

Advertising Rate Card



Overview

We have opportunities for likeminded organisations to reach Working Families' wide audience of top Executives, HR and DEI leaders through advertising partnerships.

Newsletters

Our employer newsletter has 12,000 subscribers, an average open rate of 36% and click through rate of 8%, giving us an average of 960 clicks per newsletter.

Small newsletter insert (250 words) - **£250**

Large newsletter insert (500 words) - **£450**

Blog post

Our blog posts sit on the homepage of our website, which receives over 1 million unique visitors every year.

Dedicated partner blog post to sit on the Working Families website - **£2,000**

Webinar

Engage with business leaders across sectors with a co-hosted webinar around a topic you wish to put on the agenda. The event will be promoted to our 12,000 business contacts and LinkedIn page and newsletter, with 8.2k followers and 1.3k subscribers.

Co-branded webinar - **£3,500**

Contact

Sarah Vignoles, Strategic Partnerships Manager

sarah.vignoles@workingfamilies.org.uk