

Landlord**TODAY**

**MEDIA  
PACK**  
**2016**



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# Introduction

Granting landlords daily access to the most important property management news. **Landlord Today** was launched in April 2011 as a news source specifically designed to answer questions and update all manner of landlords across the UK.

**Landlord Today** has capitalised on a gap in the market by providing support and advice, as well as news from the National Landlords Association (NLA) and stories focused on tenants and rental prices. The e-magazine is fronted by editorial director, Emma Lunn.

“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

41,000

page visits (per month)

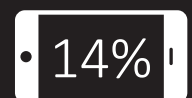
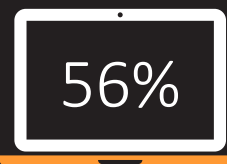


54% returning visitors

46% new visitors



## Devices viewed on



Desktop

Tablet

Mobile



## Social Media stats



977

likes on Facebook



7,883

followers on Twitter

# Rate Card

Key




Home   Breaking News   Community

Site Banners					
Name	Size	Price			
MPU 1	300x250	£1,500	✓	✓	✗
MPU 2 (Sponsored Content)	300x250	£1,250	✓	✗	✗
MPU 3 (Commission Calculator)	300x167	£1,000	✓	✓	✗
MPU 4 (Live Counter)	300x167	£800	✓	✓	✗
MPU 5	290x200	£350	✓	✗	✓
MPU 6	290x200	£350	✓	✗	✓
MPU 7	290x200	£250	✓	✗	✓
MPU 8	290x200	£250	✓	✗	✓
Strip Button (1-7)	120x120	£500	✓	✓	✗
Wide Banner 1	468x60	£400	✓	✗	✗
Wide banner 2	468x60	£400	✓	✗	✗
Leaderboard	973x93	£1,500	✗	✓	✓
Article Bottom Leadboard	696x86	£900	✗	✓	✗
Comments Banner	300x167	£800	✗	✓	✓

Newsletter Banners		
Name	Size	Price
Newsletter Leaderboard	560x65	£1,000
Newsletter MPU	210x170	£800
Bottom Leaderboard	560x65	£600

Email Options	
Name	Price
Eshot to Full Database	£1,400
Eshot to Active Database	£1000
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	£800
Bottom Leaderboard 1	£400
Bottom Leaderboard 2	£400
Video Library	£200

Other Services						
Name	Total Size	Banner Size	Price			
Sponsored Content	300x250	300x250	£250	✓	✓	✓
60 Second Interview	300x250	300x250	£99	✓	✓	✓
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.

The screenshot displays the LandlordTODAY homepage layout. At the top, the navigation bar includes 'ESTATE AGENT TODAY', 'LETTING AGENT TODAY', and 'LANDLORD TODAY' with sub-links for News, Community, Trade Directory, and Archive. A search bar is located in the top right corner.

**BREAKING NEWS** section features several articles with accompanying images and read/comment counts:

- Two Manchester landlords fined for "death trap" flats** (283 Reads, 0 comments)
- LSE: "Rent control is not the easy answer"** (186 Reads, 0 comments)
- July is next key date for immigration checks roll-out** (1710 Reads, 0 comments)
- Incentives for private landlords to join social lettings scheme** (1417 Reads, 1 comments)
- Arsenal tops the (rent) league at last** (1425 Reads, 4 comments)

**AD BANNERS** section includes:

- FREE AGENT REFERENCING WITH THE RENTR APP** (FIND OUT MORE)
- Which FTSE 100 is set to climb?** (Which major FTSE 100 stock is ready to push higher? (Central Markets))
- HomeLet** (Get a quote for landlord insurance, NOW)
- iInsure365** (01273 827090, Commercial Building Insurance, Click HERE)

**60 SECOND INTERVIEWS** section features:

- Jonathan Werth, Joint Managing** (I recently visited Life Residential at their bright and modern West London headquarters. I carried out a...)
- Introduction to the Rentr app** (Please view our short video introduction to Rentr for Landlords and their Tenants. Rentr is a totally...)

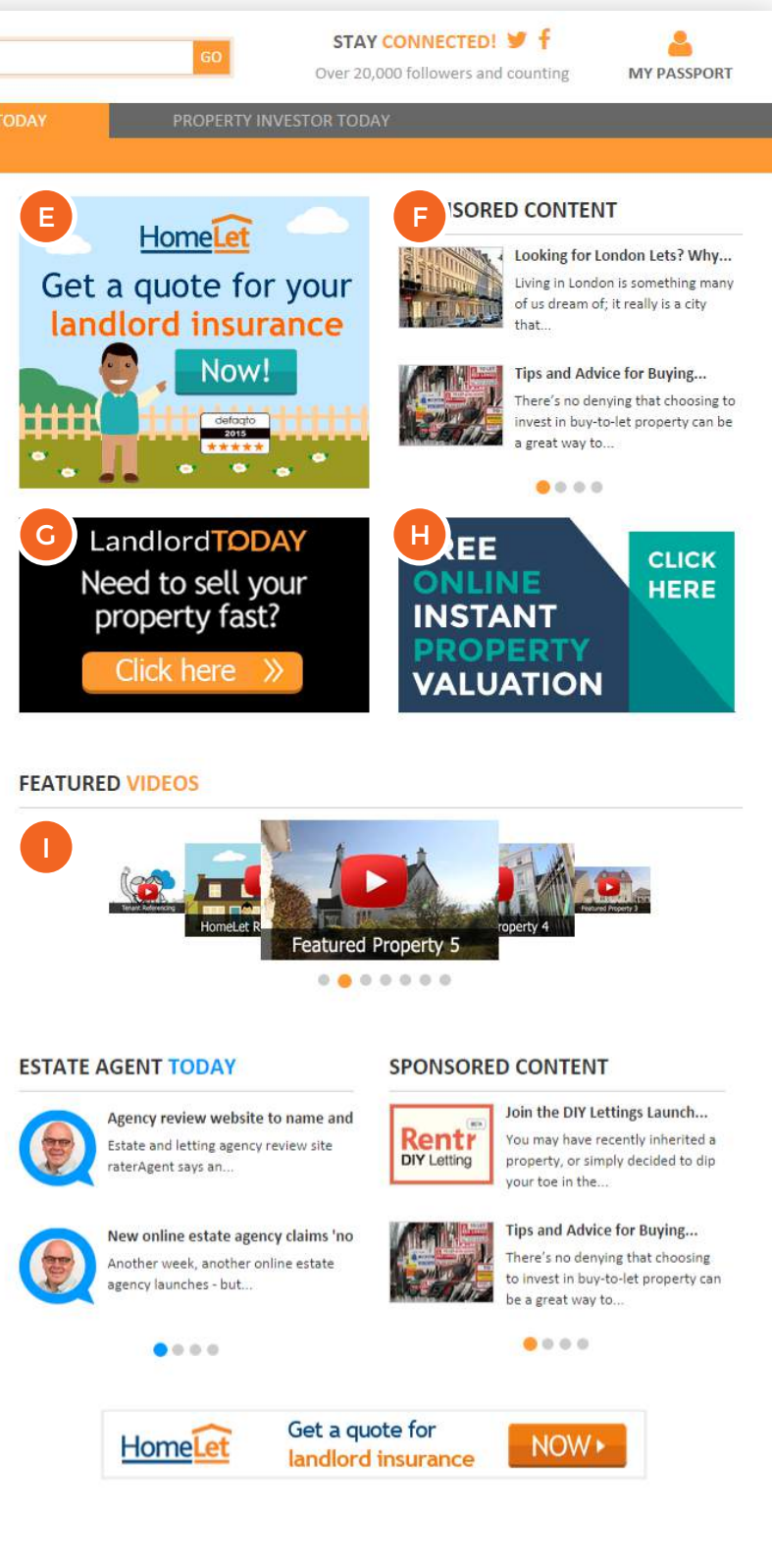
**FEATURED COMPANY PROFILES** section includes:

- DocuSign** (DocuSign® is the Global Standard for Digital Transaction Management™. DocuSign accelerates transactions to...)
- Angels Media** (Angels Media is a Marketing & Public Relations agency working in the property and finance spheres. We...)

**Wider Banner** at the bottom reads: **Earn commission when your tenants use tentel phone and broadband.** (Click here)

**IN THE COMMUNITY** section features:

- Estate Agent Today - BREAKING NEWS**
  - Agency review website to name and shame...** (Estate and letting agency review site raterAgent says an...)
  - Recent comments**
    - If raterAgent has a 'triple-lock' check for fake reviews and still has 17% fakes, what chance
- Letting Agent Today - BREAKING NEWS**
  - Calls grow for an end to buy...** (Debate over spending cuts and taxation is increasingly asking...)
  - Recent comments**
    - These are not "tax breaks for... but normal expenses associated with running

**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



Agency review website to name and shame...  
Estate and letting agency review site raterAgent says an...

#### Recent comments



If raterAgent has a 'triple-lock' check for fake reviews and still has 17% fakes, what chance

### Letting Agent Today - BREAKING NEWS



Calls grow for an end to buy...

Debate over spending cuts and taxation is increasingly asking...

#### Recent comments



These are not "tax breaks for landlords", but normal expenses associated with running

J

## 0%

**FULL MANAGEMENT FOR THE FIRST 6 MONTHS\***  
Nationwide Service

**ENQUIRE NOW**

\*Details on request. Terms and conditions apply

**CHOICES**

ATTENTION LANDLORDS

### Finance and Mortgages



Your opportunity to discuss Finance and Mortgages...

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

#### Recent comments



### Landlord Today - BREAKING NEWS



Two Manchester landlords fined for "death trap"...

On 9 June Ceyam Rahman, 24, of Whalley Range,...

#### Recent comments



### Industry Views



...

#### Recent comments



### Property Investment / Portfolio Building Strategies and Discussions



Dream destination? ...

Right, given overseas investment is my forte (well, I...

#### Recent comments



### Property Functions and Events



FUTURE: PROPERTY TECH ...

Join us to network, learn & share ideas with...

#### Recent comments



### Property investor Today - BREAKING NEWS



Student property portal for agents and private...

An online property letting portal that aims to help...

#### Recent comments



Great good Luck Tsang we will be using it in the near future I am sure.

### 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



Five of the most common DIY mistakes...

As a homeowner your to-do list can seem never-ending...

#### Recent comments



**K**

Earn commission when your tenants use **tentel** phone and broadband.

for more info [Click here](#)

### Estate and Letting Agent Discussions



Amilli Property spotlight on Mile End ...

In the fourth part of our spotlight series, we...

#### 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** SORED FINANCIAL CONTENT

Europe: Open for Business? (HSBC GB&M)

Revealed: Shares that could soar in 2015 (Galvan)

Check eligibility in 30 sec at Funding Circle. Need turnover £50k+ (Funding Circle)

Where to invest your ISA in 2015 (Marketviews ISA Guide)

5 companies who are developing their own momentum in 2015 (Hargreaves Lansdown)

### 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

**M** Have you claimed your  
HMO tax allowances this year?

[Click here to claim yours now! »](#)



## Landlord Today - Breaking News



Emma Lunn

[< Back](#)

Here is today's Breaking News from Landlord 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



#### Two Manchester landlords fined for "death trap" flats

On 9 June Ceyam Rahman, 24, of Whalley Range, pleaded guilty to seven offences and was hit with fines and costs totalling £9,759 at Tameside Magistrates'...



293 Reads



#### LSE: "Rent control is not the easy answer"

Rent controls and similar policies which are thought to work well in other countries cannot be easily replicated in the UK's private rented sector, according to...



193 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...



1719 Reads



#### Incentives for private landlords to join social lettings scheme

A local authority is offering private landlords incentives to join its new social lettings scheme. Landlords in Slough who sign up can choose to receive a one-off...



1429 Reads

SEARCH BY KEYWORD

GO



### COMMISSION CALCULATOR

How many legal referrals could YOU  
instruct per month?

5

How much commission would YOU like  
to earn per case?

£250

[CALCULATE](#)

### SPONSORED CONTENT



#### Tips and Advice for Buying...

There's no denying that choosing to invest in buy-to-let property can be a great way to...



#### Why quality insurance cover designed...

For landlords, the importance of purchasing quality insurance cover can never be underestimated. Unfortunately, standard home...



#### Is this the future of...

## **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

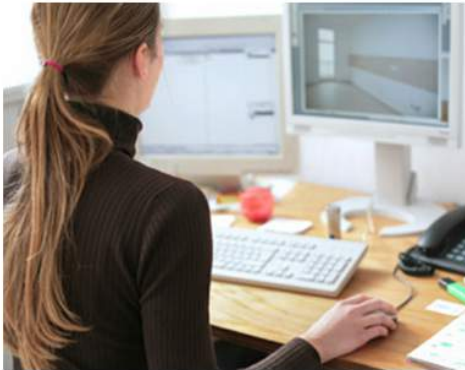


By Graham Norwood

&lt; Back



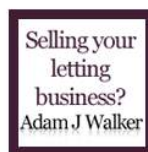
Estate Agent Today is proud to sponsor



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

Thousands of Letting & Estate Agents use DocuSign

LEARN WHY

SEARCH ARTICLES BY KEYWORD

GO

Get ahead of the game with your own social media.

Find out more



Helping you win



## SPONSORED CONTENT

**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 clamoring for our attention on...

**excite** office design & refurbishment  
**Your agency could look like...**  
Gareth Styles of Grants Independent Estate Agents, Woking writes: When considering opening a new office in Woking...

**RAVENS WORTH**  
**Get the most from everyday...**  
The abundance of emails you send every day presents a valuable, yet often overlooked marketing opportunity...

**Everything Lettings**  
**Out of Hour cover for...**  
Many Councils are now introducing Landlord Licensing within different boroughs, for those that have one of...

**OnBoard Pro**  
**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.



We have been advertising in  
Landlord Today for 10 months.  
The results have been superb...

...a really excellent and profitable response from  
Landlords and their accountants, all looking to save tax  
and make more money using our Capital allowance and  
Property Tax advice services. The response has paid for  
the advertising cost many times over, making it the  
most cost effective medium we have used.

We now have some very successful landlords as new  
clients and several accountants are recommending our  
services because they value our impartial advice. Thank  
you for all the help you and your team give us with the  
design and layout of all our ebroadcasts. We will be  
using you for all of 2015.

**Bill Loryman, Managing director**  
**HMO Tax Ltd**



# Newsletter

## ○ Leaderboard

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

Landlord**TODAY**

My Passport Profile  
19th June

News

Community

Trade Directory

Archive

○

HomeLet

Get a quote for landlord insurance

NOW ▶

BREAKING NEWS

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](#)

Incentives for private landlords to join social lettings scheme

A local authority is offering private landlords incentives to join its new social lettings scheme. Landlords in... [read more](#)

Arsenal tops the (rent) league at last

If you're a hoping to net a rental bargain, Stoke is the place for you according... [read more](#)

Uncertainty over where tenant/landlord responsibilities lie, says survey

There's growing uncertainty over where the responsibilities of private sector tenants and their landlords meet, according... [read more](#)

Landlords get criminal records and fine over HMO safety

Two landlords each face a bill of well over £4,000 each after being found guilty of... [read more](#)

SPONSORED CONTENT

P

Why quality insurance cover designed for landlords is so crucial

Why more broadband users should think about switching provider

Is this the future of broadband?

Tips and Advice for Buying a Flat to Rent Out

Q

arn commission when your tenants use tentel phone and broadband.

for more info [Click here](#)

R

FEATURED COMPANY PROFILES

OnBoard Pro

OnBoard Pro is innovative pre-tenancy software combining the full lettings process... [read more](#)

conveyLAW

Convey Law is one of the largest specialist... [read more](#)

S

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TRENDING ARTICLES

HMO

46 tenants made homeless from converted office

Forty-six residents of a block of converted... [read more](#)

Connells

Buy-to-let drives out first-time buyers

Buy-to-let landlords are rushing to invest in... [read more](#)

Agent claims some students in London pay £140k in rent per year

Forget those ideas that even posh students... [read more](#)

# Contact Us



Call us on:

**0208 663 4930**



Email us at:

**[team@landlordtoday.co.uk](mailto:team@landlordtoday.co.uk)**

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