

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 over 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**

Dedicated newsletter – **£1,000**

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

Co-branded webinar - **£3,500**

Contact

Sponsorships Team

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