

Web-Clubs Email Marketing Rate Guide

Pricing is dependent on email volume, the charging model and the send frequency. The prices given below are a guide for our standard CPM, (Cost per thousand) pricing model.

Contact us on 01494 240 150 or at info@web-clubs.co.uk

Gardeners Club

c.410,000 members

A blooming good site for all gardeners



TRAVELLERS CLUB

c.520,000 members

A first class stop for all travellers



Vino Club

c.310,000 members

A classic blend of news from the world of wine



MOTORISTS CLUB

c.410,000 members

A signpost to all the latest motoring views



Homeowners Club

c.370,000 members

A perfect home for living ideas



Quiz-club

c.275,000 members

A clever answer to email marketing questions



Email and Newsletter design

Our in-house studio can design high impact email artwork for your campaign, prices typically range from £150-£250+VAT.

E-Local

Our E-Local packages are designed to make Email Marketing more accessible to SMEs.

The entry-level package costing £395 ex. VAT, includes preparing an attractive email artwork based on your website design, and emailing twice to either 2500 local businesses or 5,000 local households. Business campaigns can be targeted by sector, company size and location.

MOTORISTS CLUB

PERFORMANCE IS IN THE AIR

NEW ABARTH 124 SPIDER AVAILABLE FROM £319 PER MONTH*

Sporting a powerful 1.4 litre MultiAir Turbo 170hp engine, the new Abarth 124 spider is a real drivers car, with the snug low seating position making you feel at one with the road and at one with the car.

REQUEST A BROCHURE

Abarth 124 Spider 1.4 T-Jet 170 hp - Manual			
Monthly Payment	£319	Customer Deposit	£5,966
On the Road Price	£25,965	Amount of Credit	£22,570
Optional Final Payment (incl. £10 fee)	£17,352	Total Amount Payable by Customer	£31,884
Duration of Contract (Months)	24	Rate of Interest (Fixed)	5.91%

Representative Example

Consumer Email Marketing (CPM)

List prices for a single emailing;

Volume	Price (ex. VAT)
10,000	£400
20,000	£500
50,000	£850
100,000	£1,200*
200,000	£2,000*

Business to Business Email Marketing (CPM)

List prices for a single emailing;

Volume	Price (ex. VAT)
10,000	£550
20,000	£900
50,000	£2,000*
100,000	£3,000*
200,000	£5,000*

*Artwork creation included.

Web-Clubs Club Website and Social Media Advertising Rates

Vino Club

Gardeners Club

Homeowners Club

TRAVELLERS CLUB



Sponsored Article

Size 300-500 words

Duration 3 months

Price £50+VAT

Supporting activity will be included in Web-Clubs Social Media posts.

Top Banner

Size 480x60

Duration 6 weeks

Price £20+VAT

Top Rectangle

Size 300x250

Duration 6 weeks

Price £20+VAT

FREE placement with qualifying emailing campaigns

Bottom Rectangle (not shown)

Size 300x250

Duration 6 weeks

Price £15+VAT

Club Website Advertising

All website adverts are static, so are on view whenever the page is open.

Social Media

Posting on Club channels is included with a sponsored article.

Relevant "sponsored" posts can be accepted, pricing from £15+VAT.

We can manage social media advertising campaigns for you.

- Advert design from £150+VAT
- Management £65+VAT per hour
- No mark-up on media costs

Society Pages (Gardeners Club only)

We offer local gardening societies a free single page website.

Web-Clubs Ltd, is an independent company launched in 2000. We offer a comprehensive service to both direct clients and to media agencies. Our services include:

Consumer Clubs, our 3.5 million members in 6 special interest and 2 general clubs provide a receptive audience for your emailing campaigns.

B2B Club, using our database of over 350,000 business decision makers we can generate new prospects for your company.

Website Design, our team with decades of marketing experience will deliver a relevant and workable online presence to deliver real benefits for your business.

Social Media, finding the time to get the best out of Social Media can be difficult, this is where our Social Media Marketing Service can help. We will set you up, advise you on activity and can even manage posting.

Complementing Services, these include: Website and Email Hosting, Search Engine Optimisation, Affiliate Marketing and IT advice.



01494 240 150



info@web-clubs.co.uk



www.web-clubs.co.uk



@webclubs



www.facebook.com/webclubsLtd