



Media Pack

About Wales World Wide

Wales World Wide is an online business networking platform for Welsh businesses and those interested in doing business with Wales.

We draw both visitors and members by providing news, sector information and research that is relevant to those looking to develop international business links, as well as by giving businesses a platform to showcase their products and network with potential partners and like-minded people.

T 029 2054 5381

 ask@walesworldwide.org

 www.twitter.com/walesworldwide

www.walesworldwide.org

Raglan House | Malthouse Avenue | Cardiff Gate Business Park | Cardiff | CF23 8BA

Membership packages on Wales World Wide

Silver Membership benefits

£90 per year



Company profile in the Wales World Wide directory:

- Up to 200 words of text
- Two photographs
- Full contact information (address, website, phone number)
- Social media links
- Google location map
- 'Send enquiry' button to direct customers to email contact

Gold Membership benefits

£245 per year



Company profile in the Wales World Wide directory:

- Up to 200 words of company biography
- Two photographs
- Full contact information (address, website, phone number)
- Social media links
- Google location map
- 'Send enquiry' button to direct customers to email contact

Plus:

- **4 company announcements per year (press releases)**
- **1 banner ad placement on homepage (max. 1 week)**

Diamond Membership benefits

£695 per year



Company profile in the Wales World Wide directory:

- Up to 200 words of company biography
- Two photographs
- Full contact information (address, website, phone number)
- Social media links
- Google location map
- 'Send enquiry' button to direct customers to email contact

Plus:

- **Company YouTube video embedded into your directory profile**
- **8 company announcements per year (press releases)**
- **1 banner ad placement on home page (max. 1 week)**
- **1 ad placement on relevant sector page (max. 2 weeks)**
- **1 front page 'Spotlight On' feature (max. 1 week)**

Platinum Membership benefits

£1,750 per year



Company profile in the Wales World Wide directory:

- Up to 200 words of company biography
- Two photographs
- Full contact information (address, website, phone number)
- Social media links
- Google location map
- 'Send enquiry' button to direct customers to email contact

Plus:

- **Company YouTube video embedded into your directory profile**
- **Product profile – profile your latest products in your company profile (includes up to two changes per annum)**
- **12 company announcements per year (press releases)**
- **2 banner ad placements on home page (max. 2 weeks)**
- **3 ad placements on news page (max. 1 week)**
- **2 ad placements on relevant sector page (max. 2 weeks)**
- **2 front page 'Spotlight On' features (max. 1 week)**

Enhancing your presence on Wales World Wide

EDITORIAL

Company press releases – single	Press release placement under the announcement section (featured on the home page & in the weekly newsletter)	£45
Front page ‘Spotlight on’ feature	Will also be placed in News & Views section x 1 week and then archived and searchable.	£225

*Assumes all copy and images are provided by the customer, however, copywriting is available – price determined on brief

DIRECTORY

Directory entry	A company profile in the Wales World Wide directory includes: Up to 200 words of text Two photographs Full contact information (address, website, phone number) Social media links Send enquiry button Google location map	£90 per year
Additional benefits to a directory entry include:		
Company video	Embedded into your directory listing to enable visitors to watch your existing company video	£95 per year
Product profile in directory	200 words of text which allows you to promote specific products or services	£45 per year

*Assumes all copy and images are provided by the customer, however, copywriting is available – price determined on brief

VIDEO

Wales World Wide is a great platform for you to showcase an existing company video you have, or, should you not already have one, using our creative services, we can film, edit and produce a company video for you.

Company video	Filming, editing and production of a bespoke company video and hosting on Wales World Wide	Price subject to brief
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GENERAL ADVERTISING

TYPE	SIZE	WHERE	TIME	PRICE
Header Banner Left Hand Side	468 x 60	On all pages including home page	1 week	£195
Header Banner Right Hand Side	468 x 60	On all pages including home page	1 week	£195
Banner Ad – Bottom Left	468 x 60	Events Calendar, discussion and groups pages and sector pages	1 week	£105
Banner Ad – Bottom Right	468 x 60	Events Calendar, discussion and groups pages and sector pages	1 week	£105

GENERAL ADVERTISING (continued)

TYPE	SIZE	WHERE	TIME	PRICE
Side Bar Square	120 x 600	Throughout all individual news story pages, and on all spotlight on, research & events, export & invest and individual sector pages	1 week	£135
Side Bar Sky Scraper	630 x 300	Throughout all individual news story pages, and on all spotlight on, research & events, export & invest and individual sector pages	1 week	£115
Slider Ad Home Page	250 x 250	Home page	1 week	£145

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Many of the items listed here are also available as part of our membership packages, which provide cumulative cost savings. These packages are detailed above.

Wales World Wide stats

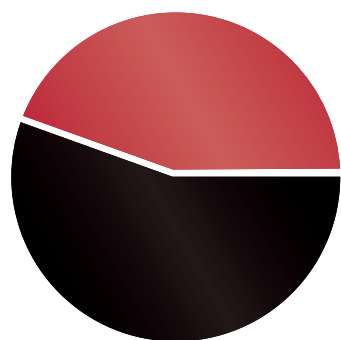
Wales World Wide has a global network of over 500 members and since launching in September 2012 we have connected with 114 countries.

Total unique users: 6,836

Total visits: 12,237

Total page views: 52,759

Weekly newsletter subscribers: 2,200



55.77% New Visitor
44.23% Returning Visitor

Top ten visitor locations:

1. United Kingdom
2. United States
3. India
4. Canada
5. Germany
6. China
7. Sweden
8. United Arab Emirates
9. France
10. Singapore

***Source: Google Analytics**

***All stats as of March 2013**

Wales World Wide (WWW) reserves the right to review prices and details at any time.

WWW reserves the right to edit or reject all of the above materials that is provided by customers if the content does not meet the criteria of our terms and conditions or does not meet the editorial standard required. ask@walesworldwide.org / 029 20545381