

## Media Information 2008

### **Editorial statement**

*UK Fundraising* ([www.fundraising.co.uk](http://www.fundraising.co.uk)) is the leading online resource and community for professional charity/nonprofit fundraisers and the fundraising industry in the UK.

UK Fundraising was the world's first online resource for professional fundraisers; it has an international reputation for its informed, practical coverage and wide range of contributors. It exists to help fundraisers improve their effectiveness by sharing and distributing news and best practice.

It also advises for-profit companies that provide services and products to fundraisers, helping them use online media to enhance their business.

### **About UK Fundraising:**

UK Fundraising has been published exclusively online since 1994 making it the first online resource for UK fundraisers. The website offers a unique perspective on online fundraising as well as creating a strong community of professional fundraisers who contribute to the news and discussion on a daily basis. Since 1996, our active users have shared advice and experience on a forum, with many using it to converse with the industry everyday. All of this unique collection of fundraising knowledge is searchable.

Under the search term "fundraising" [www.fundraising.co.uk](http://www.fundraising.co.uk) comes within the top 3 results on every major search engine, and has always been the number one result on Google.co.uk.

[www.fundraising.co.uk](http://www.fundraising.co.uk) also is home to the UK's longest-running niche job board for fundraising professionals. It regularly attracts adverts for other charity sector vacancies, including communications, new media, senior management, and international positions.

The site has 19,100 registered users. Its fortnightly email newsletter is sent to 9,700 subscribers, and 9,000 users have opted in to receive third party emails.

Site traffic in October 2007 (measured using Google Analytics) was:

- 43,168 visits
- 33,492 unique visitors
- 104,065 page views

### **About Howard Lake:**

Howard Lake is a leading authority on charities and their use of the internet as a fundraising tool. He published the world's first online resource for fundraising professionals [www.fundraising.co.uk](http://www.fundraising.co.uk) in 1994. Howard then wrote the first book on online fundraising in 1996. In 1996, after nine years as a professional fundraiser for Oxfam, Afghanaid, and Amnesty International, Howard set up Fundraising UK Ltd, the pioneering Internet fundraising consultancy and training organisation. Howard has a successful history of advising and training charities on how to fundraise online. Howard has consistently been voted in the top 50 Most Influential People in Fundraising, currently sitting at number 21 for 2007.

## **About the UK Fundraising Industry:**

Professional fundraisers in the UK spend hundreds of millions of pounds each year. In 2006 the top 500 fundraising charities alone raised £10.9 billion, up 8.6% on 2005\*. The sector continues to grow, with hospital trusts, emergency services and social businesses all employing professional fundraisers.

\* Source: *Charity Trends 2007, Charities Aid Foundation*

## **www.fundraising.co.uk features:**

### **News Coverage:**

- New products,
- Legislation,
- Technology,
- Case studies,
- Agency wins,
- People moves,
- Latest market developments.

*(News is updated throughout the day and published in RSS feeds. There is a searchable archive of 13 years of material)*

**Fortnightly news by email**

**Suppliers' directory**

**Ireland content, covering Northern Ireland and the Republic of Ireland**

**Niche jobs board**

**Training/conference directory**

**Calendar of key dates**

**Bookshop**

**Blogs by leading industry figures**

## **Recruitment Advertising**

Given UK Fundraising's extensive registered user and subscriber base, it offers an effective method of reaching both a large number of professional fundraisers, and sought-after senior and experienced fundraisers. Vacancy adverts are published on the website for up to six weeks and included in the fortnightly email newsletter while they are live. We are now publishing vacancies in RSS format and in daily email alerts.

See our advertising rates for details; alternatively call **our Sales Team on 0845 0948033**

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## Online Advertising Options & Prices

### Section sponsorship:

E.g. Ireland, recruitment. (More sections will be available for sponsorship shortly e.g. direct marketing, technology, new media, events, legacies). *Price on application*

### Banner/button adverts:

**Button = £1300** (12 months – exclusive position)

**Banner = £600** (12 months – in random rotation with up to 10 other banners)

### Supplier directory listing

**Up to 1000 words plus logo (200 pixels wide max) = £425** (12 months)

### Email newsletter sponsorship

**Button = £2000** (12 months)

### Email newsletter advert

**Advertisement: £250** (per mailing)

### Targeted email advertisement

**HTML advertisement: £1000** (per mailing)

### Recruitment advertising

**Job posting x1 vacancy = £199** (Maximum 6 weeks on website, in daily job email alert, and published by RSS)

## Advertising Specifications

### Banner/button adverts:

*Specs: 460 x 68 pixels (banner), GIF (including animated) or JPG < 30 Kb.  
120 x 60 pixels (button), GIF (including animated) or JPG < 20 Kb.*

Coming soon: **250 x 250 pixels** (square button), **GIF** (including animated) or **JPG < 40 Kb.**

### Email newsletter sponsorship:

*Specs: 120 x 60 pixels (button), GIF (including animated) or JPG < 20 Kb.*

### Email newsletter advert:

*Specs: 450 x 600 pixels (button), GIF (including animated) or JPG < 70 Kb.*

### Job posting

**Specs: text and logo graphic (200 pixels wide max)**

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## **Events:**

The UK Fundraising brand has been extended with the introduction of industry showcase events, unique to the charity sector.

### Perfect Pitch:

UK Fundraising's Perfect Pitch events have since 2005 enabled fundraising suppliers, agencies and consultancies to pitch their products and services to audiences of over 100 fundraisers and senior charity staff, drawn from UK Fundraising's readership, at smart London venues.

Topics covered at the nine events run so far have included Gift Aid (in association with HMRC), new media, donor retention and management, IT, innovative fundraising, direct marketing, and funding.

Suppliers have an opportunity to present to key individuals, and to discuss their services/products at an exhibition stand and at the lunch/drinks reception afterwards. They also benefit from extensive pre- and post-event editorial coverage on the site.

## **Contact information:**

The team at UK Fundraising welcome all editorial and advertising enquiries.

Press releases (email is preferred, and attachments are acceptable) and editorial enquiries may be submitted to Howard Lake.

### **Publisher and editorial**

#### **Howard Lake**

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#### **Advertising Sales**

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