Newsletter inclusion

Unified Interests £1900

Homepage banner
Newsletter Inclusion
Magazine feature

Flash the scene £4200

Homepage Leaderboard banner
Newsletter Inclusion
E-blast

CXM Connect £4500

Homepage banner
Newsletter Inclusion
E-blast
Magazine feature 500
3 social media posts

Note* All prices exclude VAT.

**EXPAND YOUR
BUSINESS
WITH**

Lead Generation

Webinars

Meetings

Roundtable

In 2021 we have run over 100 different activities with a large number of partners and sponsors, including 40+ dedicated

TESTIMONIALS

Our agency primarily focuses on enterprise B2B tech companies and we have leveraged CX Mag for several that focus on the Customer Experience/Marketing audience. It was a nice fit to reach a relevant, international audience at an affordable rate. We saw solid lead volume from their dedicated emails sent to their full subscriber base. The team is very responsive and a pleasure to work with.

Liz McComas, Media Supervisor at Integrous Marketing (Austin, Texas)





GET IN TOUCH WITH US

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Thanks for choosing us!

By advertising with CXM you support one of the biggest CX platforms.

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