

LettingAgent**TODAY**

**MEDIA
PACK**
2016



angelsmedia

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Introduction

Letting Agent Today is a trusted supplier of cutting-edge news content from the world of lettings and rentals. Launched in 2008 as a sister site to Estate Agent Today, **Letting Agent Today** is the first port of call for many lettings professionals when looking for the latest industry news.

Delivering a consistent supply of rich news content, **Letting Agent Today** aims to help agents keep abreast with the thriving lettings sector. The publication is edited by experienced property journalist Graham Norwood.

“Angels Media have met and exceeded our expectations during our association with them.

Although we regard ourselves as reasonably savvy in our approach to social media and marketing generally, we've found that the company has inspired us to try new approaches and fresh ideas which have produced excellent results. We find Angels Media very proactive in our dealings with them, with fast implementation from enquiry to product delivery.

Brian Callaghan, Letting Solutions

“The company profile page is a great innovation.

It's a great platform to feature our company bio and general information and we continue to get enquiries from the contact form. I'm very pleased to say that it's the best way of marketing for us.

Roy Fuller Everything Lettings



Website stats

98,000

page visits (per month)

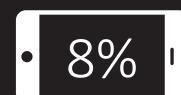
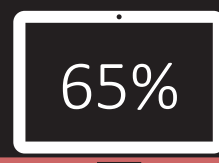


49% returning visitors

51% new visitors



Devices viewed on



Desktop

Tablet

Mobile



Social Media stats



710 likes on Facebook



5,092 followers on Twitter

Rate Card

Key

Home

Breaking News




Community

Site Banners						
Name	Size	Price				
MPU 1	300x250	£2,500	✓	✓	✗	
MPU 2 (Sponsored Content)	300x250	£1,800	✓	✗	✗	
MPU 3 (Commission Calculator)	300x167	£1,500	✓	✓	✗	
MPU 4 (Live Counter)	300x167	£1,000	✓	✓	✗	
MPU 5	290x200	£450	✓	✗	✓	
MPU 6	290x200	£450	✓	✗	✓	
MPU 7	290x200	£400	✓	✗	✓	
MPU 8	290x200	£400	✓	✗	✓	
Strip Button (1-7)	120x120	£700	✓	✓	✗	
Wide Banner 1	468x60	£550	✓	✗	✗	
Wide banner 2	468x60	£550	✓	✗	✗	
Leaderboard	973x93	£2,500	✗	✓	✓	
Article Bottom Leadboard	696x86	£1,500	✗	✓	✗	
Comments Banner	300x167	£1,400	✗	✓	✓	

Newsletter Banners		
Name	Size	Price
Newsletter Leaderboard	560x65	£1,800
Newsletter MPU	210x170	£1,500
Bottom Leaderboard	560x65	£900

Email Options	
Name	Price
Eshot to Full Database	£1,200
Eshot to Active Database	£850
Eshot to Agents within the M25	£700
Targeted Follow up Eshot	£150

Video Options	
Description	Price
Weekly Roundup Video Pre-roll	£1,200
Featured Video	£400
Bottom Leaderboard 1	£250
Bottom Leaderboard 2	£250
Video Library	£200

Other Services						
Name	Total Size	Banner Size	Price			
Sponsored Content	300x250	300x250	£385	✓	✓	✓
60 Second Interview	300x250	300x250	£150	✓	✓	✓
Creation of Company Profile			FREE			
Inclusion in Trade Directory			£70			
Sponsored Company Profile			£100			



Very pleased with how you turned it around. I work with a lot of huge media owners and many cannot do this, so it is appreciated and noted.

**Kate Brunning, Account Manager
Sound Creative**

Home Page

A Strip Button

Four buttons are displayed in a prominent position above the fold on the homepage. These buttons are also displayed in the middle of each Breaking News article page.

B 60 Second Interview

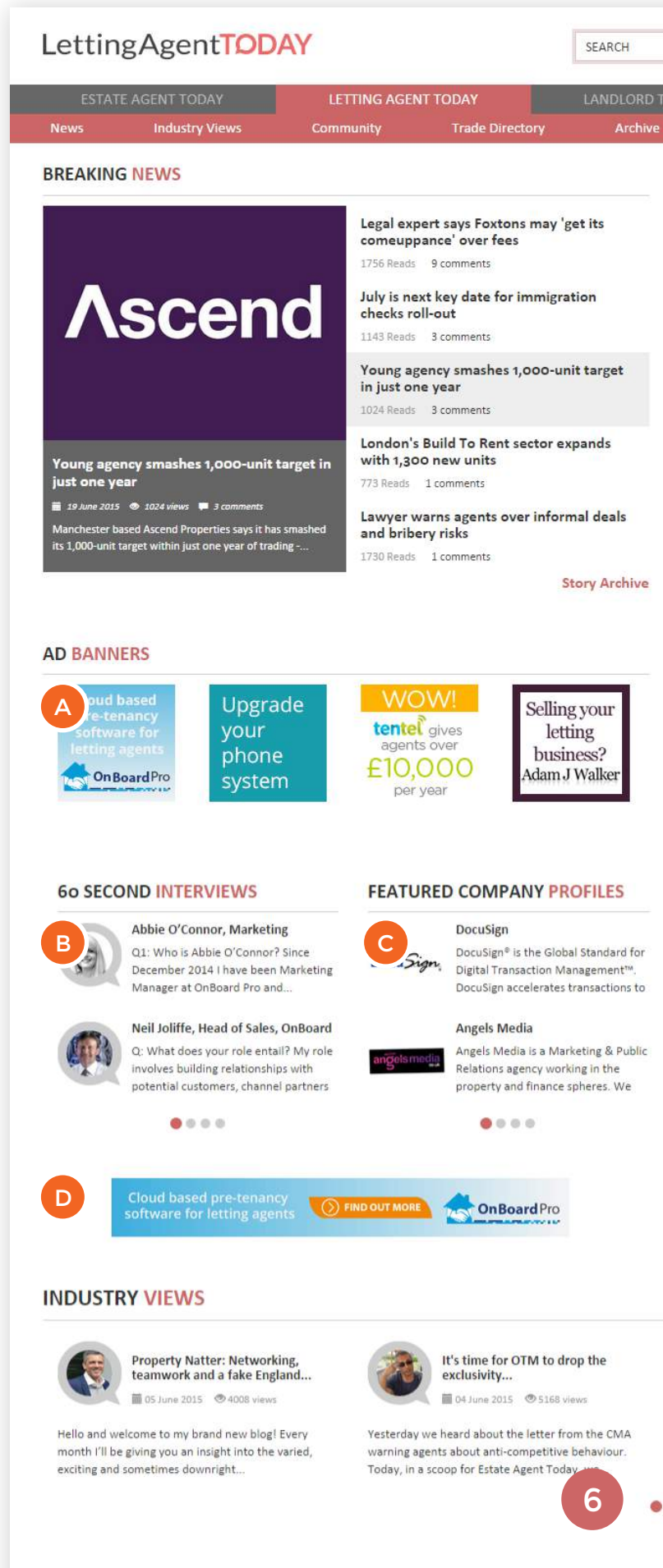
The 60 Second Interviews are displayed on the homepage and in the right hand column of each Breaking News article page. When it is no longer one of the eight most recent, your interview will remain on the 60 Second Interview page forever.

C Featured Company Profile

Any company can create a free Company Profile. For a small fee you can purchase additional exposure, making sure your Company Profile is featured on the homepage and in the daily newsletter.

D Wider Banner

These strip banners are located under the fold on the homepage. There are two banner spaces with sharing options available.



GO

STAY CONNECTED! Over 20,000 followers and counting

SIGN IN

PROPERTY INVESTOR TODAY

E Get ahead of the game with your own social media.

Find out more

Zoopla Property Group

Helping you win

F ISORED CONTENT

No job too big or...

Some companies pride themselves on being able to accommodate customers of all kinds. "No job too..."

WOW! TenTel shows growth

It's been a fantastic month here at TenTel as more and more tenants and home owners...

G Sign up for a better service today

HomeLet

H Innovative pre-tenancy software for letting agents

FIND OUT MORE

OnBoardPro

FEATURED VIDEOS

I Over 1 million references

HomeLet Referencing

ESTATE AGENT TODAY

Video round up 19.06.15 - Watch

Watch the latest weekly video roundup of news from...

HMRC making anti-money

The National Association of Estate Agents says HMRC have...

SPONSORED CONTENT

Letting agents must be ready...

Recent weeks have seen changes made to the rules that govern responsibility for property repairs

No job too big or...

Some companies pride themselves on being able to accommodate customers of all kinds. "No job too..."

excite office design display & refurbishment

It's time to consign sole agencies to history...

29 May 2015 4455 views

This publication recently reported on Russell Quirk's latest attempt to upset the establishment, this time by attacking the hallowed ground of the sole...

Fee disclosure: Are you ready for an inspection?...

29 May 2015 4465 views

Earlier this week we passed the official deadline for letting agents to fully publicise their fees as well as providing evidence of which redress scheme...

E MPU 1

MPU 1 appears in the top position on the Home Page and news article pages, ensuring maximum exposure.

F MPU 2

MPU 2 is placed beside MPU 1 on the homepage and beneath MPU1 on the article news pages.

G MPU 3

MPU 3 appears beneath MPU 1 on the Home Page and follows beneath MPU 2 on all article news pages.

H MPU 4

MPU 4 is placed beside MPU 3 on the homepage and beneath MPU 3 on the article news pages.

I Featured Video

Your video will be displayed as one of seven, positioned above the fold on the homepage. When it is no longer one of the seven most recent videos, your video will remain in our video archive forever.

The Community

IN THE COMMUNITY

Estate Agent Today - BREAKING NEWS



Video round up 19.06.15 - Watch the...
Watch the latest weekly video roundup of news from...

Recent comments



Agreed. Great work, as always.

Letting Agent Today - BREAKING NEWS



Legal expert says Foxtons may 'get its...'
Prominent residential property and tenant law expert Tessa Shepperson...

Recent comments



Foxtons in the news again! I can't work out if their PR team will be delighted about that.

J

0%

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Agents, brokers, intermediaries, investors and all, you're in the...

Recent comments



Landlord Today - BREAKING NEWS



Landlord who tried to blame tenant jailed...
A landlord has been jailed for four years for...

Recent comments



Industry Views



Property Natter: Networking, teamwork and a fake...
Hello and welcome to my brand new blog! Every...

Recent comments



I think I've been done.

Property Investment / Portfolio Building Strategies and Discussions



Overseas investment - a great idea or...
I've always like the idea of buying a property...

Recent comments



Thanks for responding, Helen! This is really good advice. I hadn't thought of that angle

Property Functions and Events



FUTURE: PROPERTY TECH ...
Join us to network, learn & share idea's with...

Recent comments



Property investor Today - BREAKING NEWS



Right to Buy a cynical ploy for...
A town planning expert from Birmingham City University has...

Recent comments



Couldn't agree more. The housing shortage is what needs to be dealt with - and fast.

Introducer Today - BREAKING NEWS



Co-op takes two-year fixes to new low...
The Co-operative bank has launched the UK's lowest ever...

Recent comments



Renovations and Interior Design



Home improvement turn-ons and turn-offs - what...
Making improvements to your rental property is imperative if...

Recent comments



Some really great points here, let's be honest, who wouldn't view avocado

K

Need more stock?

See how the tool works!

click for more

Estate and Letting Agent Discussions



How to sell a home ...
There is a wealth of information out there for...

Recent comments



Landlord Problems



How to avoid the most common landlord...
As high house prices and tougher lending criteria leads...

Recent comments



Yeah, good tips here. Getting the DIY/painting and decorating side of things

L

PROPERTY DEVELOPERS/ESTATE AGENTS

Property wanted by waiting investors, Individual apartments and houses, Developer stock deals, Bulk purchases, Fast sales, Off plan

CHOICES

Everything Else



Is this the future of broadband? ...
A battle to offer superfast broadband from space has...

Recent comments



J MPU 4 **K** MPU 5 **L** MPU 6

These are displayed in The Community section of the homepage as well as on The Community page itself, securing high levels of exposure with over 1,000 Community members so far and counting.

Breaking News

D Cloud based pre-tenancy software for letting agents

FIND OUT MORE



Letting Agent Today - Breaking News



Graham Norwood

[< Back](#)

Here is today's Breaking News from Letting Agent Today. Join the debate by leaving a comment below a story. Remember, you will need to be logged-in to do this. Every comment posted will automatically feed into The Community so you will never miss a thing.

BREAKING NEWS



Legal expert says Foxtons may 'get its comeuppance' over fees

Prominent residential property and tenant law expert Tessa Shepperson says a class action against Foxtons alleging unfair charges to landlords will lead to the agency having...

[+](#) [f](#) [t](#) 1782 Reads



July is next key date for immigration checks roll-out

The National Landlords Association says next month is the next key date for the roll-out of the government's controversial immigration checks to be conducted by landlords...

[+](#) [f](#) [t](#) 1168 Reads



Young agency smashes 1,000-unit target in just one year

Manchester based Ascend Properties says it has smashed its 1,000-unit target within just one year of trading - and is now expanding across the country. The agency now manages...

[+](#) [f](#) [t](#) 1048 Reads



London's Build To Rent sector expands with 1,300 new units

Three multi-million pound deals will provide over 1,000 new homes specifically for private rent in London, under the government's Build To Rent initiative. Some 903 homes will...

SEARCH BY KEYWORD

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How many legal referrals could YOU instruct per month?

5

How much commission would YOU like to earn per case?

£250

CALCULATE

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In a marketplace where many providers outsource their Tenant Referencing and Rent Protection services, using one...



Your agency could look like...

Gareth Styles of Grants Independent Estate Agents, Woking writes: When considering opening a new office in Woking...



The Best Areas To Buy...

Whether you are single or a family, looking

M Leaderboard

This banner is displayed across the Breaking News, Trade Directory, Community and Archive pages, ensuring maximum exposure for your advert.

Article Page

BREAKING NEWS

17 July 2015

2061 Reads 3 Comments

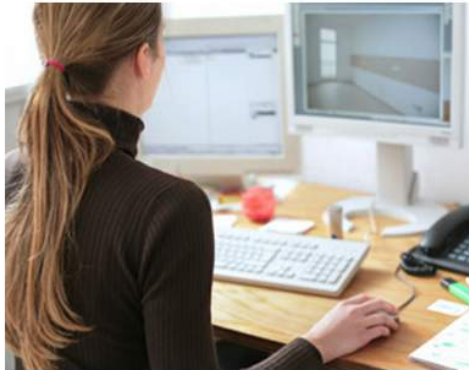


By Graham Norwood

< Back



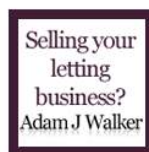
Estate Agent Today is proud to sponsor



The property at the centre of what has been described as the world's [first virtual open house on Facebook](#) has sold for £10,000 above its asking price.

Online agency SellMyHome claims that the technology helped vendor Mike Freeman achieve £10,000 more than the asking price when selling his London flat.

The two bedroom home in Hackney, East London was on sale for £550,000 and was marketed with technology from software company Virtual Walkthrough. The property was sold for £560,000 - the agency claims an "almost identical" flat in the same block was sold in May for £518,000.



The virtual open house using Virtual Walkthrough's technology created 145 virtual viewings during the three hour period it was live on Facebook, with shares creating a reach of 29,349.

"It opened us up to a wider audience and made it easier for people to view our property" says the vendor.

SellMyHome is using similar technology to create a Facebook virtual open house every Wednesday, claiming it helps create "our vision of a better customer experience."

TAGS: [Virtual Open House](#) [Facebook](#) [London](#) [SellMyHome](#)

N

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Helping you win



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REZI: Ahead of its Time...



www.dezrez.com/rezi Whilst the estate agency market has accelerated over the last ten years, it's fair to say...

4 ways to make sure...



Everywhere we look there's talk of the high numbers of agents clambering for our attention on...



Your agency could look like...

Gareth Styles of Grants Independent Estate Agents, Woking writes: When considering opening a new office in Woking...

Get the most from everyday...



The abundance of emails you send every day presents a valuable, yet often overlooked marketing opportunity...

Out of Hour cover for...



Many Councils are now introducing Landlord Licensing within different boroughs, for those that have one of...

Introduction to OnBoard Pro ...



OnBoard Pro- innovative pre-tenancy software with multi-functional capability to streamline the entire lettings process into

N Article Bottom Leaderboard

This banner is displayed across the bottom of each Breaking News article a position which ensures maximum exposure for your advert.



After running a small test with Angels Media we were impressed...

...with how efficiently our campaigns were managed, the smooth supply of prospects and – following initial telemarketing – the quality of those leads. We have subsequently re-ordered on various occasions and have not been disappointed in any area. Providing good leads at competitive prices, Angels Media are now certainly on our list of preferred suppliers.

Andy Golding, Marketing Manager
IPIN Global

Newsletter

O Leaderboard

This position guarantees you maximum exposure as it is one of the first things seen by our subscribers to Letting Agent Today's daily newsletter.

P Sponsored Content

This position ensures fantastic levels of exposure. Within the daily newsletter a direct link to your Sponsored Content will be delivered directly into the inbox of our subscribers.

Q Newsletter MPU

Located to the right of the headlines and below the Sponsored Content, this position guarantees high levels of exposure and is seen by our subscribers every morning.

R Featured Company Profile

Any company can create a free Company Profile. You may wish to purchase additional exposure, making sure your Company Profile is featured on the homepage and in the daily newsletter.

S Bottom Leaderboard

This position, located on the newsletter between the Featured Company Profiles and Trending Articles, guarantees high levels of exposure and is seen by our subscribers to Letting Agent Today's daily newsletter.

LettingAgent**TODAY**
My Passport Profile
19th June

NewsCommunityTrade DirectoryArchive

O
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BREAKING NEWS

Legal expert says Foxtons may 'get its comeuppance' over fees
Prominent residential property and tenant law expert Tessa Shepperson says a class action against Foxtons alleging... [read more](#)

July is next key date for immigration checks roll-out
The National Landlords Association says next month is the next key date for the roll-out of... [read more](#)

Young agency smashes 1,000-unit target in just one year
Manchester based Ascend Properties says it has smashed its 1,000-unit target within just one year of trading -... [read more](#)

London's Build To Rent sector expands with 1,300 new units
Three multi-million pound deals will provide over 1,000 new homes specifically for private rent in London,... [read more](#)

Lawyer warns agents over informal deals and bribery risks
The recent warning to estate agents by the Competition and Markets Authority sends a strong signal... [read more](#)

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LetMe.com
How to know whether to sell or keep your investment property

Everything Lettings
No job too big or too small

HomeLet
For Referencing and Rent Protection services you can trust, speak to HomeLet

Q
Int Referencing can be time consuming
We take care of the whole process
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TRENDING ARTICLES

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Mortgage firm's startling attack on "rip off letting agents"
A spokesman for the mortgage firm Ocean... [read more](#)

F Foxtons
Legal expert says Foxtons may 'get its comeuppance' over fees
Prominent residential property and tenant law expert... [read more](#)

Anti-letting agent MP today bids for Labour deputy post
Nominations for Labour's deputy leadership race close... [read more](#)

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Contact Us



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