

YOUR INDUSTRY NEWS

Media Pack 2018

www.yourindustrynews.com
www.thecabledirectory.com
www.yourindustryprofile.com
www.projectsogp.com
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YOUR INDUSTRY NEWS

Your Industry News is a leading online provider of business news and information related to a broad range markets within the energy sector. Founded in 2004 by Interkab, YIN has been newly acquired by NewsBase, who have been serving the energy sector for over twenty years.

Your Industry News is made up of 42 targeted news channels, each with its own URL, that receive over one million page views every year. The sites contain millions of pages of press articles and features stored from its conception back in 2007, making it highly searchable and well ranked by search engines. If you search for “Oil and Gas News” in Google our website is currently ranked in the top 3 results We have well over:

17,000 newsletter subscribers

11,000 marketing subscribers

42,000 linked in followers



19,000 twitter followers



WHO IS USING YOUR INDUSTRY NEWS

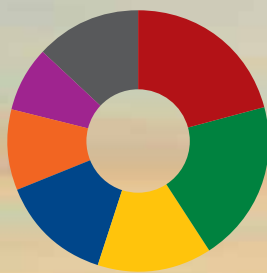
Top 10 Visiting Countries:

- | | |
|-----------|---------------|
| 1 UK | 6 Norway |
| 2 USA | 7 Australia |
| 3 India | 8 Singapore |
| 4 Germany | 9 Netherlands |
| 5 Canada | 10 France |

Top 10 Visiting Cities:

- | | |
|-------------|-----------------|
| 1 London | 6 Singapore |
| 2 Aberdeen | 7 Oslo |
| 3 Houston | 8 Paris |
| 4 Hyderabad | 9 Bengaluru |
| 5 New York | 10 Kuala Lumpur |

Job Title Demographic



- 21% Operations
- 20% Sales and Marketing
- 14% Engineering
- 14% Consultant
- 10% Technical
- 8% Business Development
- 13% Other

WHY CHOOSE YOUR INDUSTRY NEWS

With regards to digital advertising and marketing content is everything.

Our websites have been designed with our clients in mind, everything we do is immediately indexed in all the major search engines. Importantly our websites pass on their page rank when we link to you, meaning in a short time your products will become more visible in search engines. Furthermore our news is picked up daily in Google News and Google Alerts, massively increasing your reach to potential customers.

Our approach is special: we work with you as a partner. During your membership with us, we can help with the formatting and editing of news articles and will distribute them across the relevant platforms and channels. We are transparent, giving you access to our advert monitoring company and feeding back statistics directly from tools such as Google analytics and our mailing programme so you can see what is working for you.

In the last year alone our overall advert impressions were:

5,350,108

“It is always refreshing to work with those media partners who have a passion for what they do and an eagerness to serve their clients well and that is exactly what we found with Your Industry News. Our media campaigns with them always deliver great traffic to our websites and high quality enquiries from our potential customers. The Your Industry News Team is absolutely fantastic, always ready to help and advise the best way to promote your services.”

Julia Rotar,
Marketing Director,
SMi Group Ltd

WHAT WE OFFER

Member Profiles and Packages

Member's profiles offer an intelligent online advertising solution, supporting your corporate identity and brand awareness. Our solution enables you to set your own keywords and tags. Also, clients can feature their content, including interviews, case studies, press, white papers, videos, events, jobs, products and services.

The profiles are housed at yourindustryprofile.com and are featured on each relevant industry news website. This means that your company profile can be found through any news sections relevant to your business, thus providing brand exposure to more targeted audiences, increased traffic to your website, SEO and link building.

Newsletter Advertising

- We publish a weekly newsletter for Your Industry News – currently there are over 14,324 subscribers.
- Newsletter top 3 subscriber locations:
USA: 20.1% **UK: 15.2%** **India: 5%**
- We have banner advertising positions available at the top of the newsletter and also we can make your story one of the top featured articles – a combination which is an effective and impactful way to reach potential customers.

Website Advertising

On each website we have opportunities for:

- 250 x 250 box adverts
- 728 x 90 Leader Board Banner
- 250 x 200 Video Button Advert

Over the last year we have had **5,949,905** advert impressions.

Our top five most visited sites are:

Sector	Page views in the past year
OIL AND GAS	707,994
SUBSEA	127,499
YOUR INDUSTRY NEWS	118,558
RENEWABLE	90,090

PACKAGES

Bronze: £1,500

- Website Box Advert for three months in one sector of choice
- Newsletter Banner for one month
- Up to nine press releases over three months*

Silver: £2,500

- Website Box Advert for three months in two sectors of choice
- Company Profile Page
- Your Industry Newsletter Banner for one month
- Two Sponsored Articles in our newsletter
- Two Sponsored Articles in top position on relevant YIN sites
- Up to nine press releases over three months*

Gold: £3,500

- Website Banner Advert for six months in four sectors of choice
- Website Box Advert for 6 months in four sectors of choice
- Up to 20 press releases to be displayed on selected web pages over six-month period*
- Company Profile Page
- Video
- Your Industry Newsletter: Banner advert for two months
- Six Sponsored Articles in our newsletter
- Six sponsored Articles in top position on relevant YIN sites
- Three Social Media Announcements

* Press releases subject to editorial approval

Bespoke packages available on request

OUR READERS ARE YOUR NEW CUSTOMERS

For more information or tailored packages,
ring Kevin John on 0131 550 9285

