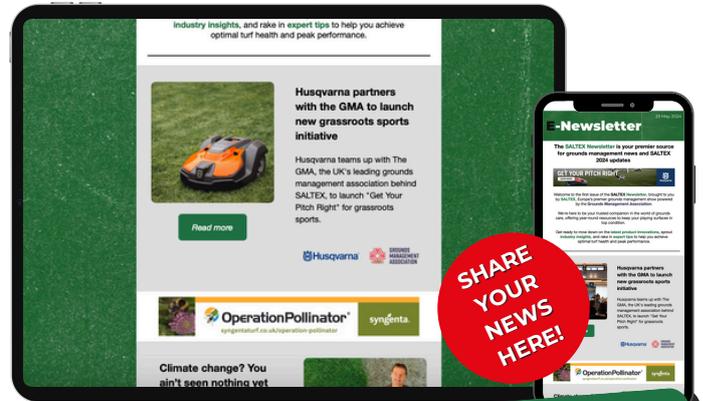




E-NEWSLETTER MEDIA PACK.

The SALTEX E-Newsletter offers an innovative opportunity to elevate your brand recognition at the upcoming exhibition. Distributed monthly in the lead-up to the event, with eight editions planned for this year, the newsletter presents a valuable platform to engage with our expansive database.



LIMITED AVAILABILITY!

KEY DATES:

- 27 May
- 29 September
- 30 June
- 27 October
- 28 July
- 6 November
- 26 August
- 11 November

WHO IS THE AUDIENCE?

The SALTEX E-Newsletter isn't just a mailing list, it's a direct line to a highly engaged audience of industry decision-makers. We target professionals across sports, leisure, amenity, and education – the very people actively seeking solutions and innovations in your field.



SALTEX

Attendees from the past 4 years

78%

purchasing power



European audience

2024 AVERAGE METRICS:



29.9% open rate



2.2% click rate

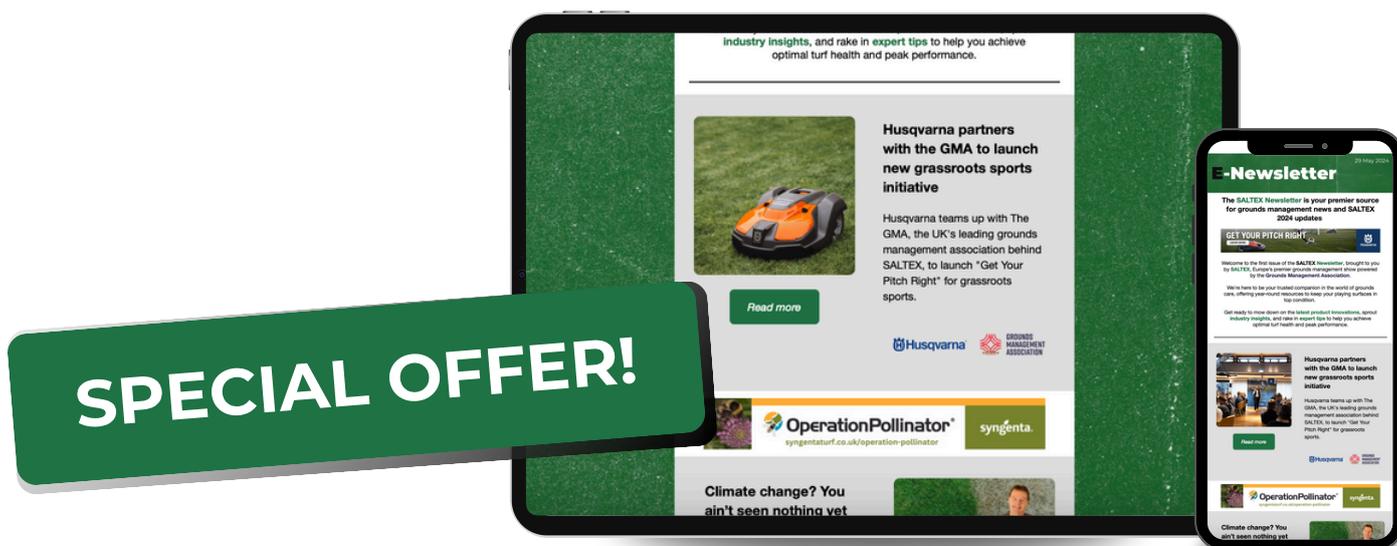
SPECIFICATIONS:

Banner Ads

Placement*	Dimensions	Deadline
Top MPU	600 width x 90 height px	All artwork needs to be sent 2 weeks before the send date
Mid MPU	600 width x 90 height px	All artwork needs to be sent 2 weeks before the send date
Bottom MPU	600 width x 90 height px	All artwork needs to be sent 2 weeks before the send date

*The placement of the banner will be subject to availability on a first-come, first-serve basis.

For further details and prices, please contact the SALTEX Sales Team at saltexsales@thegma.org.uk



Special discounts available if you secure a banner slot in ALL E-Newsletters.

SPECIFICATIONS:

Advertorials

Placement	Website Specs	Email Specs	Deadline
Top Advertorial	Artwork: 1,200 x 630 px and no larger than 300 KB Copy: 500 words max	High quality image to be resized to 200 x 260 px	2 weeks before the send date
Mid Advertorial	Artwork: 1,200 x 630 px and no larger than 300 KB Copy: 500 words max	High quality image to be resized to 200 x 260 px	2 weeks before the send date
Bottom Advertorial	Artwork: 1,200 x 630 px and no larger than 300 KB Copy: 500 words max	High quality image to be resized to 200 x 260 px	2 weeks before the send date

Please note: Don't forget to include your logo with your advertorial content.

READY TO BOOK YOUR SLOT?



saltexsales@thegma.org.uk