

People Development Network Media Pack

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About People Development Network

The People Development Network (the Network) is an online networking group, which helps to bring people together with a shared interest in:

- Leadership
- Human Resources and Managing people
- Personal Development and Personal Growth
- Business
- Spiritual Growth

This Media Pack describes opportunities for advertisers to reach our unique valuable audience.

People Development Network Reach

Subscriptions

We currently have 10.5k + signed up subscribers.

Publications

We send out regular newsletters to subscribers and to our LinkedIn Group.

Social Media Connections

Twitter - [@pdiscoveryuk](#) – 225k+

Twitter - [@eMILEPDMagazine](#) – 42k+

[Google plus Page](#) – 3k+

[LinkedIn Profile and Page](#) – 12k+

[The People Development Network LinkedIn Group](#) – 30k +

[Google Plus Community](#) – 1k +

Pinterest Followers – 1k+

Demographics 2018

Twitter @pdiscovervuk followers	225.000
Twitter @eMILEPDMagazine followers	41000
Linkedin Profile Connections	12.000
Linkedin Group Members	21.000
Google + Connections	3.300
Google + Community	1.000
Pinterest Followers	1.000
Best Alexa Rank Global	246140
Best Alexa Rank United States	336554
Best Alexa Rank United Kingdom	11993
Visits in the last 12 months	257286
Average Monthly visits	21.433

Ways to Promote Your Brand

Banners

Type of Banner	Monthly Cost
HEADER BANNER - ABOVE THE FOLD - 728 X 90 px	£40.00
ABOVE THE ARTICLE - MID POSITION - 1050 X 150 px	£30.00
SIDE OF THE ARTICLE - SIDEBAR POSITION - 300 x 300 px	£30.00
BELOW THE ARTICLE - MID POSITION - 1050 X 300 px	£40.00
BELOW THE ARTICLE - MID POSITION - 1050 X 150 px	£30.00
ABOVE THE FOOTER - BOTTOM POSITION 1050 X 200 px	£10.00

To get your advert placed, [contact us here](#)

Prices vary depending on frequency and duration of campaign. [Contact us for more details.](#)

We share widely across our platform with currently around 250k followers, 72% of which are interested in Leadership and People Development. Our average page views in the last 12 months is circa 20k.

Sponsored Articles

[Click on hyperlinks to access Terms and Pricing](#)

[Sponsored Articles](#) Submit a sponsored article, promoting your product or services. Your article can link back to your product, service or web page. We share across our vast network. Before you get started, you must read our [Contributor Guidelines](#). Please do read carefully as we will not publish any articles which do not fit into the requirements set out in the guidelines.

[Business Promotional Package](#) - this package is great if you have a PR campaign and you want to get your message out in a number of ways including, sponsored articles, book reviews and events. Share up to 12 promotional articles, events, book or product reviews over a 6 months period.