

# YOUR INDUSTRY NEWS

## Media Pack 2017

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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

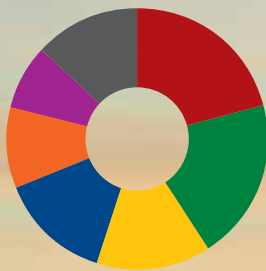
## Top 10 Visiting Countries:

- |           |               |
|-----------|---------------|
| 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](http://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 17,500 subscribers.
- Newsletter top 3 subscriber locations:  
**USA: 24.8%**      **UK: 17.4%**      **India: 4.8%**
- 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

We provide clients with their own login to our AdButler Account. This is an independent system which tracks our website traffic and adverts. Over the last year we have had 5,350,108 advert impressions (taken from Ad Butler)

## Our top five most visited sites are:

Sector	Page views in the past year
<b>OIL AND GAS</b>	<b>871,568</b>
<b>RENEWABLES</b>	<b>126,601</b>
<b>SUBSEA</b>	<b>116,007</b>
<b>YOUR INDUSTRY NEWS</b>	<b>47,879</b>
<b>THE CABLE DIRECTORY</b>	<b>35,030</b>

# PACKAGES

## Bronze: £1,500

- Website Box Advert for three months in one sector of choice
- Newsletter Banner for one week
- Up to three 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 two weeks
- One Sponsored Article in our newsletter
- One Sponsored article in top position on relevant YIN sites
- Up to three 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 six press releases to be displayed on selected web pages over six-month period (edited by us)
- Company Profile Page
- Video
- Your Industry Newsletter: Banner advert for two months
- Two Sponsored Articles in our newsletter
- Two sponsored articles in top position on relevant YIN sites
- Three Social Media Announcements

## Bespoke packages available on request

### OUR READERS ARE YOUR NEW CUSTOMERS

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

