

MEDIA PACK



WHO ARE WE?

HIGHWAYSINDUSTRY.COM SPECIALISES IN DIGITAL CONTENT MARKETING. WE GIVE YOU THE STAGE TO STAND ON AND SHINE, SO STAND OUT FROM YOUR COMPETITION BY TELLING YOUR STORY WITH US. YOUR SHOWCASE IS WAITING.

OVER THE LAST 5 YEARS, TECHNOLOGY HAS ADVANCED TO A STAGE WHERE 'TRADITIONAL' FORMS OF MARKETING ARE BECOMING LESS AND LESS PREVALENT.

WITH 'WORD OF MOUTH' NOW CALLED SOCIAL MEDIA, SOFTWARE BEING THE NEW PAPER, AND VIDEO LEADING THE WAY AS THE MODERN-AGE STORYTELLER.

BE OUTSTANDING

WHAT WE DO



CAMPAIGN PACKAGES



VIDEO



WEBSITES



PR



A TO Z



DIRECTORY



JOB BOARD



SHARING



DESIGN



CONSULTANCY



WRITING



PHOTOGRAPHY

WHY WE'RE AWESOME

FAST & EFFICIENT

DELIVERING A CLEAR MESSAGE



BUDGET

WE KEEP YOUR COSTS DOWN



PRO ACTIVE

WE DONT SIT BACK AND WAIT



BRAND IDENTITY

WE CREATE DISTINCTION



HUGE REACH

WE GET TO EVERYONE EVERY TIME



SOCIAL NETWORK

WE TALK WITH THE PEOPLE



EXPOSURE TACTICS



NEWSLETTERS

THE LATEST NEWS AND FEATURES FROM THE INDUSTRY, DELIVERED TO INBOXES EVERY THURSDAY MORNING.

13,000+ SUBSCRIBERS



WE LOVE SOCIAL MEDIA

YOU SAY IT, WE SHARE IT. WE ARE A HIVE OF ACTIVITY, SHARING AND ENGAGING ACROSS ALL MAIN SOCIAL MEDIA CHANNELS DAILY.

124,000+ REACH



HIGHWAYSINDUSTRY.COM

THE #1 DEDICATED HIGHWAYS PLATFORM. NEWS, VIDEOS, JOBS, TRAINING. IT'S THE BEST PLACE TO SHOWCASE YOUR PRODUCTS AND SERVICES.

63K LAST 30 DAYS VIEWS FACE
2015-2016

WHY WOULD YOU WORK WITH US?

PROACTIVE NOT REACTIVE - WE TAKE YOUR CONTENT TO THE INDUSTRY. NO SITTING BACK AND HOPING HERE.

RESPONSIVE - GET THINGS DONE OR CHANGE THEM QUICKLY. THE WEB IS A WONDERFUL THING.

FLEXIBLE - NO DEADLINES OR SCHEDULES. YOUR CAMPAIGN. YOUR CONTENT. WHEN YOU WANT IT RELEASED.

ADAPTABLE - HAVE THINGS CHANGED? JUST LET US KNOW. WE CAN CHANGE CONTENT RETROSPECTIVELY WITHOUT FURTHER COST.

MEASURABLE - SEE YOUR AUDIENCE AND READERSHIP TO PROMOTE BETTER R&D OPPORTUNITIES AND PLAN AN EVEN BETTER NEXT CAMPAIGN.

24/7, 365. ALL DAY. ALL YEAR. SAY NO MORE.

FIT FOR INDUSTRY - REMEMBER GETTING THAT CONTRACT FROM THAT SINGLE AD? PROBABLY NOT. WITH THE WAY TENDER PROCESSES WORK, YOU NEED TO BE SEEN ALL YEAR ROUND TO BE IN DECISION MAKERS THOUGHTS WHEN IT'S CRUNCH TIME.

HUGE REACH - OUR SITE HITS AND SOCIAL MEDIA NETWORKS TOTAL HUNDREDS OF THOUSANDS OF PEOPLE. CAN YOU AFFORD NOT TO HAVE THAT AUDIENCE?





YOUR ESSENTIALS

YOUR ESSENTIALS: STANDALONE ITEMS

COMPANY FEATURE ARTICLE **£349**

ULTIMATE COMPANY DIRECTORY PROFILE **£249**

A-Z OF HIGHWAYS ENTRY **£249**



YOUR FUNDAMENTALS BUNDLE

YOUR FUNDAMENTALS BUNDLE: **£495**

- COMPANY FEATURE ARTICLE
- ULTIMATE COMPANY DIRECTORY PROFILE
- A-Z OF HIGHWAYS ENTRY



YOUR SHOWCASE BUNDLE

YOUR SHOWCASE BUNDLE: **£895**

- COMPANY FEATURE ARTICLE
- ULTIMATE COMPANY DIRECTORY PROFILE
- A-Z OF HIGHWAYS ENTRY
- COMPANY SHOWCASE VIDEO



YOUR PREMIUM CAMPAIGN £2495

- ULTIMATE DIRECTORY PROFILE
- 6 COMPANY FEATURE ARTICLES
- 1 X IMAGE ANIMATION VIDEO
- FEATURE ARTICLE SHARING VIA 13,000+ NEWSLETTER SUBSCRIBERS
- FEATURE ARTICLE SHARING VIA 200,000 + SOCIAL NETWORK AUDIENCE
- INTERACTIVE SITE BANNER ADS
- FEATURED COMPANY HOMEPAGE LOGO WITH LINK TO WEBSITE
- UNLIMITED JOB VACANCIES ON THE HIGHWAYSINDUSTRY.COM JOB BOARD



YOUR DELUXE CAMPAIGN £3495

- ULTIMATE DIRECTORY PROFILE
- 8 COMPANY FEATURE ARTICLES
- 1 X IMAGE ANIMATION VIDEO
- FEATURE ARTICLE SHARING VIA 13,000+ NEWSLETTER SUBSCRIBERS
- FEATURE ARTICLE SHARING VIA 200,000 + SOCIAL NETWORK AUDIENCE
- INTERACTIVE SITE BANNER ADS
- FEATURED COMPANY HOMEPAGE LOGO WITH LINK TO WEBSITE
- UNLIMITED JOB VACANCIES ON THE HIGHWAYSINDUSTRY.COM JOB BOARD
- JOB VACANCIES SORTED BY FEATURED ARTICLES
- ASSISTANCE WITH CONTENT WRITING



YOUR PLATINUM CAMPAIGN £5495

- ULTIMATE DIRECTORY PROFILE
- 12 COMPANY FEATURE ARTICLES
- 2X IMAGE ANIMATION VIDEO
- FEATURE ARTICLE SHARING VIA 13,000+ NEWSLETTER SUBSCRIBERS
- FEATURE ARTICLE SHARING VIA 200,000 + SOCIAL NETWORK AUDIENCE
- INTERACTIVE SITE BANNER ADS
- FEATURED COMPANY HOMEPAGE LOGO WITH LINK TO WEBSITE
- UNLIMITED JOB VACANCIES ON THE HIGHWAYSINDUSTRY.COM JOB BOARD
- JOB VACANCIES SORTED BY FEATURED ARTICLES
- ASSISTANCE WITH CONTENT WRITING
- 1 X COMPANY DESIGN PROJECT E.G BUSINESS CARD DESIGN/CASE STUDY TEMPLATE

HOW DO YOU GET STARTED



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