

Create integrated cross-platform campaigns to target leading UK business decision-makers through CMI's network of channels

PROFESSIONAL MANAGER

Award-winning quarterly publication circulated to over 59,000* CMI members, with engaging content and design

INSIGHTS ONLINE

A hub for breaking business news and research, attracting over 39,000** unique users per month

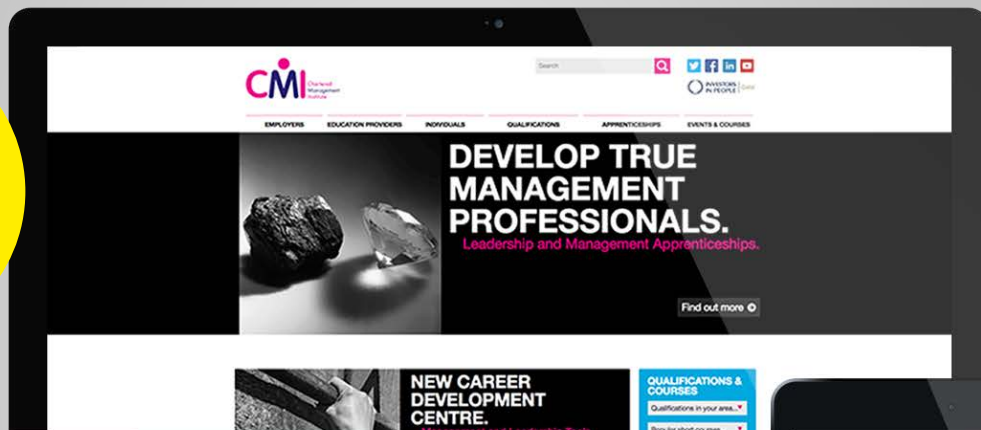
INSIGHTS E-NEWSLETTER

Weekly e-newsletter sent to over 86,000** engaged subscribers

WEBINARS

Develop direct sales leads while positioning yourself as a thought leader. Over 80,000 members will be sent an invite to the co-branded event

THE HIGHEST-CIRCULATION MANAGEMENT TITLE IN THE UK*



CMI MEMBERS AUTHORISE A TOTAL SPEND OF OVER £18BN EVERY YEAR

*ABC FIGURES FOR THE PERIOD 1 JULY 2015 TO 30 JUNE 2016

**AS OF OCTOBER 2016

Who are CMI members?

CMI is the largest chartered body dedicated to leadership and management in the UK. Members are managers, directors and C-suite executives. Boasting some of the leading minds in UK business, the CMI membership is an influential and respected audience that is highly engaged with the content delivered through *Professional Manager* and *Insights*.



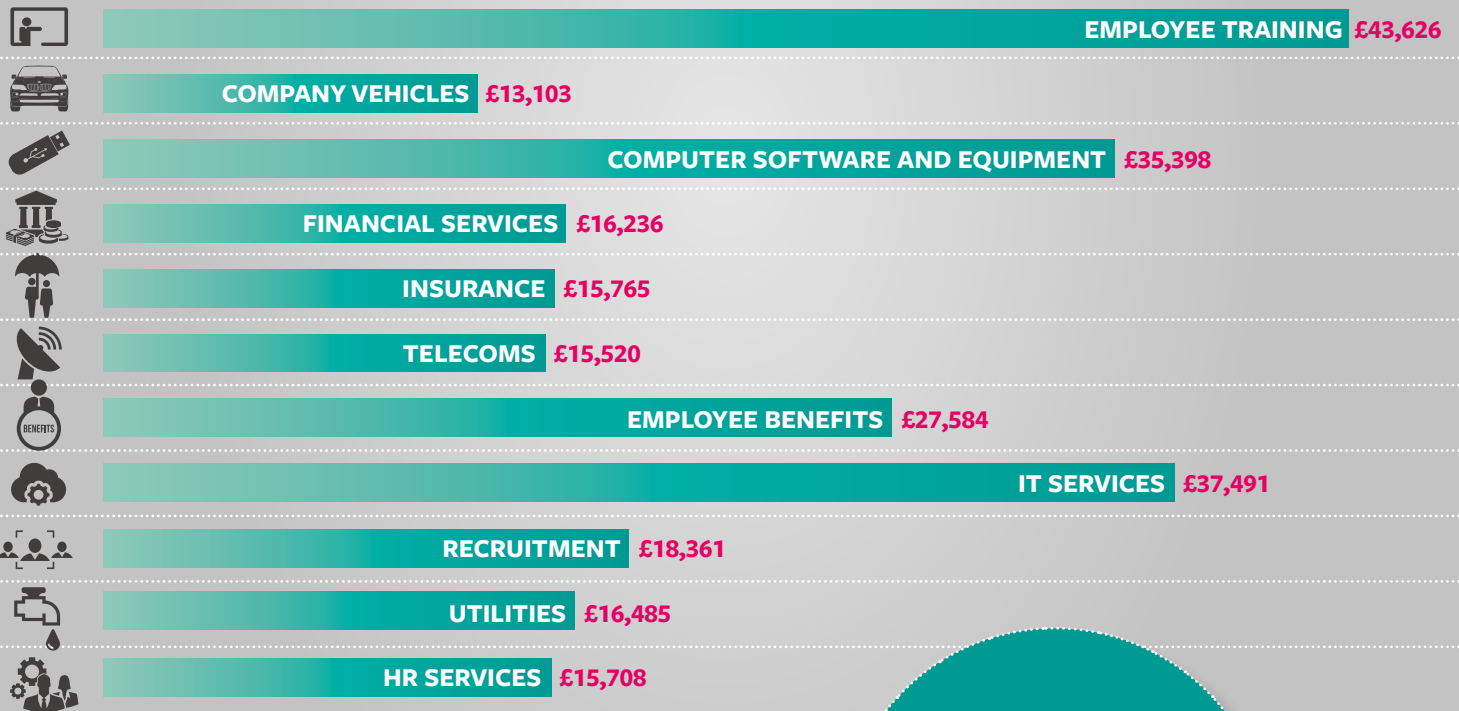
25% of members either own or have a stake in their company

22% are a director, CEO or chairman

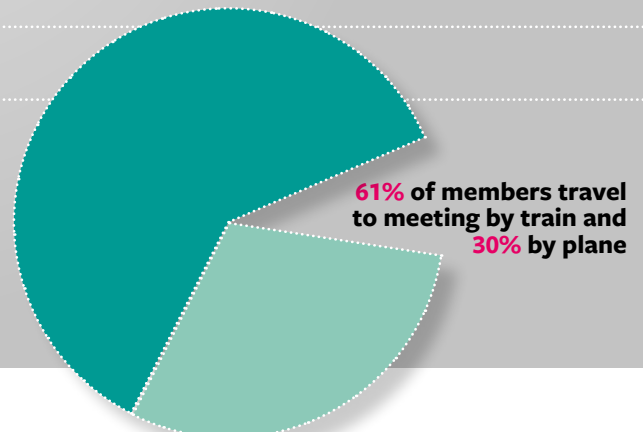
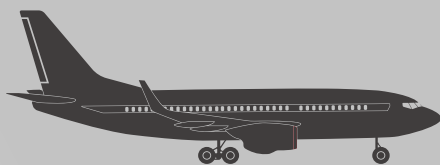
53% are middle or senior managers

CMI MEMBERS AUTHORISE A TOTAL SPEND OF OVER £18BN EVERY YEAR

Examples of average annual spend:*



Total annual spend per member: £305,807



On average, members spend £14,318 on flights and £3,725 on train travel per year



*THE AVERAGE FIGURES ARE TAKEN FROM TOTAL SPEND OF MEMBERSHIP ON EACH PRODUCT/SERVICE AREA PER YEAR (DATA TAKEN FROM 2016 READERSHIP SURVEY).

PROFESSIONAL MANAGER

THE CHARTERED MANAGEMENT INSTITUTE MAGAZINE

Award winner

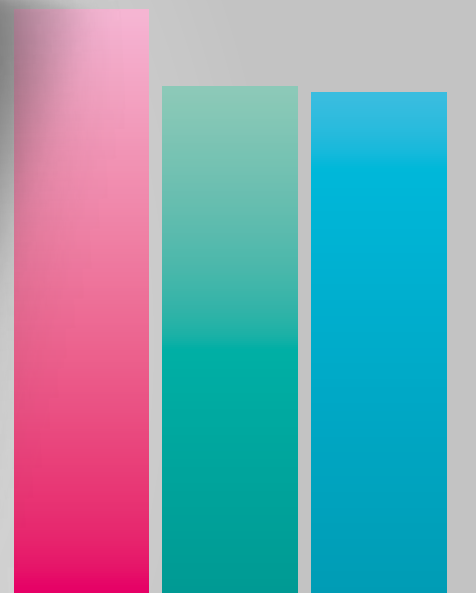
The award-winning *Professional Manager* magazine provides thought-provoking, trusted content that helps shape the way organisations are structured and managed.



Circulation

Circulation: **59,174**
Readership: **76,334***

The highest-circulation management magazine in the UK*



Professional Manager 59,174
Director 51,085
Management Today 51,022



Engaged readers

59% of readers have visited an advertiser's website after seeing it in *Professional Manager*

44% have discussed a product/service with a colleague after seeing an advert in *Professional Manager*

*ABC FIGURES FOR THE PERIOD 1 JULY 2015 TO 30 JUNE 2016

Digital reach

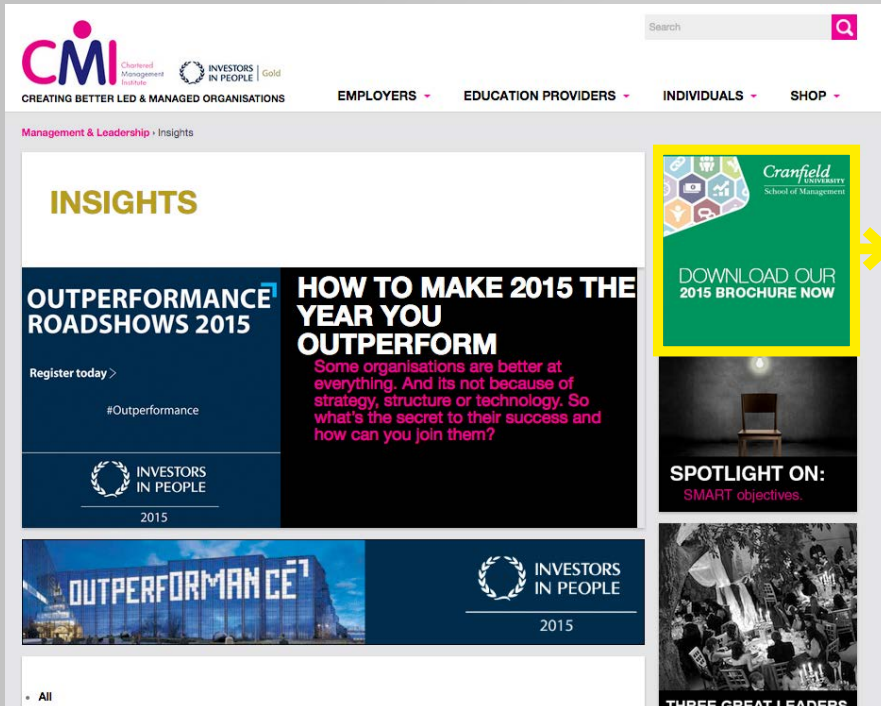
managers.org.uk/insights

The hub of the CMI website, with breaking business news, thought-provoking opinion and invaluable research, the Insights page is updated daily, keeping the content current and fresh. This ensures the visitors to Insights return regularly and remain engaged.

The website design is responsive, ensuring content is displayed as intended whether it is being viewed on a desktop, laptop, tablet or smartphone. A user-friendly interface ensures increased engagement, lower bounce rates and a high return on investment.

Unique users: 39,705 per month*

Page views: 63,071 per month*

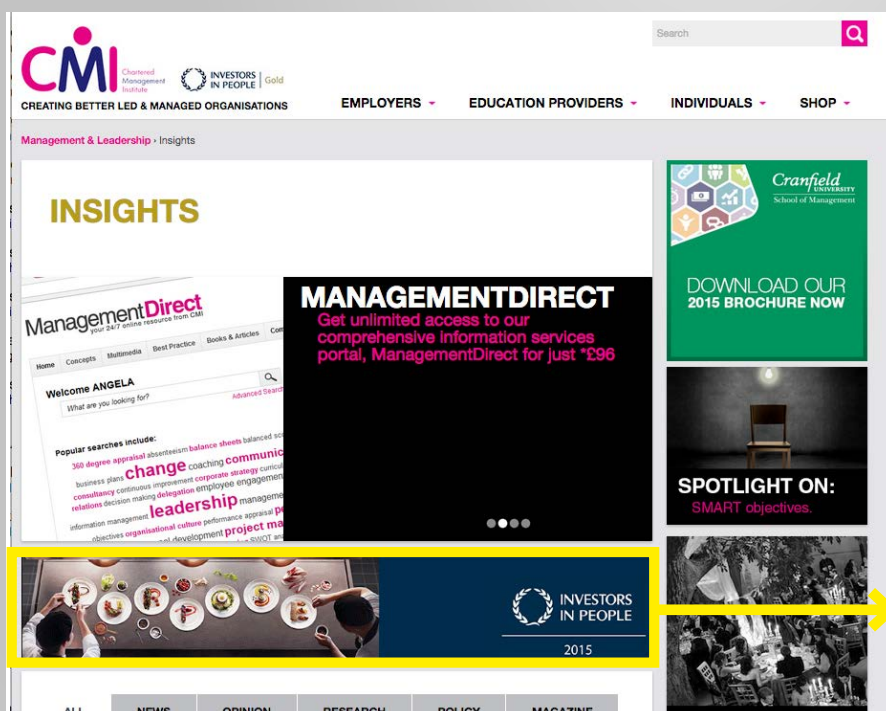


MPU

Appearing on every page of the Insights section, an MPU will give your company maximum exposure.

Benefits:

- Lead generation to drive leads directly to your website
- Brand exposure
- Visibility on all pages of the Insights section



Banner

Positioned at the top of the most visited page on the website, the Insights home page, the banner provides excellent visibility and enhanced impact.

Benefits:

- Lead generation to drive leads directly to your website
- Brand exposure
- Key positioning on the home page

The screenshot shows a CMI article page. At the top, there is a search bar and social media icons. Below the navigation menu, the article title is 'FROM SOLDIER TO OPERATIONS DIRECTOR: MY JOURNEY THROUGH AN MBA' dated 01 March 2016. The article features a photo of Neil Cufley in a graduation cap and gown. A callout box on the right says 'Download our 2017 brochure' with a circular arrow icon. Below the article text, there is a poll titled 'THE BIG QUESTION. DO YOU THINK THE POLICIES IN THE AUTUMN STATEMENT WILL BE GOOD OR BAD FOR THE ECONOMY OVER THE NEXT 12 MONTHS?' with radio button options: Very good, Fairly good, Neither good nor poor, Fairly bad, and Very bad. A 'SUBMIT VOTE' button is at the bottom of the poll.

Sponsored editorial with slider

Online sponsored editorial enables you to develop engaging content with the CMI editorial team. This allows the piece to fit seamlessly, reading as if it were CMI editorial content. Coupled with promotion on the slider, this leads to a high-impact opportunity proven to grab the reader's attention and drive traffic to your site.

Benefits:

- Seamless integration
- Lead generation to drive leads directly to your website
- Brand exposure
- Article archived for future reference
- Build your brand at a deeper level and position your business as a thought leader

The screenshot shows an e-newsletter banner. At the top left, it says 'INSIGHTS Management news, direct from the experts.' Below this is a yellow-bordered box containing the Manchester Metropolitan University logo, the text 'Manchester Met MBA Starting January 2017', and an 'Apply now' button with a yellow arrow pointing right. Below the box, there is a section with a keyboard image and the text 'ANN FRANCKE HAS HER SAY ON THE PRODUCTIVITY PUZZLE, AND WHY THE TIME FOR EXCUSES IS OVER.' with a 'READ MORE' button. At the bottom left, it says 'WHAT DOES 2017 HOLD? PLEASE TAKE OUR SURVEY.' with a partially visible image.

E-newsletter banner

Book-end banners on the weekly e-newsletter ensure your branding introduces and concludes the top six stories from the week. Being featured on a trusted and informative email will be a key driver of traffic to your website.

Benefits:

- Lead generation to drive leads directly to your website
- Brand exposure
- Aligned with official CMI correspondence

E-newsletter subscribers:

86,488 weekly sends*

*AS OF OCTOBER 2016

Webinars

The perfect marketing mix

For the past two years, CMI has been running a series of webinars for its membership, with exceptional attendance rates. The webinars have developed to be a key membership benefit, and they are increasingly being looked to for insights about how to be a better manager.

For the first time, CMI is allowing sponsors the opportunity to partner on its webinars, affording you both branding opportunities and direct contact with members of the leading organisation for management in the UK, while positioning yourself as a thought leader in your sector.

How involved can you be?

Sponsoring a webinar allows you the opportunity to steer the content to meet your marketing objectives. You'll need to provide a speaker and webinar slides, but we can give very clear guidance on how to produce thought-provoking visuals. Alternatively, if you prefer, we can make topic suggestions based on popular themes for CMI members in 2017. There is a limit of 12 opportunities per year.

How does a webinar deliver on the day?



**LIMITED
TO 12
OPPORTUNITIES
PER YEAR**

The key numbers

81,500

The number of members who will be sent communications with your branding and direct links to your website.

750

Average registrations per CMI webinar in 2016.

651

Average number of on-the-day attendees (a link to a recording of the webinar is also sent to those who could not attend on the day).

Benefits:

- Interact directly with potential clients and customers
- Have brand awareness affiliated with trusted CMI correspondence
- Steer content to ensure your message is promoted to a targeted and engaged audience
- Direct contact adds impact and will be key to your growth in 2017

What does a webinar package look like?

PRE-WEBINAR

- > Full-service organisation of the event, including the *Professional Manager* editor as moderator and use of CMI's webinar platform
- > Joint branding on two promotional email sends to the entire CMI membership (81,500 members)
- > Webinar promotion through *Membership Matters*, the CMI's official monthly e-newsletter
- > Prominent branding on the webinar registration page
- > Rehearsal/run-through with editor of *Professional Manager* magazine
- > Promotion of the event through CMI's social media channels

DURING WEBINAR

- > Prominent branding throughout the webinar and brief introduction from the moderator to introduce your company's expertise in the area
- > Branding on slides used throughout the webinar
- > Ability to run a live audience poll on the questions that matter

POST WEBINAR

- > Prominent branding on attendance email and opportunity to provide a jointly branded certificate
- > Data of those opted in for a one-time only mailing (content to be pre-approved by CMI)
- > Webinar will be hosted on managers.org.uk and available to members on demand