
Other Advertising Options



Sponsorship

Within the publication there are a select number of sponsorship opportunities, which are attractive options for companies who wish to complement a particular marketing campaign or to gain brand awareness. These include Your Views, TechTalk, Wordsearch, People on the Move, Business Matters, What's New and the Polybag and can be booked for a minimum of five editions. Please enquire about rates and availability.

Inserts

Whether your preference is for loose or bound inserts, we can provide you with a quotation based on weight and quantity, either for the full circulation, specific job titles or geographical areas.

Direct Mail

This can be organised through our independent mailing house and a quotation can be provided based on the level of fulfilment required. For example, the price will vary if you require, mail merging onto company letterheads; envelopes; a number of inserts; folding of inserts; a demographic or geographic split of the circulation etc. Our mailing house will provide you with the most cost efficient method of postage.

E-Shots

Email marketing is an extremely effective way to support your print and advertising programme, whether you want to acquire new customers or maintain a relationship with existing ones. **PHAM News** currently has over 24,000 opted in email addresses on its database, giving you have the option of either providing the complete e-shot to our specification or alternatively, we can assist you with the layout and content. Following the mailing, you will be given full analytic results including opens, unique clicks, bounces etc. Rates and specification details are available on request.

Website Banners

To advertise on the phamnews.co.uk website and for information on sizes and rates, please visit the site, click on the 'Advertise' tab and when the page opens, the Online Advertising icon.

Newsletter

The fortnightly eNewsletter from **PHAM News**, provides advertisers with another opportunity to target a quality readership. To enquire about rates for graphic and text banners, please contact the sales staff.