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# MRS Advertising and sponsorship **rate card 2023**



One Day Conferences



Research  
Buyers Guide



Annual conference



Research Jobfinder



Impact magazine



Research Live



Research Live  
Industry report





Research Live

## Research-Live.com

Research Live is MRS's flagship news, trends and opinions website attracting between 25,000 and 30,000 unique visitors every month, equating to 100,000 pages views. With 25% of visitors from the US, 32% from the UK and 43% from Europe/RoW it has broad international reach. There are a number of advertisement placements across the website and options are based on monthly, exclusive placement.

Prices listed, are before VAT.

Homepage	Cost per Month
Leader Banner	£1,750
Button (Top and Bottom)	£750
MPU	£1,350
Skyscraper	£1,100
Bottom Banner	£1,100

Sector and Industry Pages	Cost per Month
Leader Banner	£1,250
Button (Top and Bottom)	£550
MPU	£950
Skyscraper	£850
Bottom Banner	£900
Section Sponsor (includes MPU and Skyscraper main page, subsequent Skyscraper in clicked article)	£1,250

Sponsored Articles	Cost per Article/Content
Sponsored Article (a self-written 600-word max article, plus a preferred image, logo and destination URL) promoted on the Research Live homepage for 2 weeks, but hosted indefinitely on the Promoted Content page	£1000
Hosted recorded Video or Webinars on Research Live Promoted Content page	£1000

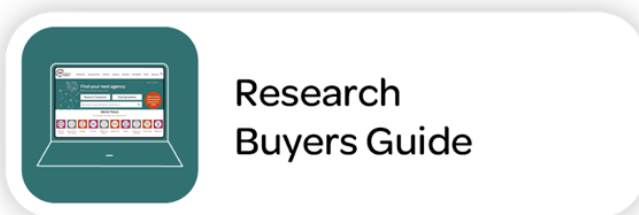
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Newsletters	Cost per Month
Daily Newsletter (sent every working day) Top and Bottom Banner	£1,250
Weekly Newsletter (sent once a week) Top and Bottom Banner	£1,000

Ad specs	Ad size	Format	File max
Leader / Bottom Banner	728 x 90 pixel	JPEG, PNG, GIF, HTML5	1MB
Buttons	206 x 90 pixel	JPEG, PNG, GIF, HTML5	1MB
MPU	300 x 250 pixel	JPEG, PNG, GIF, HTML5	1MB
Skyscraper	300 x 600 pixel	JPEG, PNG, GIF, HTML5	1MB
Newsletters Banner	650 x 80 pixel	JPEG, PNG, GIF, HTML5	1MB

Creatives need to be supplied to the MRS team, three (3) days prior to go live to allow for upload and testing of the advertisements and ensure the adverts are properly scheduled.

Advertisers must supply their own desired URL link for all advertisements (this includes links for analytical tracking). If no links are provided with the creative(s) MRS will apply the Advertiser's homepage as the destination URL, as a default.



## mrs.org.uk/researchbuyersguide

The Research Buyer's Guide is the industry directory for agencies, suppliers and supportive services to the Research Sector. All listed companies are either corporate members or have individual MRS members, with UK head offices and operations. The directory is wholly online with a variety of listing options as well as advertisement opportunities.

Prices listed, are before VAT.

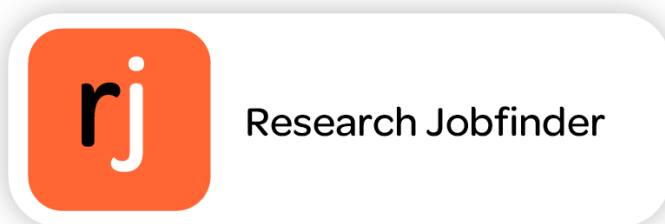
Listing includes	Cost per Year
Standard	Standard info, logo, specialisms (x10 in each category) and up to 50-word profile £695
Standard Plus	Standard info, logo, specialisms (x10 in each category), accreditations and awards, Optional Extra – additional search names, up to 50-word profile, profile enhancements and Optional Extra - webinars £995
Gold	Standard info, logo, specialisms (x20 in each category), appear at the top of search result in your specialist areas, accreditations and awards, Optional Extra – additional search names, up to 100-word profile, profile enhancements and Optional Extra - webinars £1,495
Platinum	Standard info, logo, unlimited specialisms in each category, appear at the top of search result in your specialist areas, accreditations and awards, additional search names, unlimited profile, keyword search, profile enhancements and webinars £2,255

Platinum listings also benefit from a shared top banner ad placement on the Research Buyer's Guide homepage for the duration of the 12-month listing.

Prices listed, are before VAT.

Section Sponsors	Cost per Year
Leader Banner	£1,800
MPU	£1,200
Button (Top and Bottom)	£600

Ad specs	Ad size	Format	File max
Leader / Bottom Banner	728 x 90 pixel	JPEG, PNG, GIF, HTML5	1MB
MPU	300 x 250 pixel	JPEG, PNG, GIF, HTML5	1MB
Buttons	206 x 90 pixel	JPEG, PNG, GIF, HTML5	1MB



## researchjobfinder.com

Research JobFinder is a niche, targeted jobs board for research and analytics providing a platform for agencies, recruiters and clients direct to publish and manage a job role. There are between 300-500 active roles posted at any time both by regular recruiters, or ad hoc placements from agencies and direct from clients. Typically, the site receives 2,000-3,000 visitors a month and there is a notification App for latest roles.

Prices listed, are before VAT.

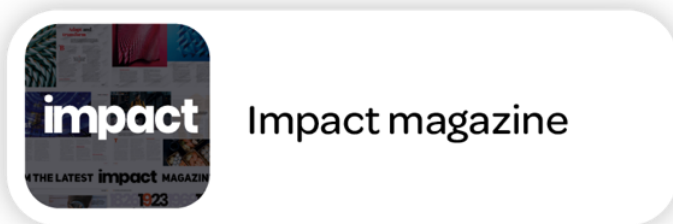
Job Post Includes	Cost per Year
Standard	Regular placement including a company logo, job title, full job description, closing dates, salary, location and choice of destination URL or designated email for applications to be made. Default placement is 4 weeks. £490
Premium	Standard placement, plus embellished post to make the advert standard out in the chronological listing £545
Featured	Premium placement, plus the post remains at the top of the chronological listing and the post is featured on the homepage carousel rotating with other featured roles for additional visibility £745

The featured roles and roles appearing at the top of the chronological list are also featured job feed on the Research Live homepage.

You can process your own by creating an account on the JobFinder website and you can complete the post using a credit/debit card. However, you can speak to the Sales team to process a post on your behalf and benefit from an agency or MRS Corporate discount.

We also offer annual contracts which offer the recruiter a number of job posts on a monthly basis. For more information on all of the above, please do contact

[Alex.Pout@mrs.org.uk](mailto:Alex.Pout@mrs.org.uk).



## [mrs.org.uk/resources/impactmagazine](https://mrs.org.uk/resources/impactmagazine)

MRS's renowned quarterly publication is distributed in January, April, July and October each year, in the first instance only to members of the organisation and any subscribed recipients – over 5,000 per issue. After the first month, the key articles and central report are then hosted on the Research Live website.

From 2020, the magazine has been distributed in both digital and print format based on individual member preferences and is now circulated utilising compostable, potato-based packaging to improve our environmental effects.

Prices listed, are before VAT.

Advertisement and Sponsorship *	Cost per Issue
Special Report Sponsor which includes decision on report topic/themes and interview as part of article, logo placement, third page and full page ad placement across the report section, upload and archive on Research Live – plus additional print issues to distribute	£6,500
Outside Back Cover	£2,750
Inside Front Cover	£2,500
Inside Back Cover	£2,500
Section Sponsor (Full page plus logo placement throughout section)	£2,000
Full Page	£1,750
Classified Ads	Start from £400

**\*All print advertisements** benefit from a free, shared advertising button which appears on the top and bottom of the Research Live homepage for the 3-month duration of each issue.

Ad specs	Ad size	Format
Full Page	203mm Width x 266mm Height, including bleed	High resolution pdf
Third Page	74.5mm Width x 266mm Height, including bleed	High resolution pdf
Classified	PLEASE CONTACT FOR AVAILBLE ADS	High resolution pdf
Logo	No specific size	High resolution pdf

Ad specs	Ad size	Format	File max
Buttons	206 x 90 pixel	JPEG, PNG, GIF, HTML5	1MB

## Research Live Industry Report

Every year, through Research Live, MRS publishes the Sector Industry Report. The report is the most downloaded MRS report with over 1,000 downloads. The report lists the biggest 100 agencies by turnover (and the annual published changes), fastest growing agencies, gender pay gap research and much more.

We offer the opportunity to sponsor the report through advertising placements and opportunities for you to commentate of the past year and the sector of the future.

Prices listed, are before VAT.

Advertisement	Cost per Issue
Sponsor includes a full page ad, plus a 500 word commentary and logo placement on the cover	<b>£3,000</b>
Full page	<b>£1,750</b>

Ad specs	Ad size	Format
Full page	<b>203mm width x 266mm height, including bleed</b>	<b>High resolution pdf</b>
Logo	<b>No specific size</b>	<b>High resolution pdf</b>

The report is published each year on the Research Live website, at the beginning of December and is immediately available for download and review.





## One Day Conferences

### **[mrs.org.uk/events/conferences](https://www.mrs.org.uk/events/conferences)**

MRS is well known for the quality and diversity of its content with 10 expert One Day Conferences which take place across the year. These cover a multitude of topics and themes (including storytelling, kids & youth, sustainability, data analytic, FMCG) and are based on "calls for contribution" – in essence, the Conference team work in tandem with the sector to share new developments, best practice and a common furthering of methods, analysis and case studies.

As part of the ongoing activity, we offer the opportunity to sponsor individual events – you can find the latest calls for contribution or the latest scheduled conferences at <https://www.mrs.org.uk/events/conferences>

These events are traditionally held as a physical one day event, at a central London location, however since 2021 we have adapted our content for online virtual summits.

Prices listed, are before VAT.

Event Items Included	Physical One Day Event	Digital One Day Event
Logo to appear on all pre-event publicity materials	Included	Included
Logo on conference landing page and hyperlink to sponsors site	Included	Included
50 words company description on dedicated sponsor page on conference website	Included	Included
Banner advertisement on the events pages of Research-Live.com	Included	Included
Logo included on holding slides and signage on- site	Included	-
Logo included on event webpage		Included
Corporate literature to be distributed at the conference	Included	-
Corporate literature to be distributed via conference webpage	-	Included
Dedicated sponsor area at the conference venue (sponsor brings own banner stands)	Included	-
Drinks Reception at close of conference for all attendees	Included	-
Complimentary delegate passes	Included	-



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Dedicated sponsor area on Hopin system providing delegates with a platform to network	-	Included
Electronic copy of the delegate list (all consented delegate contacts details will be provided to all sponsors of the conference), and will be supplied following the close of the conference	Included	Included
COST	£2,500	£1,500

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## Annual conference

### [mrs.org.uk/events/conferences](https://mrs.org.uk/events/conferences)

MRS have hosted the annual conference for over 60 years to celebrate the sector, innovation and the future of insight.

Every year MRS showcases the sector's diverse range of skills, knowledge and strengths to develop an agenda full of truly fascinating content, inspirational speakers and eye-opening discussions.

As well as our keynote speeches, we are running workshops and content rooms as well as a exhibition hall housing all of our sponsors stands, where delegates can enjoy refreshments, lunch and drinks whilst networking, as well as licenced bar on the upper level.

Sponsorship Packages	Included in your package	Cost for
Exhibitor Sponsorship	<p><b>Before the event</b></p> <ul style="list-style-type: none"><li>✓ Logo on conference website Homepage</li></ul> <p><b>At the event</b></p> <ul style="list-style-type: none"><li>✓ Logo on main event screens, around the conference</li><li>✓ Logo and Company description to appear in the Digital event program</li><li>✓ Logo displayed at key points and plasma screens around the venue</li><li>✓ Designated area for exhibitor plot (2m x 1m)</li></ul> <p><b>Tickets</b></p> <ul style="list-style-type: none"><li>✓ 2 exhibitor tickets</li></ul> <p><b>Post event</b></p> <ul style="list-style-type: none"><li>✓ Logo included in "Thanks to our Sponsors" April Impact Magazine</li><li>✓ All consented delegate contact details will be provided to sponsors after the conference</li></ul>	£2,500

Bronze Sponsorship	<p><b>Before the event</b></p> <ul style="list-style-type: none"> <li>✓ Logo on conference website Homepage</li> <li>✓ Banner ad, in rotation with other advertisers on sponsors section of MRS website</li> <li>✓ Logo and company description on conference website Sponsor's area</li> </ul> <p><b>At the event</b></p> <ul style="list-style-type: none"> <li>✓ Logo on main event screens, around the conference</li> <li>✓ Logo and Company description to appear in the Digital event program</li> <li>✓ Logo displayed at key points and plasma screens around the venue</li> <li>✓ Designated area for exhibitor plot (2m x 1m)</li> </ul> <p><b>Tickets</b></p> <ul style="list-style-type: none"> <li>✓ 1 Full Delegate Passes</li> <li>✓ 3 exhibitor tickets</li> </ul> <p><b>Post event</b></p> <ul style="list-style-type: none"> <li>✓ Logo included in "Thanks to our Sponsors" April Impact Magazine</li> <li>✓ All consented delegate contact details will be provided to sponsors after the conference</li> </ul>	£3,500
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Silver	<p><b>Before the event</b></p> <ul style="list-style-type: none"> <li>✓ Logo on conference website Homepage</li> <li>✓ Banner ad, in rotation with other advertisers on sponsors section of MRSwebsite</li> <li>✓ Logo and company description on conference website Sponsor's area</li> </ul> <p><b>At the event</b></p> <ul style="list-style-type: none"> <li>✓ Logo on main event screens, around the conference</li> <li>✓ Designated area for exhibitor plot (2m x 1m)</li> <li>✓ Logo and Company description to appear in the Digital event program</li> <li>✓ Logo displayed at key points and plasma screens around the venue</li> </ul> <p><b>Tickets</b></p> <ul style="list-style-type: none"> <li>✓ 2 Full Delegate Passes</li> <li>✓ 4 Exhibitor tickets</li> </ul> <p><b>Post event</b></p> <ul style="list-style-type: none"> <li>✓ Logo included in "Thanks to our Sponsors" April Impact Magazine</li> <li>✓ All consented delegate contact details will be provided to sponsors after the conference</li> </ul>	£6,000
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Champagne Bar  
Sponsorship

**Before the event**

**£6,000**

- ✓ Logo on conference website Homepage
- ✓ Logo and company description on conference website Sponsor's area

**At the Event**

- ✓ Logo on the cover of the program
- ✓ Logo and Company description to appear in the Digital event program
- ✓ Logo displayed at key points and plasma screens around the venue
- ✓ Logo on main event screens, around the conference

**Tickets**

- ✓ 2 Exhibitor Tickets
- ✓ 2 Full Delegate Passes

**Post Event**

- ✓ Logo included in "Thanks to our Sponsors" April Impact Magazine
- ✓ All consented delegate contact details will be provided to sponsors after the conference

The Networking  
Zone Sponsor

**Before the event**

**£6,000**

- ✓ Logo on conference website Homepage
- ✓ Logo and company description on conference website Sponsor's area

**At the Event**

- ✓ Logo on the cover of the program
- ✓ Logo and Company description to appear in the Digital event program
- ✓ Logo displayed at key points and plasma screens around the venue
- ✓ Logo on main event screens, around the conference

**Tickets**

- ✓ 2 Exhibitor Tickets
- ✓ 2 Full Delegate Passes

**Post Event**

- ✓ Logo included in "Thanks to our Sponsors" April Impact Magazine
- ✓ All consented delegate contact details will be provided to sponsors after the conference

Gold	<p><b>Before the event</b></p> <ul style="list-style-type: none"> <li>✓ Logo on conference website Homepage</li> <li>✓ Banner ad, in rotation with other advertisers on sponsors section of MRS website</li> <li>✓ Logo and company description on conference website Sponsor's area</li> <li>✓ Logo included on all pre-event email communications</li> </ul> <p><b>At the event</b></p> <ul style="list-style-type: none"> <li>✓ Designated area for exhibitor plot double slot (two 2m x 1m plots)</li> <li>✓ Featured Logo on stage sets in the main conference rooms</li> <li>✓ Logo on main event screens, around the conference</li> <li>✓ Logo on the cover of the programme</li> <li>✓ Logo and Company description to appear in the Digital event programme</li> <li>✓ Logo displayed at key points and plasma screens around the venue</li> </ul> <p><b>Tickets</b></p> <ul style="list-style-type: none"> <li>✓ 6 Exhibitor Tickets</li> <li>✓ 3 Full Delegate Passes</li> </ul> <p><b>Post Event</b></p> <ul style="list-style-type: none"> <li>✓ Logo included in "Thanks to our Sponsors" April Impact Magazine</li> <li>✓ All consented delegate contact details will be provided to sponsors after the conference</li> </ul>	<b>£10,000</b>
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Ad specs	Ad size	Format	File max
Leader / bottom banner	728 x 90 pixel	Jpeg, png, gif, html5	1mb
Mpu	300 x 250 pixel	Jpeg, png, gif, html5	1mb
Buttons	206 x 90 pixel	Jpeg, png, gif, html5	1mb

Ad specs	Ad size	format
Logo	No specific size	High resolution pdf

"tv" ad specs	Ad size	format
Video advert	No specific size	Media file