AccessandMobilityProfessional.com is the UK's first and only dedicated web portal for the access and mobility equipment industry, representing a truly valuable opportunity for brands to reach dealers, distributors, internet sellers and care consultants. By advertising on AccessandMobilityProfessional.com and within the site's associated e-newsletters, mobility equipment manufacturers, suppliers and industry-specific organisations of all sizes can now communicate information about their company, products, services and promotions to a highly-targeted audience of mobility equipment distributors and installers in the UK. You're speaking directly to the owners, MDs and business development personnel that make the key decisions. As online advertising continues to grow in popularity, why not combine your marketing between print and online? With the website and e-newsletters updated with new content every day, your message will reach the people who matter on a daily basis.

**DIGITAL**

ADVERTISING ONLINE AND IN THE DAILY NEWS ALERT OFFERS NUMEROUS COMMERCIAL BENEFITS:

**METRICS**
Digital advertising packages include clickthrough reports that explain how visitors responded to your campaign, giving you full analysis of how many people it reached and the level of engagement from our targeted audience.

**FLEXIBILITY**
Digital artwork can be changed, updated and rotated on a weekly or monthly basis, offering you a unique opportunity to customise your campaign, communicate multiple messages and promote different offers. With digital advertising you can drive traffic straight to your website.

**BRANDING**
Your digital artwork on this 100% dedicated Access & Mobility Professional portal will ensure your brand is at the forefront of buyers' minds, helping to increase awareness of your products and enhancing the profile of your company to the industry's most influential procurement specialists.

**PROMOTIONS**
Online campaigns take place in real time, so if you advertise digitally, buyers can immediately take advantage of your company's offers and promotions. With banners, wallpaper and MPU positions available on the website and daily news alert, we can help you choose the online medium that best delivers your message.

**In numbers**

- *DIGITAL*
  - over 28,000 page impressions per month
  - over 14,000 unique users per month
  - Daily e-newsletter goes to over 2,700 key decision makers
  - Average open rate 31%
The exclusive Access & Mobility Professional Buyers’ Guide provides a compelling insight to the newest and most innovative products available to retailers, dealers and online sellers of mobility equipment and aids in the UK. This special print guide - which is also available as a digital edition - offers suppliers and manufacturers a unique chance to showcase their newest mobility products and aids to AMP’s trade audience. Produced in advance of one of the most important buying periods of the year, the AMP Buyers Guide is the ultimate guide to the products that the industry needs to know about.

RATE CARD FOR ACCESS & MOBILITY PROFESSIONAL PRINT

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECIFICATIONS</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline Sponsorship</td>
<td>N/A</td>
<td>£5,000</td>
</tr>
<tr>
<td>Opening Double Page Spread</td>
<td>205 X 275MM (TWO PAGES)</td>
<td>£2,500</td>
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<tr>
<td>Second Double Page Spread</td>
<td>205 X 275MM (TWO PAGES)</td>
<td>£2,000</td>
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<tr>
<td>Outside Back Cover</td>
<td>205 X 275MM</td>
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<tr>
<td>Inside Back Cover</td>
<td>205 X 275MM</td>
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<tr>
<td>Full Page</td>
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</tr>
<tr>
<td>Half Page</td>
<td>175 X 116MM</td>
<td>£700</td>
</tr>
</tbody>
</table>

Options including inserts, tailored supplements, magazine wraps and bookmarks are available on request. Please contact Josh Waddell at josh.waddell@itppromedia.com

In numbers

2,500 copies distributed in March to the trade

1,000 copies distributed at Naidex

Additional copies to be distributed at events throughout the year

90% Volume of UK mobility equipment sales estimated to go through the distributor channel

CIRCULATION BY ROLE

- Importer
- Supplier
- Wholesaler
- Dealer/Distributor
- Consultant
BESPOKE EVENTS

- **Roundtable opportunities**
  As a multi-platform publisher, we can work with you to organise events tailored to your specific needs, including roundtables.

- **Roundtables** allow you to gain thought leadership on an industry topic while providing a platform for you to communicate your message objectively and network with key individuals.

- You choose the topic to be discussed, and then work in partnership with Access & Mobility Professional to decide on panellists, before setting out the agenda for the session.

- Debates are lively and engaging and a great way to be seen as a real thought leader in your sector.

- All roundtables are followed by extensive post-event print and online coverage and photography.

Access & Mobility Professional Awards
DATE: TBA October 2021
Free-flowing drinks, networking and awards ceremony

The nomination process for the AMP Awards is uniquely democratic in as much as the mobility industry votes for the dealers that they think have been performing best, meaning all nominees are chosen for by those that are in the know. The nominations are then whittled down to a shortlist before culminating in a glittering awards ceremony on the evening in October. High profile members of the mobility industry, hard-working employees and innovative owners and managers are in attendance, always proud to see well-deserving staff members receive recognition for their efforts which so often can go unnoticed.

Access and Mobility Professional presents a range of opportunities for companies to sponsor these prestigious awards, which not only make their mark in the industry, but also gain nationwide exposure in various press such as newspapers and online coverage.

Feedback from past ceremonies

“Thank you for great afternoon. It was a very successful awards. AMP are helping to change the face of the mobility world and highlighting best practice within the industry.”

Graham Johnson, Managing Director, Ability Plus

“We have decided to endorse the awards again for a second year running. I think the acknowledgement and recognition of our dealers is a great way to encourage the very best service.

“I would strongly urge all dealers to take part and attend the event as it’s a great time to catch up and celebrate this wonderful industry that aims to improve all our end-users’ lives.”

Ryan Hirst, Sales Manager, Sunrise Medical

“Dealers are our shop window and remain as vital to us today as the day we began offering specialist insurance. We love celebrating success at every level, and these awards go some of the way to showing our appreciation of both AMP and this fantastic sector we work in.”

Mark Bates, founder and owner, Mark Bates Ltd
# COMMERCIAL OPPORTUNITIES

## ONLINE ADVERTISING RATES

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECIFICATIONS</th>
<th>PRICE</th>
</tr>
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<tbody>
<tr>
<td><strong>ACCESSANDMOBILITYPROFESSIONAL.COM</strong></td>
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<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>1040 X 120 Pixels</td>
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<tr>
<td>Tower</td>
<td>300 x 600 Pixels</td>
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<tr>
<td>MPU</td>
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<tr>
<td>Mobile Mid Page Unit</td>
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<tr>
<td>Wallpaper</td>
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<tr>
<td><strong>DAILY NEWS ALERT</strong></td>
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<tr>
<td>Leaderboard</td>
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<td>Tower</td>
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<tr>
<td>Lower Leaderboard</td>
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<tr>
<td>Dedicated email shot</td>
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</table>

Discounts available on multiple campaigns

*all prices subject to VAT*