

Landlord Vision Media Pack

LandlordVision



Why advertise with Landlord Vision?

About Us

We've been providing property management software for landlords since 2013. Our property management software, as well as our landlord blog, have continued to evolve with and meet the needs of the ever changing property market. Please take a look at our website and email statistics and key information.



Our Customers and Content:

- Our customer base is made up of landlords and property investors.
- The content philosophy we hold to means customers are happy and engaged and interested in what you have to say.

Blog Statistics:

- We have over 30,000 blog visits per month, and visitor numbers are growing by 1-2k per month.

Email Statistics:

- Our email list has 13,000+ subscribers. This list is regularly cleansed and we don't overload our inventory with third party ads.
- Email open rates consistently between 25-40% but we frequently see 50%+.

Blog Post Sponsorship

The Landlord Vision blog is a fast growing [knowledge hub for landlords](#). Landlords can come here to get up to date advice on all aspects of their property portfolios. All content is carefully created by experts in the buy-to-let field with the reader in mind, and exists first and foremost to add value to the reader.

Our top performing blogs get over 2000 visits a month and with your ad on the right blog post, that could mean lots of eyes on your business.

Sponsorship is assessed on a case by case basis to ensure ads are relevant and that quality is maintained.

What you get with blog post sponsorship:

- A display advert or a text advert displayed in a blog post of your choice (dependent on availability). This ad will link back to the website referenced in the ad.
- Exclusive ad space - the blog you sponsor will link only to your ad for the length of time you choose to be a sponsor.

Please see prices on next page

Costs of blog post sponsorship

The cost is dependent on visitor tiers:

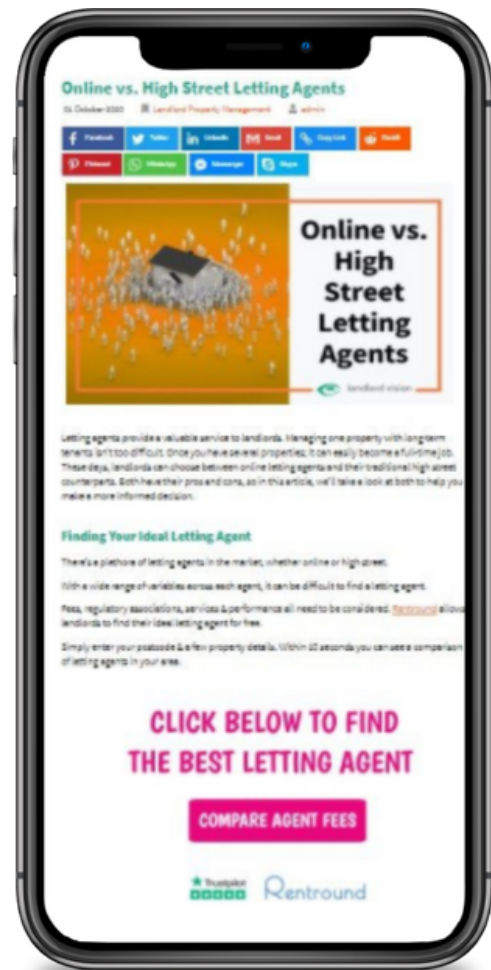
- 1.5-2k visits per month* – £650 per month (5 slots available)
- 1-1.5k visits per month* – £450 per month (6 slots available)
- 500-1k visits per month* – £250 per month (11 slots available)
- 100-500 visits per month* – £100 per month (50 slots available)

*3 month minimum term

Sponsor a blog post published in our newsletter

Three times a month we send a newsletter to our 13,000 (and rising) email subscriber list that links to a new blog post. This post will receive 1-2k visits and the post sent in the email can be sponsored for £500. The advert will remain in the post for one month.

This post will also be shared on all Landlord Vision social channels.



Solus email

The Landlord Vision email list has **13,000+ contacts** and grows at a rate of around 800 contacts per month. This list is cleansed monthly.

Typical open rates for the Landlord Vision list are consistently between 25-40%.

We keep open rates high and our customers engaged by making sure those who don't want to receive marketing emails can opt out. We're able to offer one email slot per month on a first come first served basis.

What you get with solus emails

- You can create an email to advertise your product which we will send to our email list. The product or service offered must be relevant to our customers.
- Following your email, we will send over the stats to help you understand how your email performed.

Costs of solus emails

Solus emails cost £1500 each.



Newsletter Display Advertising

Our popular, weekly newsletter for landlords is sent out to our email subscriber list of 13,000+ contacts. Once a month, we offer an exclusive display advertising slot in this newsletter.

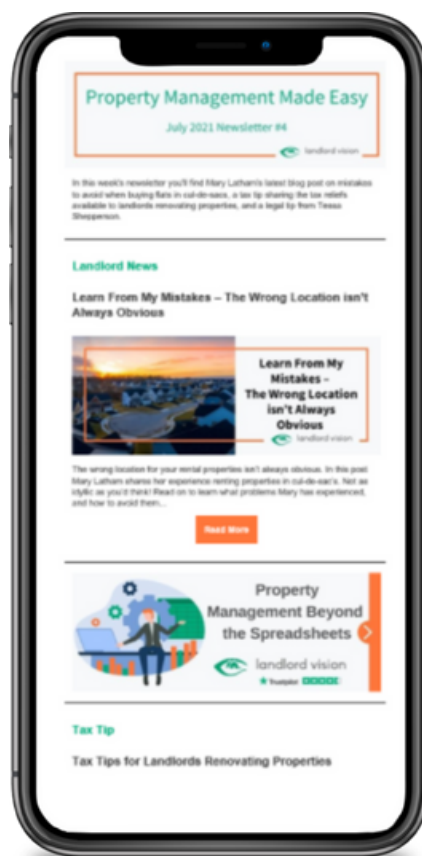
Typical open rates for the Landlord Vision list are consistently between 25-40%.

What you get with a newsletter display advert

- A static image advert within our newsletter.
- The advert appears as the second item in the newsletter and will link back to your site, service or product.
- There is only one advert slot in the newsletter, so you will not be competing with any other third party adverts.

Costs of newsletter display advertising

Newsletter display adverts cost £450 per slot.



Newsletter display ad size:

The typical size we use is 578 px wide and 224 px tall but other sizes can be accommodated.



Streamline Your Property Management

Join a guided tour of Landlord Vision property management software with Q&A.

[Book a Demo](#)



A typical display ad

Advertising Terms and Conditions

- The product or service being advertised must be relevant to our subscribers.
- There are only 12 slots per year available for solus emails and display ads, and these are offered on a first come first served basis. So we suggest booking the dates of your ad in advance to avoid disappointment.
- Solus email content should be provided in a Word or Google Document at least 7 days ahead of the agreed mailing date and should include subject and preview lines.
- Display ads for the newsletter should be no wider than 600px to ensure they display correctly in the email client.
- Display ads for blog posts should be no wider than 750px and no longer than 650px to allow them to be displayed correctly within the post.

