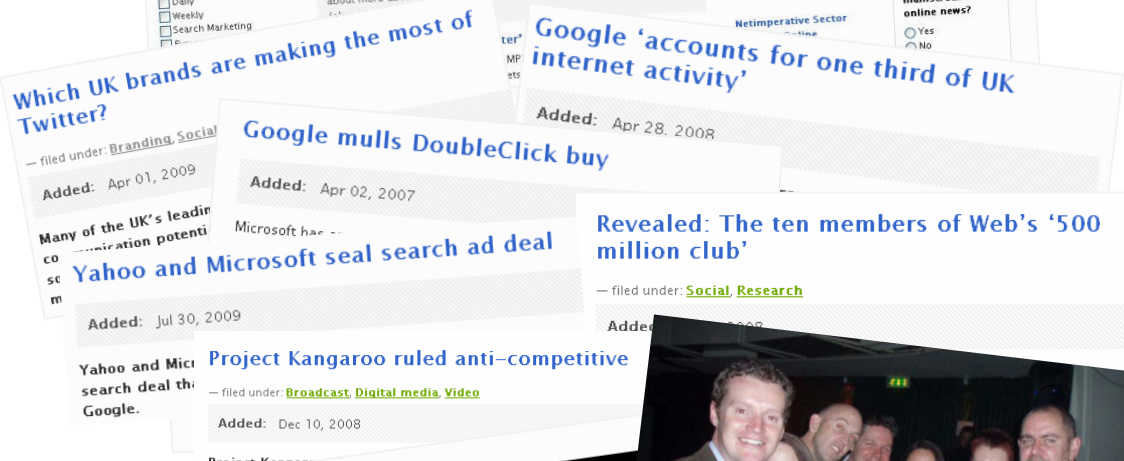
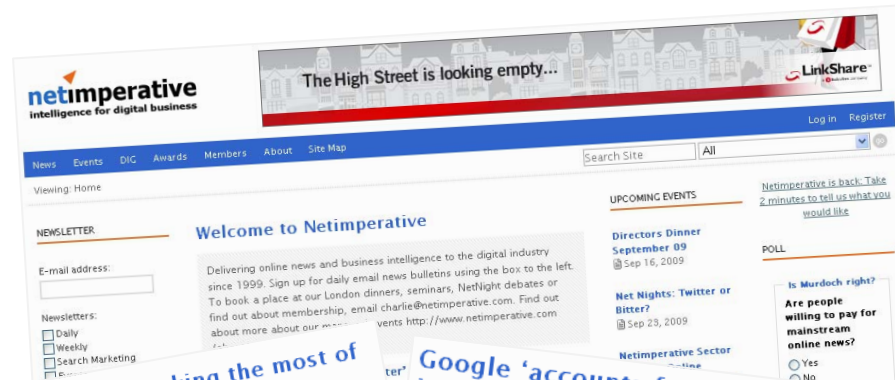


Netimperative media kit

Reaching the online marketing and media community

For over 10 years Netimperative has been providing business intelligence and insight events to the digital media and marketing community. In a time-pressed world and a cluttered market, we remain the brand people trust. These notes show how your team can benefit from that, and how your brand can tap into the spend and influence of our audiences.

Published: Autumn 2009



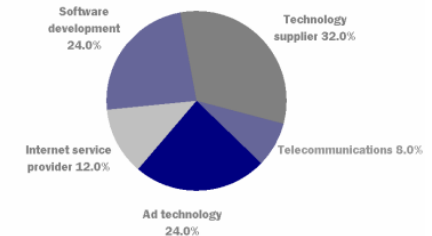
Agencies: Breakdown of readership



www.DigitalStrategyConsulting.com

Source: Netimperative.com readership survey 2009

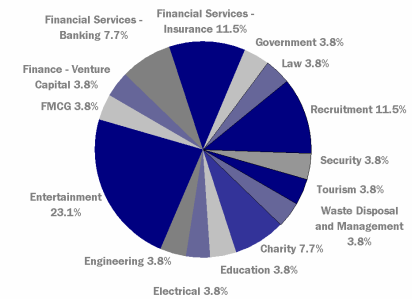
IT Firms: Breakdown of readership



www.DigitalStrategyConsulting.com

Source: Netimperative.com readership survey 2009

Brands and Services: Breakdown of readership



www.DigitalStrategyConsulting.com

Source: Netimperative.com readership survey 2009

Inside our media kit

Contents

- **Introducing Netimperative.com news and events**
- **Advertising ratecard**
- **Event sponsorships**
- **Readership profile**
- **10 ways Netimperative can help you beat the crunch**
- **Companies relying on Netimperative - What our readers say**

Welcome to Netimperative

Since the late 90s we've been reporting daily on the digital marketing and media industries. From boom to bust and back again, we've tracked the companies, people and technologies making the news and shaping the digital economy. The rise of Facebook, the impact of Google, the mainstreaming of digital marketing have all been delivered to our readers day by day, with our editors sifting thousands of sources to find you what really matters.

Netimperative.com is used by digital media and marketing managers who need business intelligence they can rely on. They come from across the industry - offline brands, online brands, digital agencies, classic agencies, media owners, technology vendors and key stakeholders. What unites them is their interest in digital media and their need to know more.

12,000 people subscribe to the newsletter services and 35,000 people visit the site every month. Many come to our packed programme of events: Directors' Dinners, Sector Seminars, Digital Training Academies, Conferences, Awards and specialist round tables. And for many companies our team look after their internal digital events as well. At the heart of the group are our premium members who enjoy privileges like exclusive email services, special reports, deeper insights and event discounts.

- Marketing and media managers
Ask us about membership benefits – Membership@Netimperative.com
- PR managers
Add Editor@Netimperative.com to your press releases
- Events and training
Email Events@Netimperative.com for the latest
- Marketing your business
Let Netimperative.com work for you Davina@Netimperative.com



Editor Robin Langford

Langford has been editing Netimperative's news, features and special reports for over five years. He is a leading analyst in the digital marketing sector and plays a key role in helping devise events programmes that stimulate and engage.

“In the digital markets there's never been a more critical time for thought leadership. Managers turn to the Netimperative brand because they've trusted us for over a decade.

The seminars and events are a natural extension of this and continue to be a resource long, long after the day itself. Many of our events are also supported by special reports and web content for participants and the wider digital media community.”

Netimperative newsletters and websites 2009

Advertising ratecard

Netimperative is the leading trade online magazine that provides news for over 12,000 members and subscribers. Senior managers rely on it to keep them up to date with what matters and why. Our readers are directors, marketing, sales and business development decision-makers who work in online and offline brands, media owners, and agencies.

Web advertising rates

Full banner Skyscraper), Banner Button Sponsored Links (bold heading plus up to 4 links). Supply as gif, jpeg or text file.

Website format	Advertising rates
Full banner (468 x 60 pixels)	£20 cpm
Full banner (Rich media formats)	£25 cpm
MPUs	£30 cpm
Skyscraper (120 x 600 pixels)	£25 cpm
Skyscraper (Rich media formats)	£30 cpm
Banner button tenancy (120x60 pixels)	£500 per month
Sponsored links (Bold heading plus up to 4 links)	£300 per month
Microsites and sponsorships	Price on application
Special reports	Price on application
Online research	Price on application

Newsletter advertising

Copy includes a lineage ad of 40 words and a full banner for the HTML version.

Newsletters	Advertising rates
Daily News (5 editions per week)	£3000 per month Minimum of 1 month placement
Weekly News Round-ups Options available for Search Weekly, News Weekly Round-up, Events Weekly, Online Publishing Weekly	£2000 per month per newsletter Minimum of 1 month placement
Sponsorships	Price on application Minimum of 2 month placement
Special bulletins	Price on application

Interested in something different?

If your team have new ideas for how you'd like to use the sites then let us know. For large projects we can arrange meetings with our editor and the management team.

Booking your campaign

Bookings are accepted on receipt of a signed insertion order. We hope you'll appreciate that until the insertion order is received, all bookings have to remain provisional.

Advertising artwork

All materials to be supplied to Netimperative ad operations 3 days before launch. Assets to be supplied as gif, jpeg, rich media or text files with fileweights subject to IAB UK guidelines. Remember to supply click-through URLs at the time of booking. We look after our customer data, so 3rd party cookie-ing and flash cookies are subject to separate agreement.

Campaign delivery rates

We are members of the IAB and follow the agreed industry guidelines for advertising delivery.

Your contact point

You retain a single point of contact at Netimperative for all Advertising and Sponsorships. Insertion orders, artwork and contractual emails should all be handled by your primary contact.

Netimperative Digital Events - 2009

Event sponsorships

Netimperative events put you face to face with people at the heart of the digital industry. We've been running Digital Sector Seminars, NetNight Debates, industry parties and conferences for over 10 years as well as private managed events for our clients.

Event sponsorships

Netimperative offers a range of event sponsorships including awards, roundtable debates, networking parties and sector seminars. Additionally, we can run managed events, tailored to your requirements.

Event	Sponsorships
Digital Directors' Dinners	£2k per dinner including tickets
NetNight debates and parties	£3k per event including tickets
Digital Sector Seminar & Special Report	£5k per event for joint sponsorship
Awards: The Imperatives	From £7.5k
Netimperative Roundtable Debates	£3k per event including tickets
Regional Roadshows	£7.5k per event

Event marketing	Service costs
Weekly newsletter banner adverts	£2k per month per newsletter Minimum of 1 month placement
Editorial listing in events weekly	£0.75k per month

Managed events for your team

Ask us about how we can work for your business to run your events. With over 10 years experience in managed events within the internet industry, it's no surprise companies come to us to run these for them. Popular events in recent years include:

- Client conferences
- Internal summits
- Private dinners
- Private round tables
- Press launches
- Speaker recruitment and management
- Venue recruitment and management

Seminar sponsor package

- Opportunity to join panel or speak if appropriate
- 3 delegates tickets for clients and staff
- Video footage of event showcased as a showreel and session clips, licence to republish
- Promotion in member's newsletter
- Promotion in daily & weekly newsletters (min 10 inclusions)
- Promotion in Digital Insights Newsletters
- Logo in the events channel pre & post event with downloadable presentations
- Logo on all promotional activities including programmes, banners, etc
- Logo on all signage & screens in auditorium at the venue
- Floor space by arrangement
- Opportunity to distribute promotional literature & items (brochure/pens/pads)
- Delegate list pre and post event
- Feedback report from delegate questionnaires

Special Digital Sector Seminar Reports

- Research and production of a 20-30-page pdf
- Opportunity to suggest case studies, research or opinion to be included
- Logo on front cover
- Distribution to all Netimperative & Digital Insight readers
- Distribution to all delegates at related events
- Worldwide license to distribute/republish to your own prospect/client base
- Promotion in all newsletters, banners, etc promoting the annual report

Package value £5,000 + vat

- Sponsorship is payable in advance: 50% on signing, 50% 4 weeks before the event
- Sponsorship is allocated on a first come-first served basis; sponsorships are not reserved until payment has been made or a purchase order received by our team

NetNight sponsor package includes

- Opportunity to speak or moderate if appropriate
- 5 free places at the NetNights Evening
- Promotion in members & events newsletters
- Promotion in daily & weekly newsletters
- Promotion in all other marketing activities
- Logo in the events channel pre & post event
- Logo on programmes
- Logo on all signage & screens at the venue
- Floor space by arrangement
- Opportunity to distribute promotional literature & items
- PR in the editorial event report & licence to republish
- Delegate list pre & post event
- Twitter coverage mention

Package value £3,000 + vat

- Sponsorship is payable in advance: 50% on signing, 50% 4 weeks before the event
- Sponsorship is allocated on a first come-first served basis; sponsorships are not reserved until payment has been made or a purchase order received by our team



Netimperative.com: digital intelligence for business

Since the late 90s we've been reporting daily on the digital marketing and media industries. From boom to bust and back again, we've tracked the companies, people and technologies making the news and shaping the digital economy.

12,000 people subscribe to the newsletter services and 35,000 people visit the site every month. Many come to our packed programme of events: Directors' Dinners, Sector Seminars, Digital Training Academies, Conferences, Awards and specialist round tables. And for many companies our team look after their internal digital events as well. At the heart of the group are our premium members who enjoy privileges like exclusive email services, special reports, deeper insights and event discounts.

Content and production - 2009

Editorial support

Netimperative's team can support you by writing reports, newsletters and regular client mailings. These services are often used by agencies and technology firms in the digital sector when they need expert skills with a proven track-record in fast turn-around times.

Content

Utilising our experience and industry knowledge to provide high quality content for our client's own use.

Type	Service costs
Case study authorship 800 -1000 words	£350 per case study
Bespoke newsletters Production and publication	£400-900 per edition depending on word length and source material
Website content FAQs, White Papers, copywriting, editorial	£350 per 1000 words

Digital publishing consultancy

Netimperative and our consultants offer publishers from all industries access to our services and thinking. Whether you are a small business, a global brand, a professional service content consultancy, content research, content analysis, press release drafting. Find out more when you meet with our team.



netimperative
Digital intelligence for business

Delivering digital intelligence to businesses for over a decade
Netimperative.com/news

Events to help your team get the most from the digital economy
Netimperative.com/events

Results of our 2009 readership survey

Readership profile

The type of company our readers are from	
Digital Agency	44.7%
Media Owner	17.0%
Online Brand (e.g. Amazon, Yahoo)	15.3%
Offline Brand (e.g. John Lewis, RAC)	10.6%
Other	12.3%
Their jobs and roles	
Marketing	42.9%
Sales	26.5%
Operations	2.0%
Customer/Client Management	6.1%
Financial	0.1%
Public Relations	2.0%
Strategy	10.2%
Other	10.2%
How often they read Netimperative	
Every day	57.9%
3 times per week	15.8%
Once a week	5.3%
Once a month	15.8%
Less than once a month	5.2%



Davina Lines
Commercial Director

Lines co-founded Netimperative in the 90s to help managers get the inside track on digital marketing and media. She became Managing Director in 2002, stewarding the brand into new product launches and creating one of the most successful events programmes in the digital marketing industry.

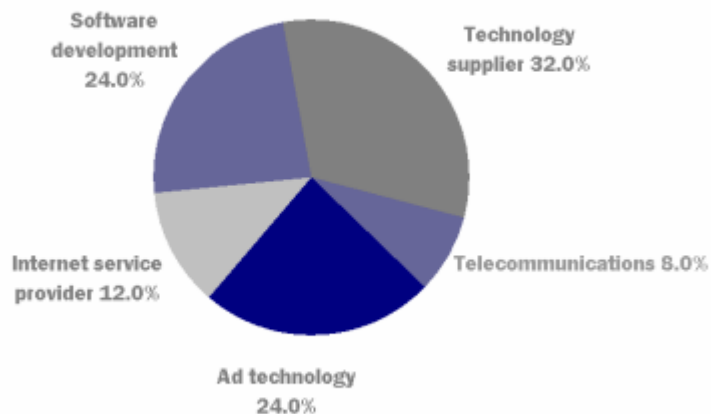
“At Netimperative we know the industry inside and out. For over a decade we’ve been helping managers interested in the digital sectors get ahead and get on the inside track.

The events prove to be the perfect way to get knowledge you can apply in your business straight away – and for brands that partner with us as sponsors they form a perfect environment for reaching the right audience in the right way, and the right time, with the right message.”

Industry sectors our members are from

We have strong audiences from across the digital marketing and media sectors

IT Firms: Breakdown of readership

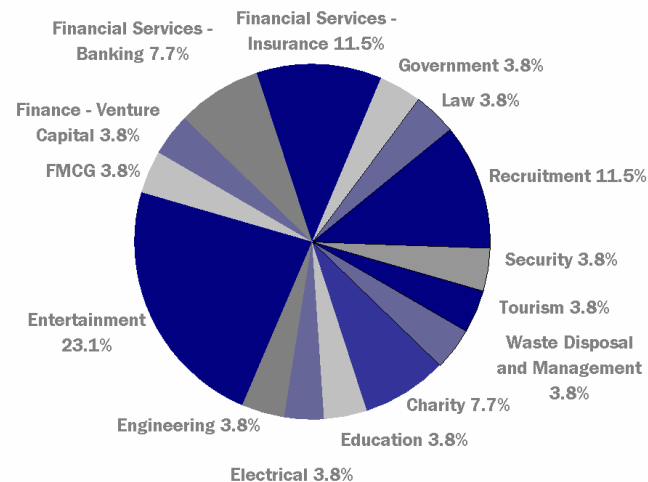


www.DigitalStrategyConsulting.com

Source: Netimperative.com readership survey 2009

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Brands and Services: Breakdown of readership

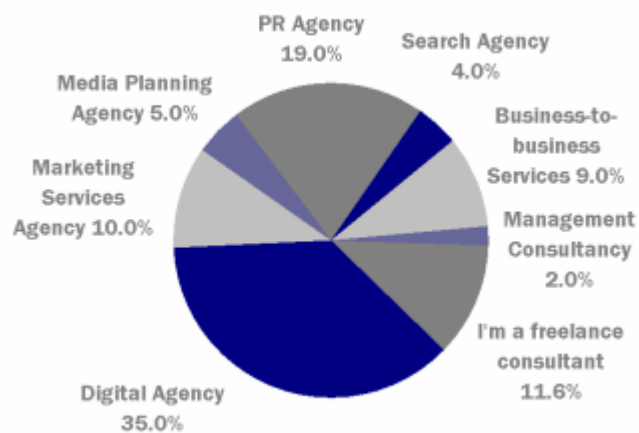


www.DigitalStrategyConsulting.com

Source: Netimperative.com readership survey 2009

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Agencies: Breakdown of readership



www.DigitalStrategyConsulting.com

Source: Netimperative.com readership survey 2009

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Networking

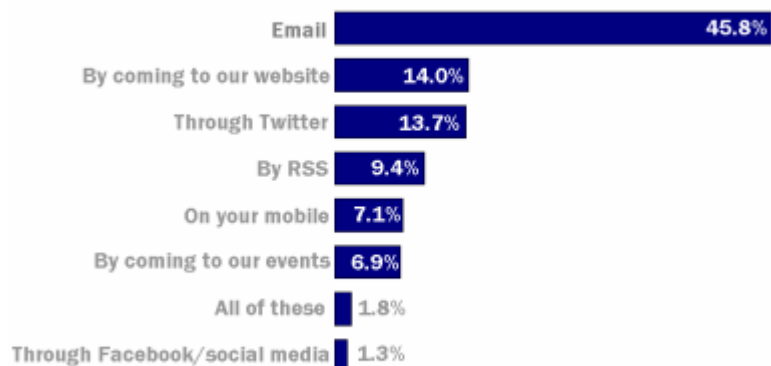
A key part of every Netimperative event. Afterwards we'll supply details of all the participants so your sales team can reach out to them directly.



How they use Netimperative

Our daily lunchtime news bulletins remain the most popular, but audiences to the weekly news bulletins and mobile access are growing fast. Our services are now syndicated through Twitter and social media as well as the main web platform, RSS and email. If you'd like your team to all have access to Netimperative then send their details to your account manager.

How do you like accessing Netimperative?



www.DigitalStrategyConsulting.com

Source: Netimperative.com readership survey 2009

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Do you read our email news at your desk or on the move with your mobile?



www.DigitalStrategyConsulting.com

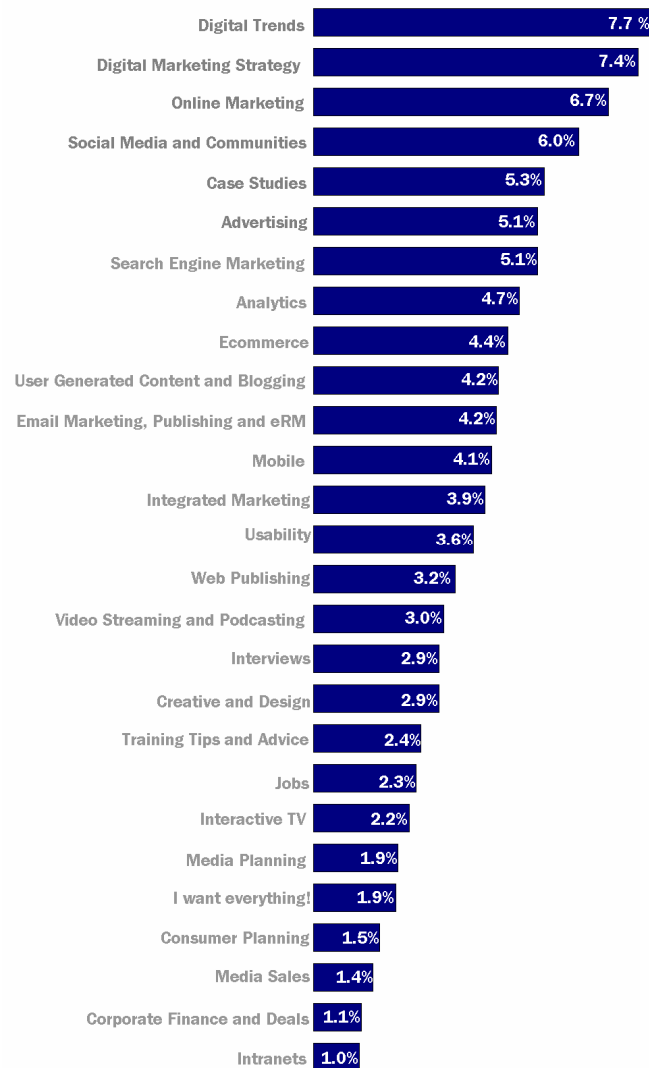
Source: Netimperative.com readership survey 2009

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Giving our readers the topics they really want

In this readership survey, our audiences told us about the topics they really wanted to hear about. We developed more editorial as a result and recruited new leading guest writers.

What are our readers' hot topics?



www.DigitalStrategyConsulting.com

Source: Netimperative.com readership survey 2009

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Danny Meadows-Klue
Publisher, Netimperative

Danny is the CEO of Digital Strategy Consulting, Netimperative's parent company. He has been a leading thinker in the digital networked industries since he began managing Telegraph.co.uk - the UK's first online newspaper - throughout the 90s. He co-founded the Internet Advertising Bureau in the UK and then Europe before being appointed President and inaugural CEO. He has run web businesses ranging from portals to ecommerce stores, consumer magazines to search and social media. More than 45,000 people have attended his talks in over 30 countries.

“The centre of gravity in marketing and media has shifted to digital channels. Management teams have to make ceaseless decisions about the tools, technologies, partners and goals in this new environment, and that's why the business intelligence services Netimperative has provided for more than a decade are so key.

We listen to our readers and produce the events and content they need.

Our focus has expanded to include social media, mobile, data, consumer trends and the key topics people need to keep on top of a rapidly changing market.”

Helping you and your team achieve more

10 ways Netimperative helps you beat the crunch (and a few won't cost you a penny...)

1. **News submissions** - Free publicity thanks to your PR teams.
2. **Become an industry columnist** - Gain industry credibility by tackling burning issues you feel are being missed in the media by submitting guest comments or give us your views on breaking news in our new 'right to reply' format.
3. **Subscribe to our newsletters** - Basic services are still free.
4. **Advertise** - Reach a highly targeted audience of media owners, offline brands, online brands and agencies and pay highly competitive rates for ads on netimperative.com - variety of formats available and please email davina@netimperative.com for more information.
5. **Advertise in Netimperative newsletters** - For over a decade our ever popular daily and weekly newsletters have been breaking news to a subscriber base of over 12,000 digital professionals. Send an attention-grabbing message to their inbox.
6. **Digital Industry Guide entry** - Advertise to companies for a whole year or go for an enhanced listing so you really stand out. DIG appears on every newsletter for 12 months and on our homepage, read by people actively seeking digital services.
7. **Become a member of Netimperative** - For just £99 you can join Netimperative with free access to our newsletters and big discounts off our sector seminars, roundtables, members parties and our monthly 'NetNights' networking evenings.
8. **Events** - You can sponsor our roundtables, sector seminars, NetNight Networking events, Digital Directors Dinners and more. Email Events@Netimperative.com for more about how we can help.
9. **Tailor made managed events for your business** - Already used by MySpace, Freestyle, Tamar, Latitude Group, Mozilla, Foviance and many more. To find out more email Events@Netimperative.com.
10. **Research** - Netimperative can conduct surveys of all or part of its audience to provide you with headline research statistics to support your pr and sales initiatives.

Who relies on Netimperative?

Business intelligence you can trust

Just a few of the companies whose managers rely on us:

Aardman	Dabs.com	Intel	Profero
Adprecision	Danone	Iris	Razorfish
AKQA	Doctors.net.uk	ITN	RBS
AOL	Disney	ITV	Reuters
AXA	E-consultancy	JP Morgan	Renault
BBC	EMI	Kelkoo	Rio Tinto
BBH	Expedia	Kontraband	Save The Children
Bauer Media	Financial Times	LinkedIn	Schuh
Bebo	Fish4	Lipton Fleming	Sony
Big Mouth Media	Five	McCann Europe	Skype
Blyk	Fox	M&C Saatchi	Skyscanner
Boots	GlaxoSmithKline	Microsoft	Teletext
British Airways	Golly Slater	MindShare	Telewest
BSkyB	Glue	Moneysupermarket	Tesco
Carlson Marketing	Guardian	Myspace	Time
Carat	Hitwise	Namco	Tradedoubler
CBS	Harvey Nichols	Netratings	USwitch.com
Channel 4	Halifax	Nielson	Virgin
Chemistry	Haymarket	NSPCC	Vodafone
Click Stream	Hewlett Packard	O2	Warner
Comcast	IAB	Ogilvy	Weboptimiser
Comet	IDM	OMD	WH Smiths
Conde Nast	IGN	Orange	Yahoo

Testimonials

Comments from a couple of our readers



"I have run various events with Netimperative in the last 7 years of my new media career. I must admit they are my favourite team to work with. They are extremely enthusiastic, flexible, organised, creative, well-connected within the industry and offer good return on investment over other trade associations and event organisers"
 Sheema Luca, International Marketing Director, Webgains Ltd

"The seminar was superbly managed. As a direct result of speaking we have received many requests for further social media monitoring information, which is of course great for ROI!"
 Paul Taylor, Managing Director and Co-Founder, 6Consulting Ltd

"The team at Netimperative have been invaluable in helping Adprecision reach a targeted audience of high quality Publishing Executives. Their seminars are thought-provoking and insightful and provide a good way to get under the skin of a particular subject in the digital economy. We would have no hesitation in using them again for marketing our services."
 Alasdair Cross, Commercial Director Adprecision



"Davina, Charlie and Robin are web industry stalwarts. They know everyone and everyone knows them. They hold great events with a good mix of industry people from different levels and operating across the sector. Over the years they have done a great job of providing an events and news service to industry people like myself."
 Xavier Adam, Managing Director, AMC Network

Insight, strategy, training and digital events

- Business plan analysis and market assessment
- Business intelligence and research briefings
- Executive digital management coaching
- Training and development programmes
- Digital skills and knowledge training
- Digital conferences and seminars
- Managed digital events

Netimperative is part of the Digital Strategy group



Making sense of a digital world

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 Company 4342602

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