INTRODUCTION

Business Reporter creates campaigns which provide time poor, senior decision makers with information and insight that helps improve the performance of their business.

The theme of each campaign is carefully considered and the editorial is selected to ensure it resonates with the audience it is designed for. The objective of every supplement is to explore business critical issues and offer independent sector analysis, as well as provide commentary from influential senior stakeholders, membership bodies and associations.

Business Reporter's editorial focus offers you a credible and highly targeted marketing channel that, through its collaboration with major industry partners, delivers real and significant ROI.

As a partner of Business Reporter; you can use our range of multi-media platforms, cut through the sheer volume of white noise that is associated with today’s contemporary media, and provide the perfect platform to create thought leadership and genuine engagement with your brand.
Business Reporter is an award-winning content creator with experience working and sharing compelling business narratives. We use a range of multi-media platforms to cut through the sheer volume of white noise that is associated with today’s contemporary media. We have the perfect platform to create genuine engagement with your brand and showcase you as a pioneer in your sector.
Put your organisation at the centre of boardroom debate in 2019 by making sure your content, ideas and insight are featured in the Business Reporter campaign on The Future of Sustainable Packaging. It’s the ideal way to influence some of the world’s most senior decision-makers.

**SYNOPSIS**

Packaging is far more than just a product’s protective case. Design, brand perception and even social good all play vital roles in deciding packaging’s style and materials and the benefits of innovation in this space can lead to far more than a product delivered in perfect condition. Recent successes have contributed to a more circular economy - benefitting bottom lines and perceptions on brands alike - and the sector is still evolving. There is great opportunity now to improve and benefit from this too often overlooked part of product delivery.

**UNWRAPPING SUCCESS**

Business Reporter is focusing on the latest thinking, current trends and new technologies that are turning packaging challenges into opportunity. This report will scrutinise hot topics like recyclable material, circular economies and waste reduction. Make sure your voice is heard and show how your thinking can lead the way as business leaders look for the best ways to make their packaging strategies more effective and cost efficient.
Business Reporter has over 15 years' experience in creating business narratives and has therefore built up one of the UK’s largest networks of senior business professionals.
As Business Reporter produces professional, high quality and newsworthy content, we will create bespoke press releases for your filming content. Our partner, PR Newswire, will send this to in excess of 8,000 relevant trade and industry publications across the globe.

Due to the unique nature of the material and the pertinence of this topic to senior business professionals, your content will receive incredible traction. On average, these campaigns are being picked up and shared by between 45-50 publications, including Yahoo! Finance and Business Insider, contributing to an additional combined global audience of 75 million.

Post-campaign, we will provide you with a detailed list of all the titles and publications that have picked up your content along with appropriate links.
THE TELEGRAPH IN NUMBERS

**OVER 25 MILLION**
- Total monthly digital readership reach*

**OVER 27 MILLION**
- Total monthly multiplatform readership reach*

**OVER 414 MILLION**
- Global page views monthly**

*Source: NRS PADD Jul '16 - Jun '17
** Source: UKOM August '17, Adobe August '17
THE TELEGRAPH GLOBAL REACH

WORLDWIDE
Online monthly uniques: 43,633,586

UNITED KINGDOM
Online: 15,943,987

CONTINENTAL EUROPE
Online: 5,462,080

NORTH AMERICA
Online: 14,831,664

ASIA PACIFIC
Online: 7,182,981

LATIN AMERICA
Online: 212,874

MIDDLE EAST/AFRICA
Online: 1,890,288

*Source: Canopy Media 2018 International Traffic Breakdown
We are committed to maximising coverage and to ensure reach outside of our own channels we have created a unique, campaign specific distribution model. By collaborating with a bespoke list of partners we are able to achieve stronger global engagement as well as independent editorial.

**MEDIA PARTNERS:**
In addition to providing editorial, our partners will share the report to the following:

- **The Chartered Institute of Marketing**
  A global network of marketers across 132 countries worldwide
  A social media following of over 250,000

- **Packaging Innovations 2019**
  The UK’s leading packaging event
  A global network and database of over 45,000
  A social media following of over 25,000

**SOCIAL MEDIA**
- distributed to our following: Twitter - 19,991, LinkedIn - 3,146, Facebook: 940.
BUSINESS REPORTER
INVESTMENT OPTIONS

VIDEO STUDIOS:

• Video created at our film studios
• Video embedded in editorial feature published on The Telegraph online & Business-Reporter.co.uk
• 20,000 guaranteed views
• Feature press release syndicated via PR Newswire

VIDEO ON LOCATION:

• One day location filming
• Video embedded in editorial feature published on The Telegraph online & Business-Reporter.co.uk
• 20,000 guaranteed views
• Feature press release syndicated via PR Newswire