



Market Research Society
15 Northburgh Street
London EC1V 0JR

Tim.Jones@mrs.org.uk

+44(0)20 7566 1843

Advertising and Sponsorship Ratecard 2020/21

Research Live

Research Buyers Guide

Research JobFinder

Impact Magazine

Research Live Industry Report

Awards

One Day Conferences

Annual Conference

Research Live (www.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

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

Research Buyer's Guide (www.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 for 2020 and onwards.

Prices listed, are before VAT.

Listings	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

Research JobFinder (www.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 Posts	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 stand 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 Tim.Jones@mrs.org.uk.

Impact magazine

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 7,000 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 also been distributed in both digital and print format based on individual member preferences and the maintain magazine engagement 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	£3,000
Full page	£1,750

AD SPECS	AD SIZE	FORMAT
Full Page	203mm Width x 266mm Height, including bleed	HIGH RESOLUTION PDF
Logo	No specific size	HIGH RESOLUTION PDF

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 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 in 2020-2021 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	-
Speaking opportunity (minimum 10 min, subject to content approval from Conference Organiser)	Included	Included
COST	£2,500	£1,500

Annual Conference

MRS is well established in the conferencing arena, none more so than the Annual Conference. Unlike previous years, 2021 offers MRS the adaptation to a three (3) day, digital event (16th-18th March) with some exceptional headliner speakers, discussions, drop-in sessions and networking opportunities. The topics for 2021 surround 'Transformation and Recovery'.

You can find out more information on the conference website at <https://www.mrsannualconference.com/>

The conference is hosted on an external, professional event platform offering our sponsors a myriad of options and therefore we have a tiered selection of packages:

Sponsorship Packages	Included in your package	Cost for package
Bronze	<ul style="list-style-type: none"> • Logo on sponsors' area of MRS Annual Conference 2021 website • Company Description on Sponsors' Area of MRS Annual Conference 2021 Website (50 word) • Share of button ad on the Conference webpage • Strategic logo or name placement across the digital event, holding screens across the full 3 days of the conference. • Logo on conference homepage as Supporting Bronze Sponsor • Digital sponsors booth <ul style="list-style-type: none"> ○ with general discussion area for up to 10 individuals at a time ○ private discussion chat for one to ones ○ Request for follow up function included so people can leave their details for Sponsor to contact as and when ○ host your own content, news, and video content (the booth should never have dead air) ○ Bronze sponsors can have a pre-recorded presentation loaded to the booth area of up to 5 mins ○ Bronze Sponsors booths will be displayed on the homepage • Provision to supply a 10 second video ad for MRS to utilise during the conference (between sessions and head liner presentations) • Access to "Virtual Networking Zone" allowing for mass group discussion and interaction. • Prominent Use of Logo on all Promotional Material and Emails • Logo included in "Thanks to our Sponsors" section of the April Impact Magazine • Social Media inclusion across the event • Coverage in the MRS newsletters during the conference • Access to a delegate list post event (including ONLY consented contact details) • 1 complimentary full conference passes • Provision of all available post event analytics from the back end of the platform 	£1,500

Silver	<ul style="list-style-type: none"> • Logo on sponsors’ area of MRS Annual Conference 2021 website • Company Description on Sponsors’ Area of MRS Annual Conference 2021 Website (100 word) • Share of MPU ad on the Conference webpage • Strategic logo or name placement across the digital event, holding screens across the full 3 days of the conference. • Logo on conference homepage as Supporting Silver Sponsor • Digital sponsors booth <ul style="list-style-type: none"> ○ with general discussion area for up to 10 individuals at a time ○ private discussion chat for one to ones ○ Request for follow up function included so people can leave their details for Sponsor to contact as and when ○ host your own content, news, and video content (the booth should never have dead air) ○ Silver sponsors can have a pre-recorded presentation loaded to the booth area of up to 20 mins ○ Silver Sponsors booths will be displayed on the homepage • Provision to supply a 20 second video ad for MRS to utilise during the conference (between sessions and head liner presentations) • Access to “Virtual Networking Zone” allowing for mass group discussion and interaction. • Prominent Use of Logo on all Promotional Material and Emails • Logo included in “Thanks to our Sponsors” section of the April Impact Magazine • Social Media inclusion across the event • Coverage in the MRS newsletters during the conference • Access to a delegate list post event (including ONLY consented contact details) • 2 complimentary full conference passes • Provision of all available post event analytics from the back end of the platform 	£2,500
Gold	<ul style="list-style-type: none"> • Logo on sponsors’ area of MRS Annual Conference 2021 website • Full Company Description on Sponsors’ Area of MRS Annual Conference 2021 Website (150 word) • Share of banner ad on the Conference webpage • Strategic logo or name placement across the digital event, holding screens across the full 3 days of the conference. 	£4,000

	<ul style="list-style-type: none"> • Logo on conference homepage as Supporting Gold Sponsor • Digital sponsors booth <ul style="list-style-type: none"> ○ with general discussion area for up to 10 individuals at a time ○ private discussion chat for one to ones ○ Request for follow up function included so people can leave their details for Sponsor to contact as and when ○ host your own content, news, and video content (the booth should never have dead air) ○ Gold sponsors can have a pre-recorded presentation loaded to the booth area of up to 20 mins ○ Gold Sponsors booths will be prioritised to the top of the sponsors list AND have the largest tiles for logo display • Provision to supply a 30 second video ad for MRS to utilise during the conference (between sessions and head liner presentations) • Access to “Virtual Networking Zone” allowing for mass group discussion and interaction. • Prominent Use of Logo on all Promotional Material and Emails • Logo included in “Thanks to our Sponsors” section of the April Impact Magazine • Social Media inclusion across the event • Coverage in the MRS newsletters during the conference • Access to a delegate list post event (including ONLY consented contact details) • 3 complimentary full conference passes • Provision of all available post event analytics from the back end of the platform 	
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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