

**PIONEERS POST** HELPING YOU DO GOOD BUSINESS BETTER



**MEDIA PACK 2021**



Social entrepreneurship and investing for good are making an undisputed and accelerating impact around the world. *Pioneers Post* delivers the news and sets the agenda for the new wave of social entrepreneurs, responsible business leaders and impact investors across the globe.

We give readers the tools, knowledge and insight to build a better world through good business – through news, analysis, comment, profiles, debate, special reports and events, the *Pioneers Post* Business School, and our own film and podcast channels.

*Pioneers Post* is itself a social enterprise, with clear social aims – and profits ploughed back to support our community of positive changemakers around the globe.

Our subscribers and partners are central to our success. By sharing your insights, collaborating with us and ‘buying social’, you are supporting both our financial sustainability and our mission to help our growing community of readers “do good business, better”.

## **PIONEERS POST** IS THE LEADING SOCIAL ENTERPRISE AND IMPACT INVESTING RESOURCE:



**Pioneers Post ONLINE** – digital platform with a multi-media mix including articles, films and podcasts.



**Pioneers Post NEWSLETTER** – popular weekly update with the latest news and views in the social enterprise and impact investment industry.



**Pioneers Post EVENTS** – bring together people from across different industries driving social progress.



**Pioneers Post SOCIAL** – daily conversation on our social media channels with a wide reach across sectors and geographies.



**180,000+**

Website visitors  
yearly



**30,000+**

Social media  
followers



**10,000+**

People receiving our  
weekly newsletter



Recognised by mainstream media as one of the world's  
**“most influential social enterprise Twitter feeds”**



Our Films and Podcasts have been played more than

**20,000** times



Pioneers Post's readership is **international**,  
reaching all regions around the world and has been growing each year

## OUR CORE AUDIENCE

- Social entrepreneurs, social innovators and social impact investors
- Leaders of social enterprises and mission-driven businesses
- CSR professionals and 'social intrapreneurs'
- Public sector and government leaders
- Forward-thinking NGOs, charities and civil society organisations
- Impact investors, venture philanthropists and advisors
- Academics and researchers
- Individuals and students interested in changing the world for good



*Pioneers Post* divides its content into key sections, with its online content being a multi-media mix of written articles, videos and podcasts.

## NEWS & VIEWS

**What's happening** – the latest stories, deals and debate from the world of social enterprise and impact investing. Our website is a vibrant forum for mission-driven leaders to examine and challenge the key issues of the moment.

## BUSINESS SCHOOL

**How to do it** – get expert advice, share ideas, frontline insight and examples on the key business management topics – Access to Finance & Investment; Marketing and storytelling; Leadership; Governance; HR – soak up inspiration from those who've been there and done it (both successes and

failures!). Our network of social business practitioners and advisors are on hand to provide their expertise in the form of columns, videos, podcasts, events/workshops and Q&A.

## COLLECTIONS

Trends, developments, events and partnerships we're particularly excited about. We curate collections of stories in collaboration with a range of social innovation partners, each with a distinctive theme.

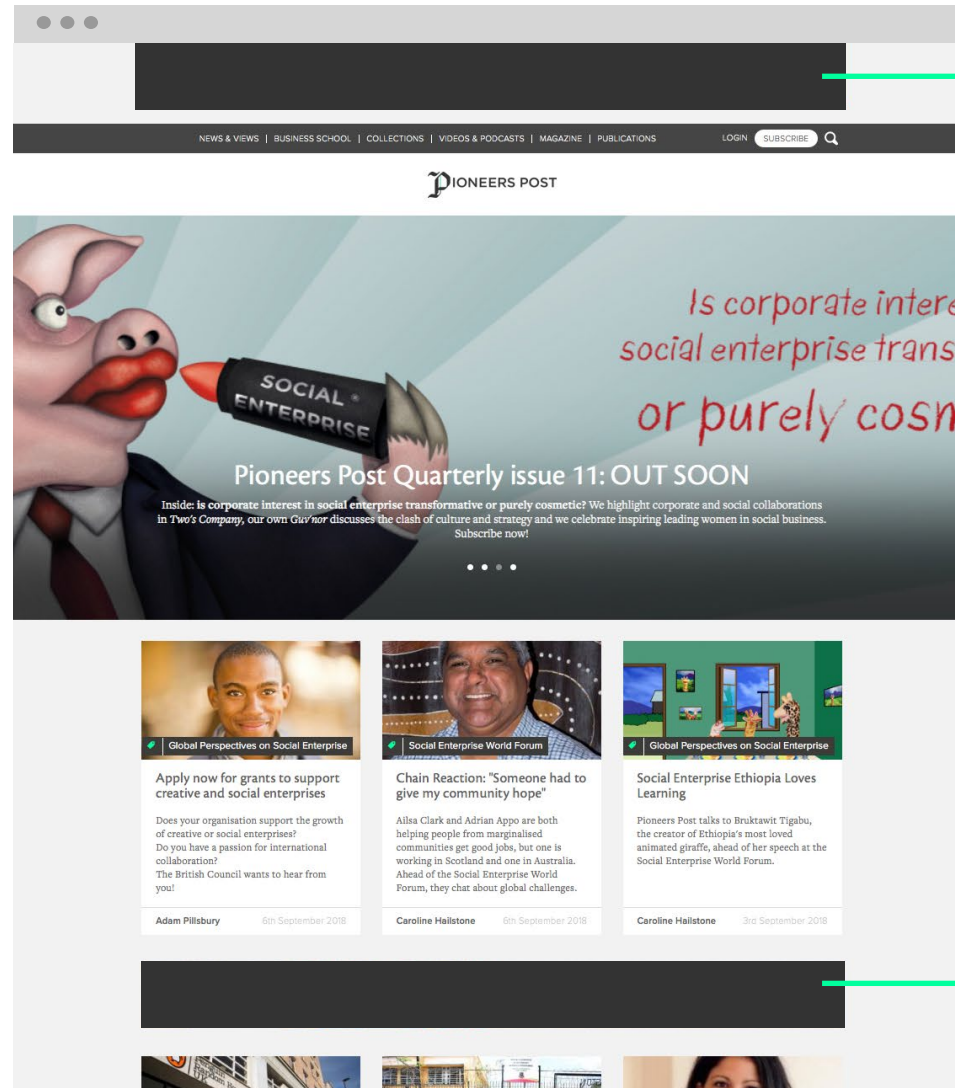
## PUBLICATIONS

A range of focused publications, delivered in partnership with experts and key sector partners. Have a look on our website under [publications](#), and find interesting special guides, A-Z directories, insight reports, research and surveys.

Advertise your events, products and services online – on our website Pioneers Post.com. Highly visible positions to provide your campaign with great impact. Your ad can be booked exclusively (subject to availability) onto our home page or section landing pages (indexing the content in each section of Pioneers Post).

All artwork must be supplied as High-Resolution Jpg or Png files, min. 300 dpi, RGB format.

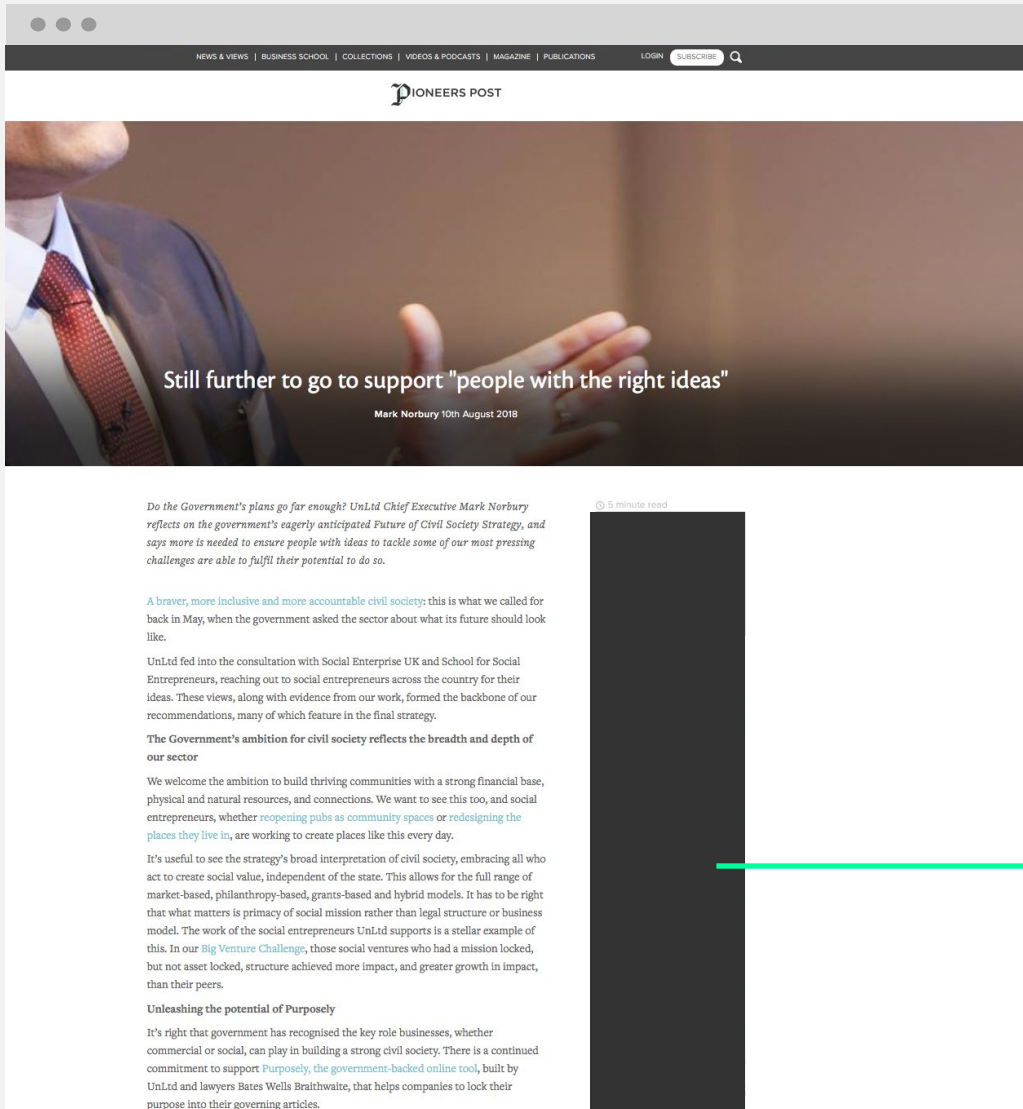
Files can be sent via email or file transfer to **simone@pioneerspost.com**



**LEADERBOARD  
BANNER AD**  
978px X 90px

**INTEGRATED  
BANNER AD**  
978px X 90px





**ARTICLE  
SKYSCRAPER**  
125px X 600px

### ADVERTISING RATES

**Homepage Leaderboard Banner**  
£500

**Homepage Integrated Banner**  
£450

**Section Page\* Leaderboard Banner**  
£450

**Section Page\* Integrated Banner**  
£400

**Article Page\* Skyscraper**  
£400

#### \*Section Pages:

- News & Views
- Business School
- Collections
- Videos & Podcasts)

*(Please note: all prices are per month  
& excluding VAT)*



Our engaging and authoritative weekly newsletter is emailed every Friday morning to a growing list of 10,000+ readers. Through this, we connect with our readers, highlighting to them the key stories of the week.

All artwork must be supplied as High-Resolution Jpg or Png files, min. 300 dpi, RGB format. Files must not exceed 35kb.

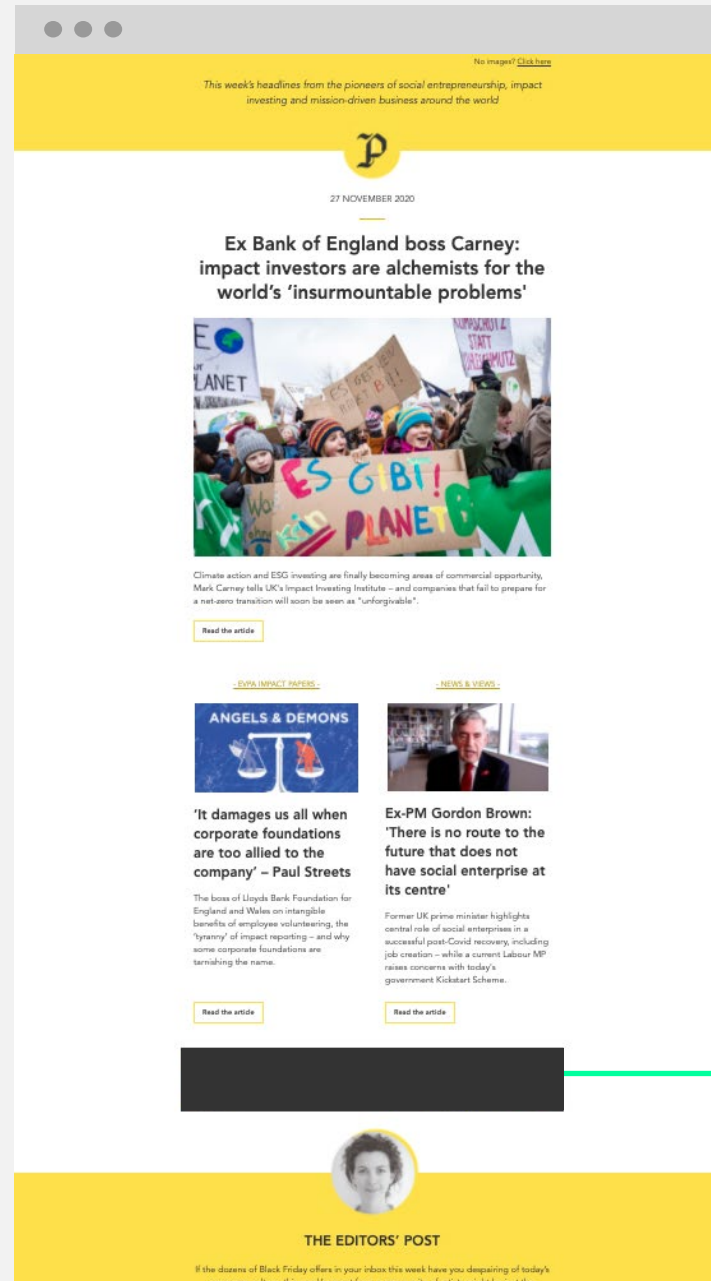
Files can be sent via email or file transfer to [simone@pioneerspost.com](mailto:simone@pioneerspost.com)

### ADVERTISING RATES

**Top Banner Ad:** £450

**Bottom Banner Ad:** £350

*(Please note: all prices are per month & excluding VAT)*



**BANNER AD**  
600px X 75px



## PACKAGES:

### CONTENT PARTNERSHIP

We also offer the opportunity to include your brand and message in a combined package across all our platforms. This will widen your reach, target audience and spread your message even more widely.

[\(See our Collections online for examples\)](#)

### THE EARLY YEARS

#### Bronze package

*Named in honour of London Early Years Foundation – the UK's biggest childcare social enterprise*

- 4 weeks on website
- 2 newsletter adverts
- 1 individual subscription

**£625**

### THE BETTER

#### Silver package

*Named in honour of Better (Greenwich Leisure Ltd)*

- 8 weeks on website
- 4 newsletter adverts
- Team subscription  
(incl. individual accounts for 5 team members)

**£1,260**

### THE DIVINE

#### Gold package

*Named in honour of Divine Chocolate*

- 12 weeks on website
- 6 newsletter adverts
- Team subscription  
(incl. individual accounts for 10 team members)

**£2,100**

### THE YUNUS

#### Bespoke package

*Named after Nobel Laureate social entrepreneur Muhammad Yunus*

Tailored package, which combines any of the three packages, plus film and podcasts - [please contact us to find out more.](#)





We can work with you to deliver bespoke, multi-platform campaigns that speak directly to your target audiences. The aim of our content partnerships is to create agenda-setting, high quality content, which puts your brand at the heart of the sustainable business agenda.

All of the content is published on *Pioneers Post* online and promoted through our weekly newsletter and social media platforms. It is also available for you to distribute to your networks, post on your website and showcase at events you are involved in. This arrangement means you are regularly communicating with your audiences through content significant to your services or brand.

## CONTENT PARTNERSHIPS

Co-created with you and tailored to meet the needs of your organisation. The packages can include a set number of articles/films/podcasts, produced with journalistic expertise, on topics that matter to you and the people you work with.

## FILM SERIES

We will work with you to create films and film series that showcase your social impact and bring your organisation's core values and thought leadership to life.

## EVENTS AND CONFERENCES

Can also be a part of the media partnership, including pre- and post-event articles, wrap films and social media support. Talk to us and let us help you promote your conference, campaign, round table, seminar or awards event!

## SE100 AND WISE100

The Social Enterprise 100 (SE100) is the list of the UK's top performing 100 social enterprises for the year. The WISE (Women in Social Enterprise) 100 identifies the leading 100 women in social business and impact investing. Delivered in partnership with NatWest, we welcome the opportunity to work with other like-minded partners who can offer value to these ground-breaking initiatives.

## GOOD DEALS + BEYOND GOOD BUSINESS

The foremost social enterprise and impact investing event of the UK annual calendar. We would love you to become a partner or exhibitor, with a range of opportunities around branding, content, exhibiting and curation of content streams.

See our partnership pack for more details.

## GET IN TOUCH & BE SOCIAL



hello@pioneerspost.com - for all your general enquiries

news@pioneerspost.com - please feel free to share your insights, successes and challenges with us

+44 (0)20 3941 2400 - feel free to call in and talk to us!

Blighty Workspace (1st floor), 35-37 Blackstock Road, London N4 2JF

### FOLLOW US



As a social enterprise ourselves, we rely on subscriptions and support from partners to fund our work. Any profits are ploughed back into our mission to keep delivering high quality journalism and to share news, debate, ideas and best practice to help you '*do good business better*'.

**SIGN UP TO OUR NEWSLETTER FOR FREE**  
**& SUBSCRIBE ONLINE TO UNLOCK ALL PREMIUM CONTENT**

**FABLE**  
BUREAU

*Fable Bureau is the creative team behind Pioneers Post, working in partnership to support leaders in social innovation and mission-driven business through brilliant storytelling. Visit the website: [fablebureau.com](http://fablebureau.com) to find out more.*