

A group of business professionals are gathered around a table in a meeting. A man with a beard and glasses is pointing at a laptop screen, while others look on attentively. The background shows a whiteboard and office shelves.

Marketing Solutions

BusinessGreen

Why BusinessGreen?



3 Million

Annual page views



Over 50%

Board-level readership



Up to 20k

SOLUS Audience



**Top Tier
Government Links**



4000+

Followers



100k

Editorial Followers



3600

Followers

Our Audience

Geography

Mainly UK-based (30,000+)

USA & Canada: 5,000

Europe: 7,000

Seniority

Over 50% Board-level and above

Industry

All economic sectors.

As we focus on cross-sector topics our audience is highly diverse.

Our highest audience industries are:

Energy

Policy

Finance

BusinessGreen

Past Clients Include...



Schroders



nationalgrid

WE MEAN
BUSINESS
COALITION

McKinsey
& Company

Display Advertising

Display Ads run along the BusinessGreen website, often the first thing our readers see when landing on our homepage.

Adverts can be targeted against certain topics and themes such as policy, plastic, finance and retail. We provide click through rates and reports post-campaign.

With an average of 250k unique visitors per month your adverts receive exposure to a majority Board-level audience tasked with making high level decisions.

CPM Rates

MPU: £50 HPU: £60

Leaderboard / Billboard: £100 CPM

Sidebars (wallpaper): £120 CPM

Homepage Takeover: On Quotation

BusinessGreen

Content Syndication

Content syndication is the best way to generate commercial interest in your products or services.

We take your content (reports, long-read articles, webinars or videos) and we promote it to our audience via email, obtaining contact information for them to access it.

After we gain their information (compliant with GDPR) we check this through multiple tools to ensure it is correct before passing this on at your chosen frequency (weekly, daily, fortnightly).

This campaign is managed by our customer success team.

This service starts at £50 per lead.

Email Marketing

SOLUS Emails

£2,500

The #1 method for getting your message in front of the right people.

We send your .html email to an audience of up to 20k readers with full reporting.

This form of marketing is perfect for 3rd party events, announcements, calls to action (challenges, application programmes) and for multimedia content marketing.

Newsletter Sponsorship

From £500 per day

Newsletters run daily and reach over 15k audience members who are opted-in.

With direct display adverts able to be added to the newsletter, this is the chance to get your brand in front of our audience at the times when our audience are most engaged.

Your advert will be the only one on our newsletter, giving you exclusivity over that space

Article Placement

The Engage Programme From £7,500

We take your thought leadership content, publish it alongside our editorial stories & promote it to our full audience with targeted marketing tools.

Through this platform you can reach a portion of our 250k monthly page views and typically receive between 500 - 2500 page views per article.

Engage Tier 1 (3 articles): 1,500 guaranteed views

Engage Tier 2 (6 articles): 3,000 guaranteed views

Engage Tier 3 (9 articles): 4,500 guaranteed views

Single Articles

£3,000 per article

Individual articles are able to be run through BusinessGreen providing access to our audience, however these do not include a guaranteed view count.

These articles are hosted on the homepage of BusinessGreen for a minimum of 1 week.

Topic Ownership

Content Hub

From £10,000 per month

Frame your marketing campaign within a dedicated content hub, listed along the top of our website.

With past topics including the UN SDG's, Paris Climate Agreement & Net Zero, you can choose a narrative you wish to be seen as the leading voice within.

All content relating to your chosen topic is placed into the hub as well as being hosted within and promoted on the main BusinessGreen page, with full customised design.

Included in the hubs can be:

- Webinars
- Bespoke Reports
- Native Advertising
- Display Ads
- Video Content and Event Videos
- Podcast Content

Content Hub Branding

Fixed Article on the homepage



Custom branding & design for the hub for 2020



Promotion of the hub



BusinessGreen

Bespoke Reports

From £10,000

- 100+ leads provided from those who download the report
- Collaboration with BusinessGreen on the topic, content and focus of the report
- Can be used alongside roundtables, webinars, events
- Co-branded, adding our editorial reputation to the content
- joint IP of the report
- Option to launch the report at one of our events at an added cost
- Hosted on BusinessGreen and promoted for 2 weeks minimum
- Display advertising surrounding the report page
- Option to pull report content into a series of articles to increase audience

View our recent report:



GREENHOUSE

BusinessGreen

Webinars

From £14,000

- 150+ leads provided from those who register for the webinar
- Collaboration with BusinessGreen on the topic, content and focus of the webinar
- Up to 3 panellists including your representative
- Can use a report or native advertising to build the profile of the webinar
- Co-branded with an editorial representative of BG
- Create once, publish everywhere with joint IP
- Direct audience engagement via Q&A
- 12 Week delegate sourcing campaign
- Display advertising surrounding the webinar page

Past Clients:



BusinessGreen

Video Content

From £5,000 per video

- Videos up to 30 minutes produced with BusinessGreen and hosted on our site
- Social media promotion including 2 x social media posts per video minimum
- Collaboration with BusinessGreen on the topic, content and focus of the video
- Can use videos to add case studies to content already produced such as reports
- Co-branded with an editorial representative of BG
- Create once, publish everywhere with joint IP
- Option for us to produce social media cuts of the video of up to 3 x 3-minute snippets
- Promotion of the video for 4 weeks on BusinessGreen
- Display advertising surrounding the video

Past Clients:



Department for
Business, Energy
& Industrial Strategy

BusinessGreen

BusinessGreen Events

BusinessGreen is the leading green events organiser in the UK, with 360 coverage of the Net Zero challenge and sector-specific knowledge allowing us to deep dive on any issue.

Events are a great addition to content campaigns to provide context to your messaging and connect with up to 3000 delegates.

Our events have an average of 40% board-level and above, allowing you to access a senior audience and can be created on a bespoke basis such as roundtables or bespoke summit events, giving you topic and total event ownership from a sponsorship perspective, tailored to your message.

- **Net Zero Invest (300+ delegates) – March 2021**
- **Net Zero Nature (300+ delegates) – Q2 2021**
- **Leaders Awards – TBD**
- **Net Zero Innovate (300+ delegates) – Q3 2021**
- **Net Zero Festival (2000+ delegates) – September 2021**
- **Net Zero Culture (300+ delegates) – Q4 2021**



Bespoke Events

Roundtables: From £18,000

Summit Events: From £25,000

Bespoke events allow you to create a tailored message, cover specific issues key to your proposition and customer base and to achieve complete ownership over the event as the sole commercial partner.

We have vast experience gathering C-suite and board-level individuals around client messages whether through a 12 person roundtable or 250 person summit.

All of these activities can be held virtually, and going into 2021 the opportunity may arise to return to physical events. We have delivered consistent results to clients through virtual events and have been an industry leader during the pandemic, supporting multiple marketing strategies through bespoke activity.



Partnership Enquiries:



Sam Richards

E: Sam.Richards@incisivemedia.com

T: +44 (0)20 7484 9711

M: +44 (0)7768 532 249

New London House,
172 Drury Lane, London, WC2B 5QR