

A woman with long brown hair, wearing a grey blazer, is smiling and shaking hands with a man whose arm is visible from the right. They are sitting at a white table with a laptop and a teal mug. The background is a blurred office space with a window showing a building outside.

# Advertising rate card

**Know your audience...**  
and get the very best performance.



**80%**  
of visitors are  
decision makers

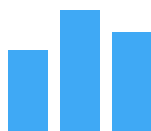
The **highest**  
advertiser to visitor  
ratio of any B2B  
platform in the UK



**Statistically  
-based**  
performance  
monitoring

## Circulation

Viewed by more visitors per advertiser than any other Business-to-Business digital media platform in the UK, Businessmagnet boasts superb user profiles and a very high level of visitors – an excellent combination that lays the perfect foundation for the b2b advertiser.



Over **1.6** million  
impressions per month\*

Businessmagnet recognise that a large audience does not always lead to success, equally important is that of visitor quality.

Our statistics demonstrate that Businessmagnet is a very viable way to promote your products and services to the UK's business to business buyers.

# Display advertising rates

## 2025

### Adverts

	Monthly*	Annual*
<u>Basic Listing</u> .....	<b>£49</b>	<b>£495</b>
<u>Advanced Profile</u> .....	<b>£67</b>	<b>£670</b>
<u>Premium Advert</u> .....	<b>£83</b>	<b>£830</b>

### Add-ons

<u>Specialist Spot</u> .....	<b>£39</b>	<b>£390</b>
<u>Product Spotlight</u> .....	<b>£55</b>	<b>£550</b>
<u>Featured Supplier</u> .....	<b>£65</b>	<b>£650</b>
<u>Magnet Link</u> .....	<b>£69</b>	<b>£690</b>

### Hub Page Placements

<u>Hex Banner</u> .....	<b>£295</b>	<b>£2950</b>
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### Sponsorship Locations

Contact Us Page .....	<b>£3,500</b>
Login Page .....	<b>£5,000</b>
Register Page .....	<b>£5,000</b>
Homepage - Featured Business.....	<b>£6,000</b>
Homepage - Mini Banner .....	<b>£7,500</b>
Homepage - Above the Fold .....	<b>£20,000</b>
Sitewide Footer Banner.....	<b>£50,000</b>

# Basic LISTING

£49\* / month

\*All quoted prices are subject to VAT at the current rate of 20%



## 50 Priority Positions

50 priority positions on your chosen product pages



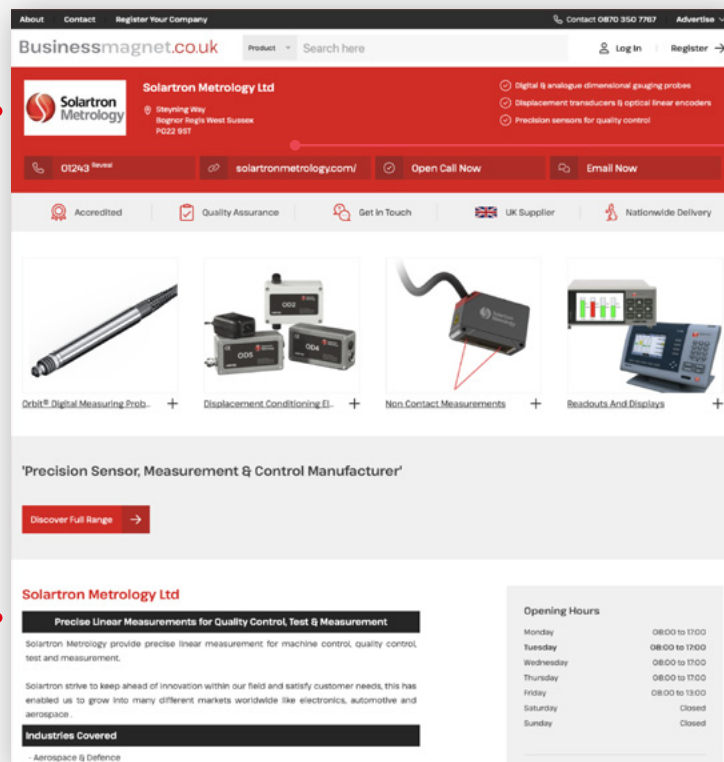
## Logo

Brand awareness is key



## Company Description

250 words to describe your business



## Website Hyperlink

Prominent link to your website



## Image Gallery

Present 5 product images to engage visitors



## Description

The Basic Listing offers additional features over a Free Profile with guaranteed promotion above all free entries. Basic Listings offer the chance for smaller businesses or those on a restricted budget to compete on the UK's most popular B2B media platform without breaking the bank. Along with the features above, your company will benefit from additional features and functions deployed via our latest architecture.

## Deployment & management



Account  
Managed



HTTP/2  
SSL

## Optional add-ons



Featured  
Business



Specialist  
Supplier

Businessmagnet.co.uk



Rated Excellent on Trustpilot



# Advanced PROFILE

£67\* / month

\*All quoted prices are subject to VAT at the current rate of 20%



## 250 Priority Positions

250 priority positions on your chosen product pages



## Logo

Brand awareness is key



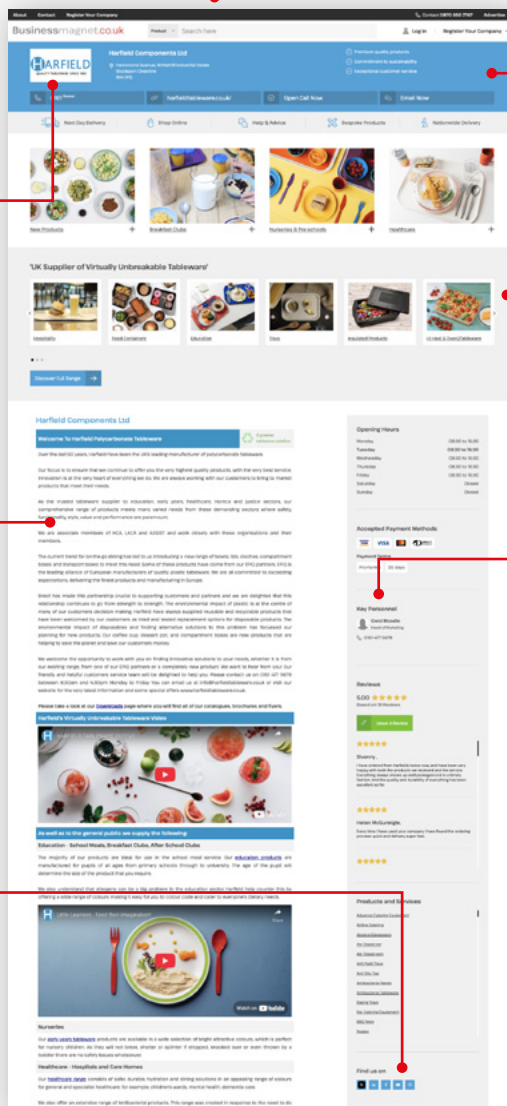
## Company Description

500 words to describe your business



## Social Media Links

Social Linking is a key element to today's communication, marketing and networking



## Brand Match

Your corporate brand colours emulated



## Image Gallery

Present 10 product images to engage visitors



## Show Key Contacts

Display details for key personnel, creating a personal touch and further point of communication



## Description

Advanced Profiles provide further functionality and prominence over Basic Listings through more product categories and greater brand recognition. Advanced Profiles offer more room to showcase products and bulk out your page with reviews, key contacts and important links to your social pages. The Advanced Profile can be later modified to an optimised advert with further search engine rich features. Deployed via our latest architecture for the best stability.

## Deployment & management



Account  
Managed



HTTP/2  
SSL



Copy  
Written



Brand  
Match



Featured  
Business



Specialist  
Supplier



Magnet  
Links

Businessmagnet.co.uk



Rated Excellent on Trustpilot

# Premium ADVERT

£83\* / month

\*All quoted prices are subject to VAT at the current rate of 20%



## 500 Priority Positions

500 priority positions on your chosen product pages



## Logo

Brand awareness is key



## Copy Written Description

Up to 1000 words of professionally written copy to describe your business



## Social Media Links

Social Linking is a key element to today's communication, marketing and networking



## Specialist Position

Market-leading position for your chosen key phrase above other advertisers



## Brand Match

Your corporate brand colours emulated



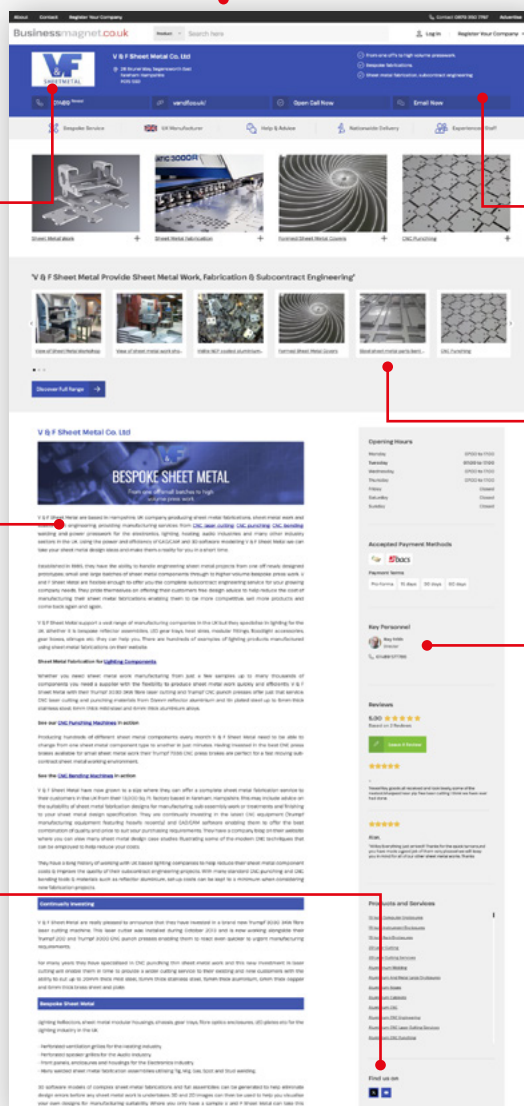
## Image Gallery

Present 20 product images to engage visitors



## Show Key Contacts

Display details for key personnel, creating a personal touch and further point of communication



## Description

Premium Adverts are a seriously powerful marketing tool for any company. Promotion is drastically increased over Advanced or Basic packages with up to 500 product page positions. Further time is taken by the team to propel your company to a market leader using the included specialist position, post conformity checks through Google™ Lighthouse together with a professional copywritten description. The Premium Advert is deployed via our latest architecture for maximum stability and loading speed. Images are losslessly compressed by the design team further improving loading performance.

## Deployment & management



Account  
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HTTP/2  
SSL



Copy  
Written



Brand  
Match



Google™  
Lighthouse  
Post Checks



Featured  
Business



Specialist  
Supplier



Magnet  
Links

## Optional add-ons

Businessmagnet.co.uk



Rated Excellent on Trustpilot

# Add-ons FEATURED SUPPLIER

£65\* / month

\*All quoted prices are subject to VAT at the current rate of 20%



## 100% Exclusivity

Only one Featured Supplier is displayed per page



## Default Enquiry Inclusion

Always included within 'Create Enquiry' requests



## Always Visible

Navigating through further pages of results will always display your featured position



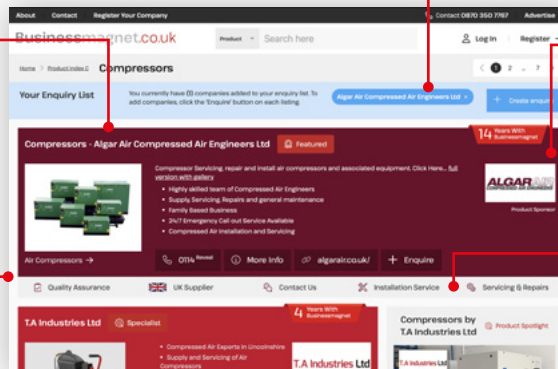
## No1 Position

Guaranteed no1 above all competitors for your chosen key phrase



## Full Width

Prominent full width responsive display of your details



## Brand Match

Colours themed to match your corporate identity



## Company Highlights

In keeping with your advert, we will display your important attributes in a brand matched ribbon

## Description

Featured Suppliers are a great way to really push a product or service that is especially important to your company. Unlike our standard priority positioning, Featured Supplier spots propel you right to the very top for your chosen key term. You no longer need to compete at every level to promote what is important to you with a Featured Supplier.

# Add-ons SPECIALIST SPOT

£39\* / month

\*All quoted prices are subject to VAT at the current rate of 20%



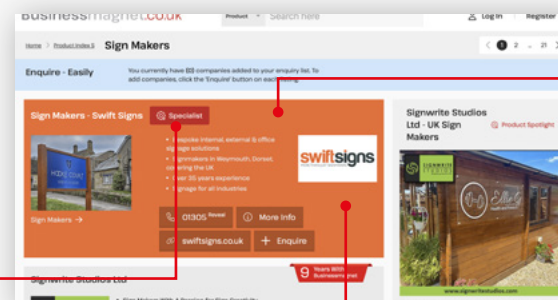
## No2 Position

Only 2nd to a Featured supplier. (No1 if a Featured Supplier is not present)



## Specialist Recognition

Customer confidence is increased with our specialist label. This shows your commitment and knowledge within this sector.



## 100% Exclusivity

Only one Specialist Supplier is displayed per page



## Brand Match

Colours themed to match your corporate identity

## Description

Specialist Suppliers are a lower cost alternative to a Featured Supplier and are especially useful if the Featured Supplier position for your chosen key phrase is already occupied. When a product or service is particularly important to your company, a Specialist Supplier can be used to gain a great boost in prominence without having to compete for priority across all product pages at a greater expense.

# Add-ons PRODUCT SPOTLIGHT

£55\* / month

\*All quoted prices are subject to VAT at the current rate of 20%



## Relevant placement

Featured on your chosen page relevant to your products



## Descriptive text

Accompanying Informative text strengthens the ad



## Call to Action

Prominent buttons direct potential customers to more information



## Prominent display position

Large one third width design above the fold



## Five frame revolving display

Up to five images can be included in a simple revolving gif format



## Topical flow

Outbound linking relevant to the source page



## Full Design

Designed in house to your satisfaction

## Description

Product spotlights are positioned prominently on the right of product pages. They are highly eye catching and feature a compilation of your products or services in an image rich form. Placed on a relevant product page of your choice they provide topical flow and an unmissable visual next to other companies in your sector.

# Ultimate HEX BANNER POSITIONS

£295\* / month

\*All quoted prices are subject to VAT at the current rate of 20%



## 1-Click

Hex banners sit on Hub pages just a single click away from our influential homepage



## Limited Availability

Hex banners have limited availability due to demand. Check with us for opportunities in your industry sector



## Brand

Hex banners feature your brand prominently above the fold



## Do Follow Anchor Link

One of our limited links with full follow rights and accompanying topical flow



## Lifetime Ownership

You will be granted first refusal at each advertisement period to ensure uninterrupted power



## Human Touch

Hex banners sit on highly relevant human made hub pages



## Unrivalled Link Strength

High domain rating + highly relevant. A powerful and rare opportunity

## Description

With over 21 years experience in SEO and online marketing strategies, we have developed a powerful tool that harnesses the strength of our hugely successful platform. Imagine a website with half a million pages, and of those, only a select few have been permitted 'dofollow' rights – and to cap it off, the resource has been matched to your industry – **now that's power.**



# Add-ons MAGNET LINKS<sup>†</sup> £69\* / month

\*All quoted prices are subject to VAT at the current rate of 20%



## Content Rich

Premium Adverts or Advanced Profiles provide the base for a content rich experience



## 60+ years combined experience

A team effort including professional copywriters, optimisers and designers develop your solution



## Large volume targeted display

Magnet Links are displayed a minimum of 25,000 times per month on related product pages



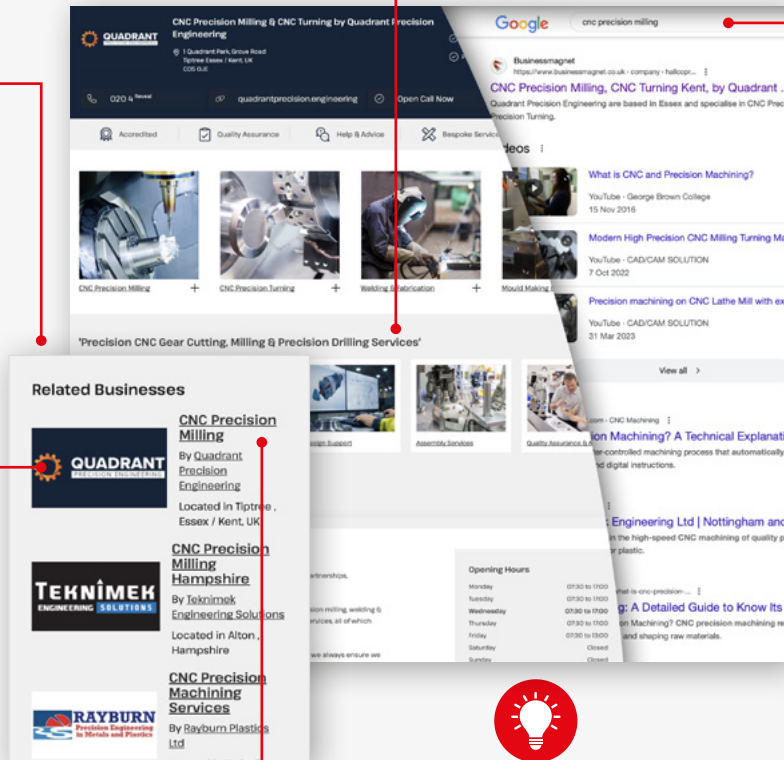
## Search Engine Prominence

Chosen key phrases are anticipated to rank far higher in the search engines



## Logo

Company branding prominently displayed



## Stringent Checks

Post checks for best practice, conformity and speed are undertaken including Google Lighthouse™ testing



## Flexibility

A flexible approach allows changes and improvements at any time to provide best performance



## Exclusivity

Guaranteed 100% exclusivity for your chosen key phrase



## Description

Magnet Links radically change your advertising package by greatly increasing your exposure across the Businessmagnet platform. A multi-disciplined team approach is taken to work on optimisation, relevant copy and best practice deployment of your combined solution. We work hard to achieve organic search coverage where possible without the restrictions of cost per click budget restraints. Your chosen magnet links are anticipated to drive organic searches direct to your advert.

## Deployment & management



Account  
Managed



HTTP/2  
SSL



Copy  
Written



Brand  
Match



Google™  
Lighthouse  
Post Checks



Optimisation



Team  
Expertise



Roll-out Home  
Page Link

Businessmagnet.co.uk

† Magnet links are used in conjunction with Advanced and Premium packages.



Rated Excellent on Trustpilot



**Get in touch. We love to listen.**

Our knowledgeable and friendly staff are ready to help.

to find out more about Businessmagnet, visit

**[www.businessmagnet.co.uk](http://www.businessmagnet.co.uk)**

to contact your dedicated account manager, call

**0870 350 7767**

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