MediaTel

MediaTel Newsline

Advertise directly to a granular and engaged audience of media executives in control of 85% of UK advertising spend

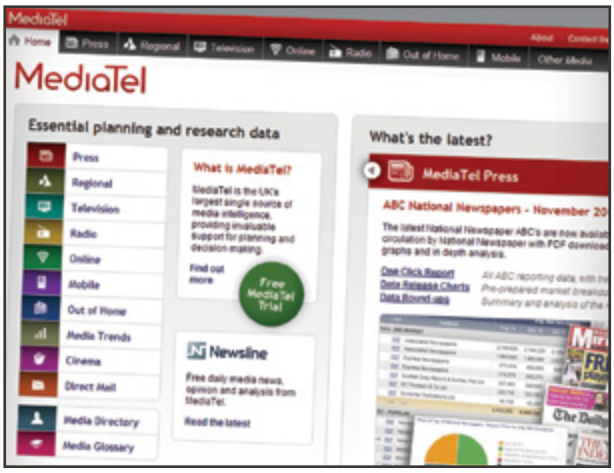
mediatel.co.uk

Phone 020 7420 3252

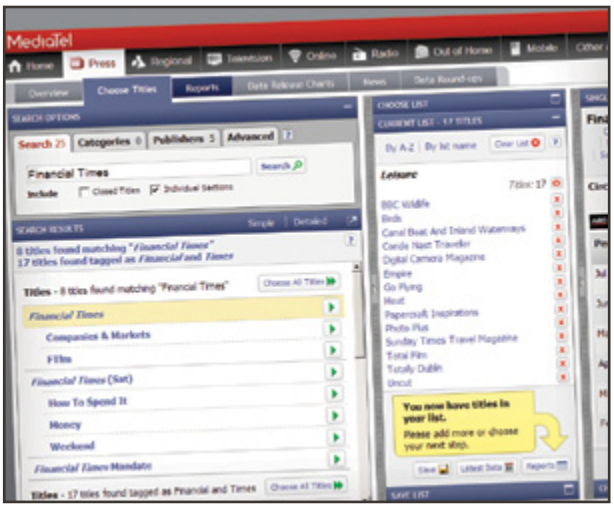
Email sales@mediatelgroup.co.uk

What is MediaTel?

MediaTel is the largest single-source of media intelligence available online in the UK, and is the first stop for media executives at over 150 of the UK's biggest media companies, including all the major media agencies.



MediaTel provides media professionals - in particular planner and buyers - with an extensive archive of in-depth data from a number of major research sources, plus daily-updated media news and analysis.



Launched in 1981, MediaTel's intuitive functionality enables users to quickly access and analyse available media opportunities and trends. All the data and research on the system can downloaded into spreadsheets or office software for instant use in presentations and pitches.

The majority of monthly usage is generated by users at the 106 subscribing media agencies. These agencies accounted for 85% of UK display advertising billings in 2010.*

Additionally, MediaTel is used by media researchers and strategists, as well as universities. The latter translates into graduate employees of media agencies commencing their roles with a strong familiarity of the product.

The site also distributes two email bulletins per week to a wider audience of 7,500+ media professionals. A popular Friday news round-up and a well-respected opinion based newsletter, Media Leaders, providing leading industry comment and analysis.

* Nielsen Media Research: Reported and allocated 2010 display billings at named top 500 media agencies.

Why advertise?

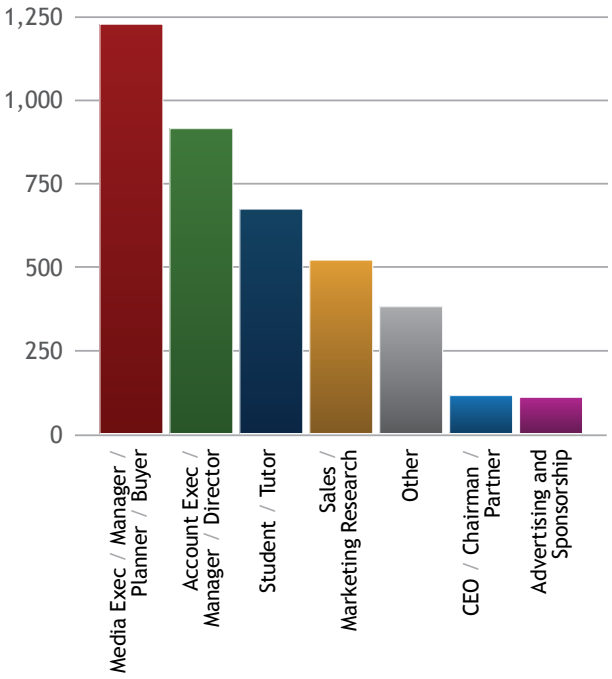
With the majority of the 150,000 monthly page impressions being generated by the media planner / buyers and the account exec / manager / directors, the site provides an ideal opportunity to reach a highly granular audience of key-agency professionals, when they are deciding where to allocate spend.

Advertising on MediaTel offers clear branding opportunities, as well as lead generation by directing traffic to your site.

Monthly Traffic Figures

MediaTel has approximately 4,750 registered users with 2,000 accessing the system in a typical month.

Monthly Breakdown by Job Title



What are the advertising options?

On site

Banners £55 CPM
(468 x 60 pixels)

MPUs £65 CPM
(300 x 250 pixels. Newsline only.)

Section sponsorship from £1,050 per month

MediaTel is divided into media-specific sections: Press, Regional, Television, Radio, Out of Home, Online, Trends, Cinema and Newsline.

Bespoke section sponsorship opportunities are available on request.

Enhanced Press Listing from £200 per annum

Weekly News Round-up

(distributed to 7,500 opt-in users*)

Banners £250 per insertion
(468 x 60 pixels)

Media Leaders Newsletter

(distributed to 7,500 opt-in users*)

Banners £250 per insertion
(468 x 60 pixels)

* Subject to small weekly variation

Summary of Advertising Areas

Banner advertising and bespoke section sponsorship is available across the following sections of MediaTel:

MediaTel Homepage

Entry point to MediaTel. Users log on to gain access/navigate to various sections of the system/see links to the latest research, news, event updates that are on the system.

Online

Comprehensive traffic data for over 10,000 sites. Users run reports to find out traffic data and contact details for websites, as well as see trends of internet usage, demographic breakdowns and advertising revenue over time.

Radio

RAJAR and radio station information for all BBC and commercial radio stations. Users run reports to look at the latest RAJAR data, understand audience trends and radio ownership structures. All local radio station TSA's can be mapped in the regional database.

Press

A complete guide to UK print media. Users run comparison and trend reports for national, regional, business and consumer publications. Advertising is served to users whilst they define the parameters of their reports. Users can also map regional newspapers in the regional section of MediaTel.

Regional

Reporting and mapping regional media. Users define a geographical area and run reports to discern the available media, as well as the socio-economic makeup of the population. Users can also create maps to visualize the reports.

Television

A database of BARB viewing, revenue and sponsorship data. Users run reports to understand viewing trends by channel and by programme. Users have access to commercial impact data, revenue figures, universes and estimated CPT. Users can also find out recent and historic information on television and sports sponsorship.

Phone 020 7420 3252

Email sales@mediatelgroup.co.uk

Summary of Advertising Areas

Cinema

Details on national and regional admission figures, audience profiles, rates and packages plus box office figures and revenue.

Mobile

Top sites, demographics, breakdowns and mobile phone activities alongside case studies and industry reports.

Newsline

The only open access section of the MediaTel site, Newsline provides daily media news stories enhanced with audience figures from MediaTel, with emphasis on media-specific data releases. In addition there are regular columns from industry commentators, special reports and in-depth analysis.

Media Trends

Media trends, consumer behaviour and expenditure data. Users can run reports to look at trends, consumer behaviour and expenditure by media sector/advertiser over time.

Out of Home

Details of contractors, advertising packages, contact information, rates and sector revenue and expenditure data. Users can run reports to analyse trends over time in Out of Home. POSTAR registered outdoor sites can also be mapped in the regional database.

Media Directory

A directory of 10,000 contacts across 14,500 media channels. agencies and research companies.