

therightinfo.co.uk

The leading online resource for the grocery,
manufacturing, retail and hospitality sectors

MEDIA INFORMATION

Introduction

therightinfo.co.uk is part of the William Reed Business Media portfolio and is the leading business directory website for the Grocery, Retailing, Food Manufacturing, and Drinks & Hospitality sectors in the UK. It was originally launched as **The Grocer Directories** in 2001 and holds over 27,000 business listings, 59,000 contacts and 18,000 brands. The website was re-branded in 2007 as **therightinfo.co.uk**

Over 60% of subscribers are MD's, Sales, Directors, Management and Marketing

therightinfo.co.uk gives your company, brand, product or service exposure amongst a highly targeted audience

Business people conduct online research

People are increasingly using the online channel to conduct research and make purchasing decisions. It has become the medium of choice in the workplace and success online has now become critical for many businesses.

Interacting with business professionals

therightinfo.co.uk is promoted across the ten biggest B2B William Reed websites giving users and businesses a unique edge over the competition and promoting community interaction between the sites. It also provides a trusted environment for businesses to build brand awareness and generate high quality business leads.

Senior decision makers

therightinfo.co.uk is a valuable resource for decision makers that make and influence purchasing decisions.

33,304 unique users staying for an average of 8 minutes*

* Source: Web Trends February 2008

Advertising solutions

However you would like to engage with **therightinfo.co.uk** audience, we work with you to help you create a campaign that will fulfill your objectives.

Objective: Be seen alongside key industry businesses

This is a highly competitive market place and the online channel is used increasingly to make and influence purchasing decisions. **therightinfo.co.uk** gives you exposure amongst a highly targeted audience and can help set you apart from your competitors.

Objective: Lead generation

therightinfo.co.uk is promoted across the homepage of the ten biggest B2B William Reed websites using interactive search panels, banners and buttons linking back to the **therightinfo.co.uk**. Networking these sites together increases the exposure your business receives to key users.

Objective: Branding

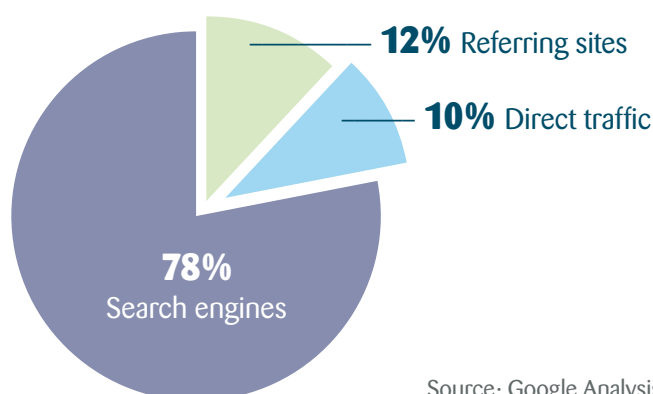
Whether you wish to place banners or buttons site wide, tailor them to specific sectors or place adverts that target specific searches, **therightinfo.co.uk** places your business in front of thousands of highly targeted decision makers at a fraction of the cost of print.

Objective: Visibility via the search engines

Optimising your site for visibility via search engines is costly. We can work with you to achieve better results.

Over 27,000 companies, 59,000 contacts and 18,000 brands are exposed to a highly targeted audience on **therightinfo.co.uk**

therightinfo.co.uk traffic breakdown



Source: Google Analysis Feb/March 2008

We have been using **therightinfo.co.uk** and William Reed directories for some time now. They provide an excellent and cost effective way of reaching our markets. The new site means that we can target and reach the growing numbers of potential customers who search and source online. We can also attract that elusive search engine audience without extra investment.

Peter McDermott
Food Network Ltd
peter@food-network.com

To find out the best way to reach **therightinfo** audience, call the Sales Team on **+44 (0)1293 610435**

Site Packages

Bronze package £400

- Colour style logo – for brand recognition
- Links into your web site and email address for leads
- Priority listings – your company will appear above the standard listings
- Enhanced company profile, more comprehensive than standard profiles
- Unlimited product headings – to ensure you are returned in as many result screens as possible

Silver Package £750*

- Button style image returned via 3 preferred product headings and agreed list of 5 key word phrases
- Colour style logo on company profile – for brand recognition
- 50 words of extended 'search text' to maximise your company's performance in search results
- Links into your web site and email address for leads
- Priority listings – your company will appear above the standard listings
- Enhanced company profile, more comprehensive than standard profiles
- Unlimited product headings – to ensure you are returned in as many result screens as possible
- Discounted copy of nominated directory with full password access available at 50% of full price

Gold Package £1250**

- Banner style image returned via 3 preferred product headings and agreed list of key word phrases
- Colour style logo on company profile – for brand recognition
- 50 words of extended 'search text' to maximise your company's performance in search results
- Links into your web site and email address for leads
- Priority Listings – your company will appear above the standard listings
- Enhanced company profile, more comprehensive than standard profiles
- Unlimited product headings – to ensure you are returned in as many result screens as possible
- 1 free copy of nominated directory with full password access included

*Guaranteed Button 1 position at plus 10% of button package

** Sector level banners available at plus 15% of banner package

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	Gold	Silver	Bronze
Priority Listing (return before free listing in results)	✓	✓	✓
Enhanced Company Profile (add extra information about your company)	✓	✓	✓
Full colour logo on profile (increase brand recognition)	✓	✓	✓
Live hyperlinks to your website (increase traffic to your website)	✓	✓	✓
Extended text (maximise your search results)	✓	✓	
Unlimited product headings (get the relevant traffic for your company)	✓	✓	✓
Onsite media (linked to headings)	Yes* 3 x Banners (468x60 pixels, top of page – premium real estate)	Yes* 3 x buttons (alongside search results)	
Onsite media (linked to keywords & keyword phrases)	Yes* 10 key word phrases – each returning a banner	Yes* 5 key word phrases each returning a button	
Directory discount	Yes - FREE directory included worth over £200	Yes- 50% off directory price	Subject to availability
Price	from £1250 per annum	from £750 per annum	from £400 per annum

* Subject to availability

therightinfo.co.uk

therightinfo.co.uk is part of William Reed Business Media, the market-leading provider of business media in the food and drink sectors across the UK. Quality business information is provided through a portfolio of magazines, events, exhibitions, directories, online media and email publications.

therightinfo.co.uk is promoted across the following portfolio of William Reed websites:

foodmanufacture.co.uk

Foodmanjobs

thegrocer.co.uk/independents

thegrocer.co.uk
the business of food and drink retailing

GrocerJobs
GROCCER JOBS

meat
info.co.uk

Morning Advertiser.co.uk

www.prowholesaler.co.uk

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William Reed 
BUSINESS MEDIA

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