

## Advertise on Market Research World

Market Research World has established an online reputation for offering visitors a "one stop shop" for market research related news, articles, findings and other industry specific information.

To help fund the continued not for profit development of the Market Research World website, we are now offering targeted online advertising solutions.

### User Profile:

Our user base represents a broad cross section of the market research industry including researchers (market and social), research buyers (e.g. market research managers), research suppliers and marketing academics.

Our users locate the MRW web site through a number of different channels including word of mouth, internet search engines, industry newsletters and online advertising campaigns.

We currently receive an average of 3,700+ unique visitors a day who view 9,000 pages per day. In addition, on a daily basis we have 15-20 new readers who subscribe to receive our monthly newsletter. The authority of our site can also be seen through its positioning within Google. If you type in "Market Research " into Google you will find us listed on the first page (normally around 3rd on the .co.uk version). The same is the case with Yahoo and a number of other search engines.

The majority of our users reside in the United Kingdom or the United States of America. Other visitor traffic comes from Ireland, India, Canada, Australia, The Netherlands, New Zealand, France, Poland, Romania, Singapore, Belgium, Germany and Italy.

### Web Site Advertising:

What is the most effective way to bring qualified potential customers to your web site? Advertise with another web site that already attracts people who need your services. If your company is involved within the market research sector we can meet your online advertising needs. The types of advertising are:

#### 1) Banners

Size available is 468x60 for banners. and these are placed on every page of the site.

Banners can be purchased for as little as 50.00 GBP per month.

#### 2) Market Research Supplier Directory

A listing within our supplier directory allows you to advertise your company. The listing includes a full page detailing your services, experience, contact details and a link to your website. Through this you will receive qualified traffic to your website.

The cost for inclusion in our market research directory is from just 50.00 GBP per year. There are no per click fees of any kind, making this a cost effective and value for money lead generation method. You can also choose to be a sponsor within the supplier directory, which enhances your listing to give your company greater exposure.

[Click here to view the Market Research Supplier Directory.](#)

#### 3) Newsletter Sponsorship

The MRW fortnightly newsletter is sent to over 3000 subscribers who are confirmed through an email opt in system. Each newsletter focuses on a featured market research related article, new content added to the site and other industry developments.

When you sponsor a newsletter your company receives an exclusive for that fortnightly newsletter. A newsletter sponsorship reaches a focussed group of relevant industry personnel. Due to our email opt in process you can be assured that our readers will be interested in the services your company has to offer.

We offer this service from 25.00 GBP per newsletter.

Please contact [editor@marketresearchworld.net](mailto:editor@marketresearchworld.net) for more details.

#### 4) Bespoke Advertising

In addition, we would also be interested in hearing from companies who would like to take out other forms of advertising on the site. Please contact us to discuss further.

#### Testimonials

The vast majority of our advertisers are repeat clients and have given us positive feedback throughout the relationship. Elizabeth Birch from Market Shape Ltd. Recently said...

"Market Shape have been delighted with the response we have received from our listing on the Market Research World. It provides a concise and easy to navigate directory of services from which new clients have been able to find us to help solve their Market Research requirements." Interested?

[Click here to fill out our advertising enquiry form and we will contact you as soon as possible.](#)