

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



MEDIA PACK 2022



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.



**200,000+**

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.

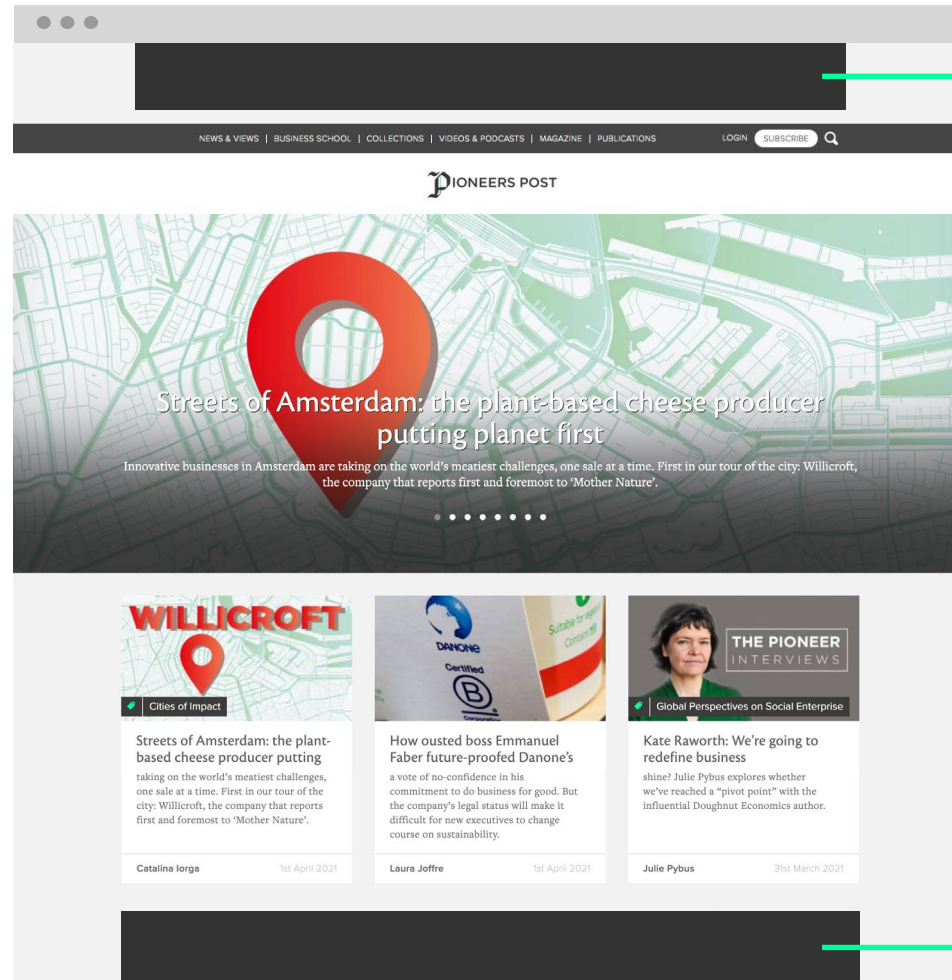


Advertise your events, products and services online – on our website PioneersPost.com. Highly visible positions to provide your campaign with great impact. Your ad can be booked exclusively (subject to availability) onto our home page or section landing pages (indexing the content in each section of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

All artwork must be supplied as high-resolution .jpg or .png files, min. 300 dpi, RGB format.

Animated GIFs supported.

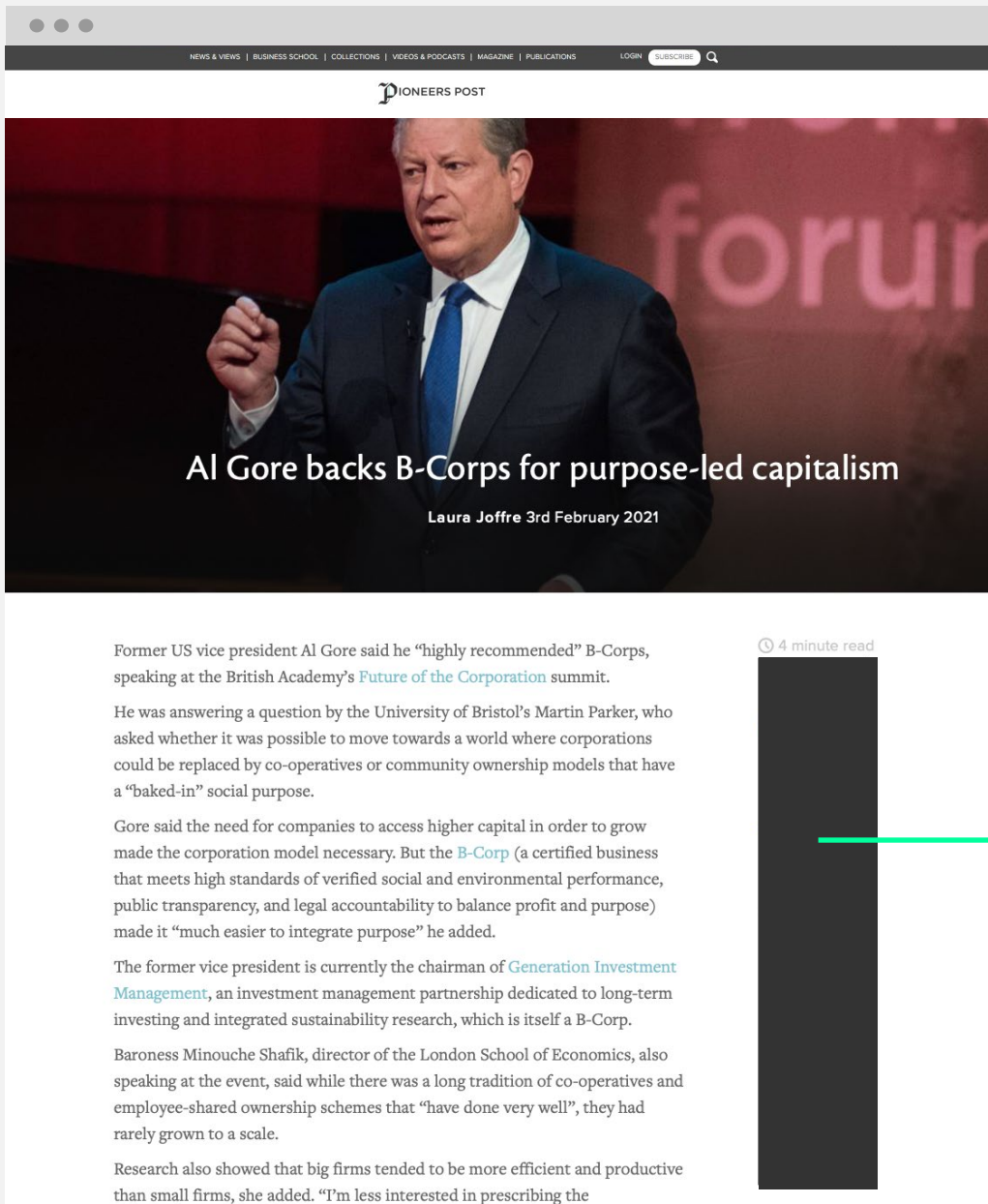
Files can be sent via email or file transfer to **simone@pioneerspost.com**



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

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





### ADVERTISING RATES - WEBSITE

#### 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)

ARTICLE  
SKYSCRAPER  
125px X 600px



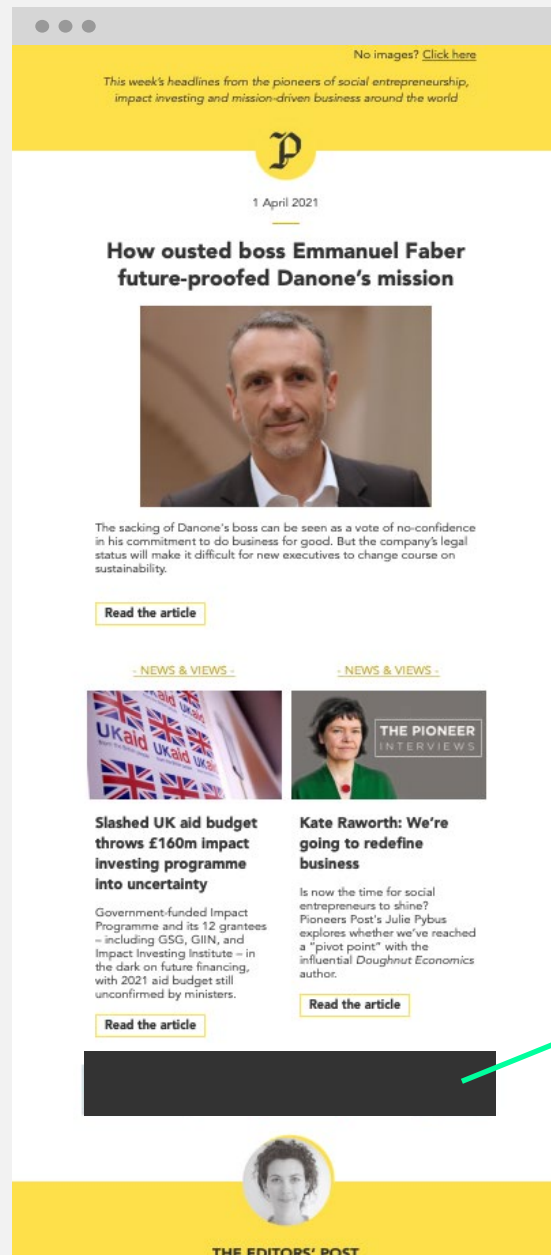
### PIONEERS WEEKLY NEWSLETTER

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.

Animated GIFs are not supported.

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



### ADVERTISING RATES - NEWSLETTER

**Top Banner Ad:** £450

**Bottom Banner Ad:** £350

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

**BANNER AD**  
600px X 75px



## ADVERTISING PACKAGES:

### 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.





## 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.



See our **PARTNERSHIP PACK** for more details.

↓ [DOWNLOAD HERE](#) ↓

## DEDICATED NEWSLETTER

Send your bespoke message in a highly targeted email to *Pioneers Post* audiences of social entrepreneurs, impact investors and mission-driven businesses (over 10,000 recipients + 30,000 social media followers). Our team of journalists can help put together an engaging introduction and our creative team will ensure the dedicated newsletter looks on brand.  
*See page 10 for more details.*

## SPECIAL FEATURES PACKAGE

Sponsored 'impact stories' which we help to create and you help to fund! We are keen to help bring your story to life and share it with our impact community audiences. We will act as 'editors' and work with you on creative ideas to shape and present the story. You can also purchase our time and journalistic expertise to write it up for you, with guaranteed placement and additional amplification through our newsletter and popular social media channels.  
*See page 11 for more details.*



No images? [Click here](#)

Building Alliances for Impact – our daily bulletin from the **EVPA** Annual Conference 2020



HEADLINES FROM THURSDAY 24 SEPTEMBER 2020

## Scaling for Impact



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In this season of big impact conferences, it's easy (even online) to get carried away with all the energy and rhetoric about collaboration and scale. So it was important to hear a new voice of support, but also of reality. The new CEO of **EVPA**, Roberta Bosurgi, reminded us that, as far as most people in government, business and society are concerned, investing for impact remains invisible – a 'best kept secret' that every impact leader wants to be revealed but one that egos might keep concealed. This year, of all years, must be the time to spill the beans.

One of the good things to come out of 2020 is a stronger, more connected philanthropic sector that's better placed to collect data – and use it to figure out where the gaps are. One example: a database that identified US\$11.9bn of global philanthropic funding dedicated to the pandemic from 38 countries found that just 1% of the money was dedicated to disabled people, and just 2% to older people.

And speaking of funding gaps, there's a mammoth one when it comes to reaching our carbon

Send your bespoke message in a highly targeted email to *Pioneers Post* audiences (over 10,000 recipients). You can promote your latest news, announce your new programme, fund or event, share your expertise or demonstrate your thought leadership directly to our audience of social entrepreneurs, impact investors and mission-driven business leaders. Our journalists can help you put together an engaging introduction and include signposting/links to a range of relevant stories and content on your own or your partners' sites. The whole newsletter will be co-branded and designed by our creative team. Typically we see a good open/CTR rate on these dedicated newsletters, and there's lots of variety possible! Once the dedicated email is sent, we can also share on social media (providing promotion to a further 30,000 followers).

**COSTS** range between £995 and £1,995 (+VAT) depending on how much writing or creative design you'd like us to do.

*(NB the content has to be relevant for our audiences and pass our editorial standards).*

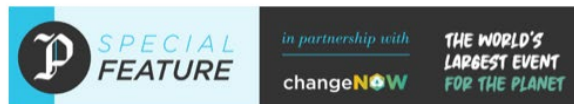


## TerraCycle boss: why sleepy social enterprise needs more 'punch to the gut'

Anna Patton 14th May 2021

Time magazine reckons TerraCycle could hold the key to mass-scale recycling. How has the social enterprise made such a splash? Ahead of a speaking slot at the ChangeNOW summit on 27-29 May, TerraCycle founder Tom Szaky shares some surprising advice on getting your message out there – including taking a lead from Fox News.

10 minute read



In 2009, National Geographic broadcast a documentary series about US-based recycling company TerraCycle. Billed as a tale of “young eco-capitalists” making “clever products that turn trash into cash”, *Garbage Moguls* took viewers behind the scenes at a quirky New Jersey startup turning billboards into bags and Oreo wrappers into kites.

The TerraCycle team hoped the series would show that waste management could, contrary to most perceptions, be fun and creative (it also meant they got paid to be featured, rather than paying for advertising). But viewing figures weren't particularly high, CEO and founder Tom Szaky says, so it ended after one season. It was, he thinks, just a bit too serious to get people excited.

A few years on, TerraCycle tried again, this time with *semi-scripted comedy* *Human Resources*, described by critics as “spunky” and “cheeky”. It was screened on the now defunct Pivot Network, becoming its most popular show and continuing for three seasons until the network folded. Szaky plans to revive the show at some point.

The lesson – for TerraCycle and for others – was clear. “You have to focus on how to achieve the goals of whatever it is that you're working on first,” says Szaky. For TV, that means audience ratings. “When you have that, then you have permission to try to put as much purpose and mission into it. We did it inverted with Nat Geo. It ended up failing.”



Sponsored ‘impact stories’ which you help to pay for and we help to create! Provided the content is of genuine interest and value for our audiences, and passes our editorial standards, we are keen to bring your story to life and share it with our impact community audiences. We will always act as ‘editors’ for this content and work with you on creative ideas to shape and present the story. You can also purchase our time and journalistic expertise to write it up, with guaranteed placement and additional amplification through our newsletter and popular social media channels (min. of one post on Twitter, LinkedIn & Facebook).

### COSTS:

This ‘mini-partnership’ package is £1,295 ex VAT including our journalism, or £995 if you don't need us to do the writing.

*(NB Special features are 800-1,200 words and include interviews with 2-3 people. This is not the same as advertorial/paid editorial – ie you can't ‘buy space’ or place content in the same way as advert).*

## GET IN TOUCH & BECOME A *PIONEERS POST* MEMBER



hello@pioneerspost.com - for all your general enquiries.

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

### 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.*