

An aerial night photograph of London, featuring the Tower Bridge in the foreground and The Shard on the right. The city lights are reflected in the water of the River Thames.

# Propertynotify®

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## Media Overview

Leading UK Property Sector Publisher  
& Media Brand

## Why Choose Us?

**Property Notify®** was established by a **group of seasoned property industry figures** as a **free to access news platform** that aims to celebrate and support the **UK Property Sector**.

Whenever possible **our team of experienced writers** publish **positive news about the industry** alongside **daily news articles, information, government policy changes, updates** and **features from prominent UK Property Industry Experts**.

We have a **thriving audience** of **Landlords, Investors, Estate Agents, High-net-worth Individuals** and **UK Property Professionals**.

As we've grown our **team has expanded** and **diversified** and we've had the pleasure to **assist, engage** and **collaborate** with **100's of businesses** operating within the **UK property sector**.

**Each month** we welcome almost **60,000 visitors** to the **Property Notify® website**, **97%** of which are **UK based users**.

And **each week** our **free newsletter** is **read by over 20,000 subscribers** within the first **24 hours** of sending... *that's the capacity of The O2 Arena in London!*

### Website Stats & Visitor Information

**673,385**

Visits per-  
annum

**1M+**

Page views  
per-annum

**57,000**

Average visits  
per-month

**97%**

UK based  
audience

### Email Stats & Database Information

**50,000+**

Email  
subscribers

**8,000+**

Average opens  
per-email

**1,500+**

Average  
CTR

**20,000**

Avg. newsletter  
reads

**Our Economics Columnist, David Smith**, has been **Economics Editor of The Sunday Times** since 1989. He is also chief leader-writer, assistant editor and policy adviser.

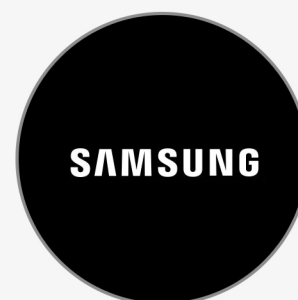
David is the author of several books, including *Free Lunch: Easily Digestible Economics*; and *Something Will Turn Up: Britain's Economy Past, Present and Future*.

He is a visiting professor at Cardiff and Nottingham Universities and has won a number of awards including the Harold Wincott **Senior Financial Journalist of the Year Award**, the 2013 **Economics Commentator of the Year Award** and the 2014 **Business Journalist of the Year Award** in the London Press Awards.



**Renowned and Award Winning Economics Columnist**

Our thriving audience of **Landlords, Investors, Estate Agents and UK Property Professionals** grows daily through our huge audience reach through partnerships with notable news aggregators such as **Google News & Upday** via **Axel Springer** and **Samsung**.



**Notable News Aggregator Partnerships**



Our podcast, **Talk Property with Ian Collins** is the **leading UK property sector podcast**.

**Hosted by Talk TV's Ian Collins**, a seasoned broadcaster and presenter who has previously presented shows on **LBC** and **Talk Sport**.

The podcast delivers **analysis** and **discussion** on **hot industry topics** and features **expert guest interviews** alongside general conversation and comment surrounding **topical news headlines**.

**Industry Leading Podcast**

We are proud to be a **recognised member** of **The Publishers Association**.

We **join an elite group** of some of the great publishing houses of the UK such as **Faber & Faber** and **HarperCollins**.

The organisation **spans 125 years** and **exists to champion publishing to the wider world** and support its members with **resources, information** and **government campaigning**.



**Recognised Publisher and Media Organisation**

We **take seriously** our overall **impact on the environment** and the world around us.

We're proud to have **implemented changes** that now see our **data centres powered by 100% renewable electricity** from sources like the **sun, wind** and **sea** and **our operations conducted** in an **ethical, sustainable** way.

Through these changes we now **offset 100% of the carbon footprint** of our **staff, business travel** and **operations** and in addition have **funded tree planting projects** in **UK** and **around the world**, so far **planting over 100 trees** and **offsetting over 6.16 tonnes** of CO2e.



**Carbon Neutral Company with Climate Positive Workforce**





Over the years our **content has been featured** and **comment used** by numerous **high profile institutions** and **mainstream media outlets** such as: **The Guardian, Yahoo News, District Councils** and **Local Government Associations**.



**Notable Media Coverage**

## Rate Card

Help your **business grow** by showcasing its services to an **engaged, rapidly growing, property focused audience** of **landlords, agents, high-net-worth individuals, investors** and more...

<div>  <p><b>PLATINUM</b> THE "SHARD" PACKAGE</p> </div>	<div>  <p><b>GOLD</b> THE "TOWER BRIDGE" PACKAGE</p> </div>	<div>  <p><b>SILVER</b> THE "No 10" PACKAGE</p> </div>	<div>  <p><b>BESPOKE</b> THE "EYE" PACKAGE</p> </div>
<p><b>For businesses looking to:</b> 'Soar high with full exposure to online, email &amp; editorial audiences'</p> <p>~</p> <p><b>10 x Solus Emails</b> Ten solus email sends on your chosen dates to over 50,000 property professionals.</p> <p>~</p> <p><b>Leader Display Banner</b> Run of Site (ROS) 12 Months</p> <p>~</p> <p><b>MPU Display Banner</b> Run of Site (ROS) 12 Months</p> <p>~</p> <p><b>Exclusive Newsletter Sponsorship</b> Exclusive MPU Display Banner in the Property Notify Newsletter sent to over 50,000 property professionals. 12 x Newsletter Editions</p> <p>~</p> <p><b>Feature Article Publication</b> Up to twelve Feature Articles published to Property Notify &amp; Google News etc. - Includes Author Credit &amp; Bio, plus social media coverage. 12 x Feature Articles</p> <p>~</p> <p><b>Newsletter Inclusion</b> Published Feature Articles will be included in the Property Notify Newsletter sent to over 50,000 property professionals.</p> <p>~</p> <p><b>Press Release Publication</b> Optional Press Release Publication, published to Property Notify &amp; Google News etc.</p>	<p><b>For businesses looking to:</b> 'Expand reach - coverage spanning both online &amp; email audiences'</p> <p>~</p> <p><b>5 x Solus Email</b> Five solus email sends on your chosen dates to over 50,000 property professionals.</p> <p>~</p> <p><b>Leader Display Banner</b> Run of Site (ROS) 6 Months</p> <p>~</p> <p><b>MPU Display Banner</b> Run of Site (ROS) 6 Months</p> <p>~</p> <p><b>Feature Article Publication</b> Up to six Feature Articles published to Property Notify &amp; Google News etc. - Includes Author Credit &amp; Bio, plus social media coverage. 6 x Feature Articles</p> <p>~</p> <p><b>Newsletter Inclusion</b> Published Feature Articles will be included in the Property Notify Newsletter sent to over 50,000 property professionals.</p> <p>~</p> <p><b>Press Release Publication</b> Optional Press Release Publication, published to Property Notify &amp; Google News etc.</p>	<p><b>For businesses looking to:</b> 'Improve exposure with a short but consistent visual presence'</p> <p>~</p> <p><b>2 x Solus Email</b> Two solus email sends on your chosen dates to over 50,000 property professionals.</p> <p>~</p> <p><b>Leader Display Banner</b> Run of Site (ROS) 3 Months</p> <p>~</p> <p><b>MPU Display Banner</b> Run of Site (ROS) 3 Months</p> <p>~</p> <p><b>Feature Article Publication</b> Up to two Feature Articles published to Property Notify &amp; Google News etc. - Includes Author Credit &amp; Bio, plus social media coverage. 2 x Feature Articles</p> <p>~</p> <p><b>Newsletter Inclusion</b> Published Feature Articles will be included in the Property Notify Newsletter sent to over 50,000 property professionals.</p> <p>~</p> <p><b>Press Release Publication</b> Optional Press Release Publication, published to Property Notify &amp; Google News etc.</p>	<p><b>For businesses looking to:</b> 'Sample the opportunities we offer'</p> <p>- build a bespoke package that works for your business.</p> <p>~</p> <p><b>Solus Email / £795+VAT</b> Solus email sent to over 50,000 property professionals. 1 x Solus Email (20% Discount when booking 2+)</p> <p>~</p> <p><b>Newsletter Sponsorship / £195+VAT</b> Exclusive MPU Display Banner in the Property Notify Newsletter sent to over 50,000 property professionals. 1 x Newsletter Edition</p> <p>~</p> <p><b>Leader Display Banner / £150+VAT</b> Run of Site (ROS) 1 Month</p> <p>~</p> <p><b>MPU Display Banner / £125+VAT</b> Run of Site (ROS) 1 Month</p> <p>~</p> <p><b>Feature Article Publication / £100+VAT</b> Published to Property Notify, Google News etc. - Includes Author Credit &amp; Bio, plus social media coverage.</p> <p>~</p> <p><b>Press Release Publication / £50</b> Press Release Publication, published to Property Notify &amp; Google News etc.</p>
<p><b>£6,995+VAT</b> 12 month package</p>	<p><b>£3,995+VAT</b> 6 month package</p>	<p><b>£1,995+VAT</b> 3 month package</p>	

## Option One (£1,200<sup>+VAT</sup>)



### 15 Second Pre-Roll Advertisement

**1 x Episode at Beginning of Episode**

*Ian Collins will Read your Pre-Prepared Company Advertisement*



### 15 Second Post-Roll Advertisement

**1 x Episode at End of Episode**

*Ian Collins will Read your Pre-Prepared Company Advertisement*

## Option Two (£1,900<sup>+VAT</sup>)



### 15 Second Pre-Roll Audio Advertisement

**1 x Episode at Beginning of Episode**

*Bespoke Audio Advertisement - Professionally Recorded & Produced by Ian Collins*



### 15 Second Post-Roll Audio Advertisement

**1 x Episode at End of Episode**

*Bespoke Audio Advertisement - Professionally Recorded & Produced by Ian Collins*

## Key Stats



**Average Listens Per Episode: 2000+**

*Website + Streaming Platforms: Apple, Spotify, Google, Amazon etc...*



**Average Promo Banner Impressions: 75,000+**

*Per-Month - Displayed Site-wide Across Property Notify®*



**Average Opens Per Promo Email: 19,500+**

*Prominantly Featuring Sponsor Logo.  
Sent to 100,000+ Property Professionals*



### Audience Demographics

*Approx. Based on Audience Email + Display Banner Interaction*  
**65% Landlords / Property Investors,**  
**35% Property Professionals / Estate Agents,**  
**Location / Geographical Information**  
**29.64% of Listeners are in London + South East of UK**







**Propertynotify®**

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