



# We make business sustainability a reality.

### We're relevant, discoverable, trusted

In three years we've published **2000 pages of specialist content**, all referenced by Internet Search Engines, **all discoverable, all searchable, all available, to a global audience 24/7.**

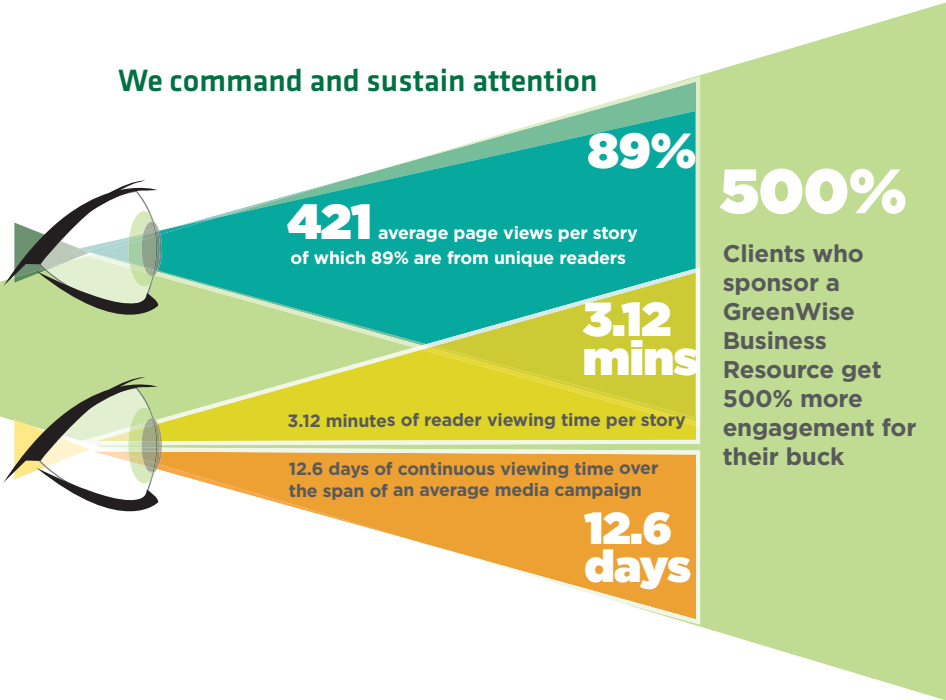
That's the equivalent of 65 magazines or 6 box files. Except it's not "old" archive material, it's live, permanently connecting with audiences.

**25,000 unique readers per month consult our pages.**  
That's **1,250 unique readers a day.**

### We command authority

What we write is more credible than the stuff companies write about themselves. It's more factual, more reputable, more authoritative and more trustworthy.

### We command and sustain attention



**1,250**  
UNIQUE READERS  
A DAY

**25,000**  
UNIQUE READERS  
PER MONTH

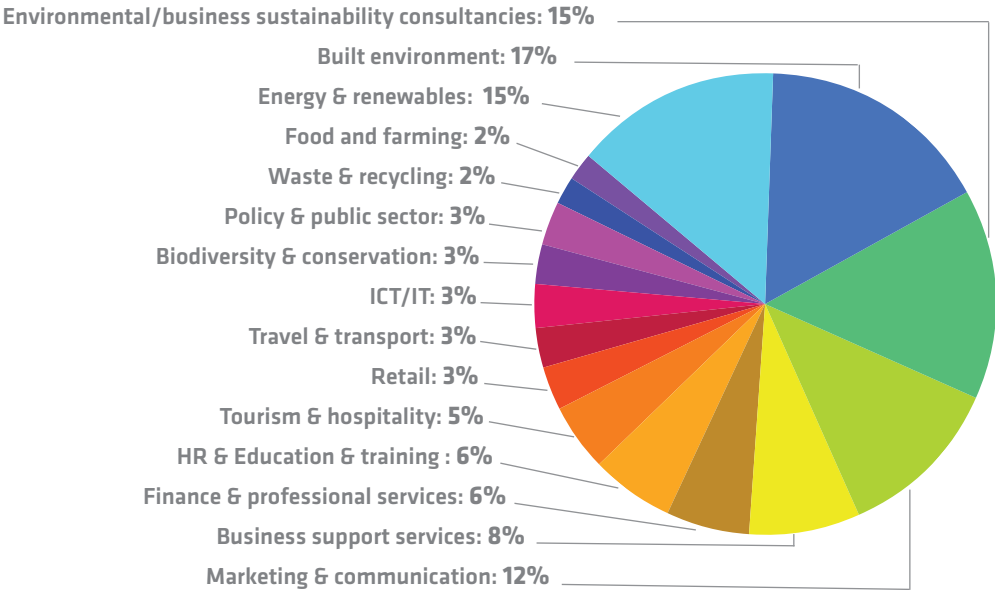
- Green Manufacturing Practices
- Green Retail Practices
- Green Energy Supplies
- Green Transport Solutions
- Green Financial Services
- GreenTech Innovation
- Green Legislation
- Green Energy

**OUR MOST POPULAR TOPICS**

# Who we speak to

Our readers are from diversified business sectors.  
Most are decision makers.

Total users by sector

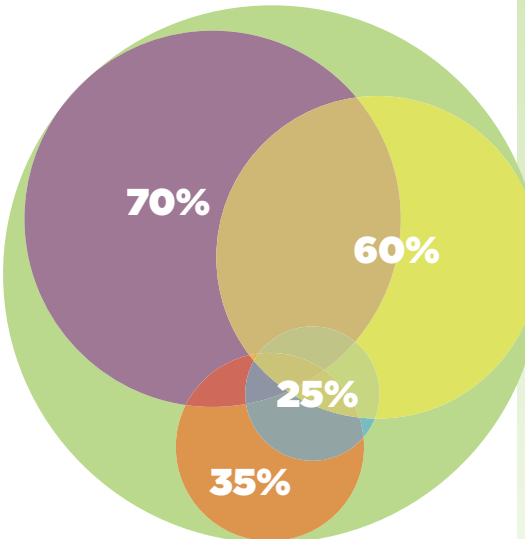


**17%**  
BUILT ENVIRONMENT

**15%**  
ENERGY & RENEWABLES

**15%**  
ENVIRONMENTAL/  
BUSINESS SUSTAINABILITY CONSULTANCIES

- Total subscriber profile
- Management/decision makers
- SMEs
- Board level
- Business owners



**70%**  
MANAGEMENT DECISION MAKERS

**60%**  
SMEs

# Why being online is crucial

**82% of business decision-makers spend an average one hour a day combing specialist websites\*.**

\*Association of Online Publishers 2005

**Advertising on specialist content sites works**  
**It's on specialist content portals such as GreenWise that reader engagement and advertising responsiveness is strongest with readers almost twice as likely to trust advertising\* than on a non-specialist sites?**

\*Association of Online Publishers / GfK 2010

## We are growing

Our pages continue to attract more unique visitors, topping **25,000 a month equal to 1,250 unique visitors a day.**

Our page views are climbing too, topping **50,000 page impressions and 150,000 ad impressions a month.**

Our eNewsletter mails to more than **4000 subscribers** every week with around **200 new subscribers joining each month.**

## We don't just broadcast – we interact

On our own platforms we inspire and reward deeper engagement through blog posts and discussions and we extend our **social media marketing to LinkedIn Groups and Twitter.** These touch points allow us to reach a further **130,000 sustainability professionals.**

**Our performance outstrips industry averages**  
**Our 27% open rate and 38% click-through rate are both well above the industry average\*** \* Independent Email Source - average open rates for email are 11%

**150,000**  
AD IMPRESSIONS

**50,000**  
PAGE IMPRESSIONS

**4,000+**  
NEWSLETTER SUBSCRIBERS

## The services we offer

We offer our clients integrated marketing communications services that help them target and reach the **growing community of sustainable professionals with stronger, stickier messages.**



# Commercial opportunities

## ADVERTISING Run of site (ROS) Advertising

- A LEADERBOARD**  
728x90px  
£40 cpm
- B SKYSCRAPER**  
120x600px  
£34 cpm
- C MPU**  
300x250px  
£48 cpm



## WISE UP GUIDE Sponsorship

- D Expert contribution + logo + website link**  
£2000 pcm



## WISE WORDS Sponsorship

- E Easily digestible key information about sustainable business and green issues - £1600 pcm (up to four Wise Words)**

## NEWSLETTER Solus sponsorship & advertising

**Solus sponsorship**  
468x60px header and bottom  
PLUS  
120x600px skyscraper  
£1400 per week

**Advertising**  
468x60px - £700  
120x600px - £500  
120x120px button - £300



# GreenWire

**Paid for content, including press releases, case studies, company profiles, campaigns**  
**Rates:**

## BASIC

Position on relevant GreenWire sector homepage, plus indefinite listing in the GreenWise archive.

*Posting guaranteed within five days of submission.*

**1 PR : £95**  
**Package of 3: £260**

## STANDARD

Posting includes image and website link and position on relevant GreenWire sector homepage and indefinite listing in the GreenWise archive.

*Posting guaranteed within four days of submission.*

**1 PR : £135**  
**Package of 3: £365**

## PREMIUM

Posting includes image and website link and position on GreenWire homepage, plus, presence on the GreenWise Weekly e-newsletter and indefinite listing in the GreenWise archive.

*Posting guaranteed within three days of submission.*

**1 PR : £180**  
**Package of 3: £515**

## PLATINUM

Posting includes image and website link and high-profile guaranteed 'top half' position on GreenWise homepage, position on relevant GreenWire sector homepage, plus presence on GreenWise Weekly e-newsletter and indefinite listing in the archive.

*Posting guaranteed on day of submission.*

**1 PR : £135 per day (minimum 3 days)**

## CASE STUDIES & COMPANY PROFILES

**£350 per 1,000 words**

## Video

Over the last few years, online media has seen eight consecutive quarters of video stream growth\* (Brightcove report). Audience engagement levels across the board have increased as have completion rates with shorter, harder-working videos being watched from start to finish.

Working in collaboration with creative agency Dri Riser, a major supplier to Universal Music and a variety of international entertainment media producers, GreenWiseTV can create information-rich content that engages it's audience. It can take a project from initial brief, through full video production and post-production processes to produce high quality video.

GreenWiseTV uses social media video hubs to maximise content reach and accessibility.

*Each video project is costed accordingly.*



## Helping clients connect with audiences via their own content hubs

GreenWise provides content curation and marketing services to clients who require specialist, well-authored content to develop their own authority online.

Our help with content marketing positions our clients as industry leaders, directing potential customers to seek them out as the first point of contact and a key source of information.

### KEY BENEFITS

**Our content marketing solutions help**

**Build thought leadership**

**Improve Search Engine Optimisation (SEO)**

- Increase the quality of website traffic
- Increase visibility through organic search
- Elevate brand recognition

**Build qualified leads**

- Attract qualified prospects
- Start and maintain online conversations
- Keep prospects engaged in the sales cycle

**O**ur content marketing approach provides clients with deep knowledge into their industry. Our core strength is our ability to bring together deep sector knowledge, strategic planning, creative idea generation and specialist editorial skills and affordable digital marketing to shape conversations.

Our belief is that you cannot communicate in this area without in-depth sector understanding. Our team is led by Louise Fewell who has +20 years' editorial and communications experience. If you would like to speak to Louise or one of the team then please get in touch.

### What we do

**Issue identification and analysis – we identify the main communications issues and recommend approaches to dealing with them.**

**Digital marketing and social media communications consultancy – our expertise is mapping and monitoring the online sustainability conversations and positioning campaign message across digital and social media to reach out and tell your story to the people who care most about your brand.**

## Don't take our word for it

Our clients past and present have all tapped into our reach and benefited from our editorial and marketing expertise.

### Speak to our clients



SONY

JAGUAR



Lloyds TSB

MOORE STEPHENS  
CHARTERED ACCOUNTANTS



SIEMENS





The Bottom Line For Business

For more information about our approach  
and to discuss your communications needs,  
please call:

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**t: 07889 462 319**



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