



Media Pack

2020

For more information:

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About cherry

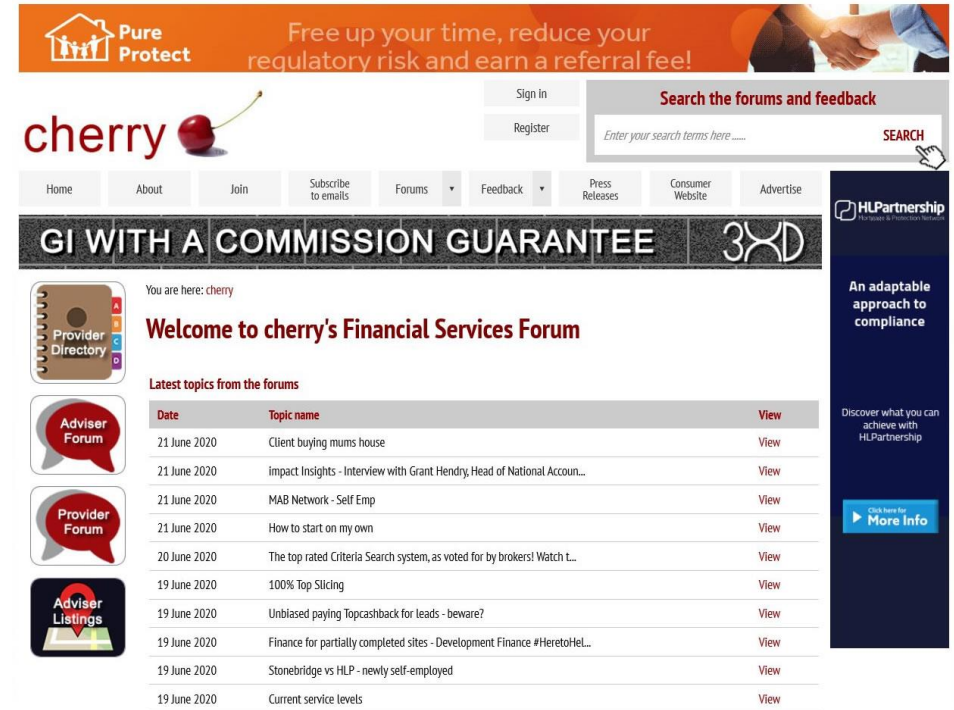
- cherry launched in 2005 to provide an area of the web where financial services workers, especially intermediaries, could communicate about industry issues and gain access to industry news, press releases, events and products etc.
- The popular online forums are where numerous topics, including 'difficult to place cases', 'lenders and providers', 'regulation', 'the pros and cons of networks', 'pensions', 'general insurance' and lots more are discussed.
- To date, members have added more than 32,000 forum topics and over 208,000 comments, meaning there is a wealth of knowledge available to both experienced and new industry members.
- The audience and chat continues to grow, with members adding an average of around 200 new topics and 2,000 comments EVERY MONTH.
- EACH MONTH, visits to the site average at around 17,000, with each visitor spending, on average, over 7.5 minutes on the site, and between them viewing over 103,500 pages (view live stats [here](#))

May 2020 data


- 52 new adviser joiners
- 8 new provider joiners
- 263 email 'opt-ins'
- 193 new adviser forum topics
- 1,827 new adviser forum posts
- 86,947 emails received by advisers
- 3,542 unique visitors to the site
- 16,022 total site visits
- 92,861 total page views

Most viewed forum categories

1. Difficult to place cases
2. The Brokers Arms
3. General Questions & Feedback
4. Lenders
5. Technology




Pure Protect Free up your time, reduce your regulatory risk and earn a referral fee!

cherry 

Sign in Register

Search the forums and feedback
Enter your search terms here SEARCH

Home About Join Subscribe to emails Forums Feedback Press Releases Consumer Website Advertise

GI WITH A COMMISSION GUARANTEE 

You are here: cherry

Welcome to cherry's Financial Services Forum

Latest topics from the forums

Date	Topic name	View
21 June 2020	Client buying mums house	View
21 June 2020	impact Insights - Interview with Grant Hendry, Head of National Account...	View
21 June 2020	MAB Network - Self Emp	View
21 June 2020	How to start on my own	View
20 June 2020	The top rated Criteria Search system, as voted for by brokers! Watch L...	View
19 June 2020	100% Top Slicing	View
19 June 2020	Unbiased paying Topcashback for leads - beware?	View
19 June 2020	Finance for partially completed sites - Development Finance #HeretoHeL...	View
19 June 2020	Stonebridge vs HLP - newly self-employed	View
19 June 2020	Current service levels	View

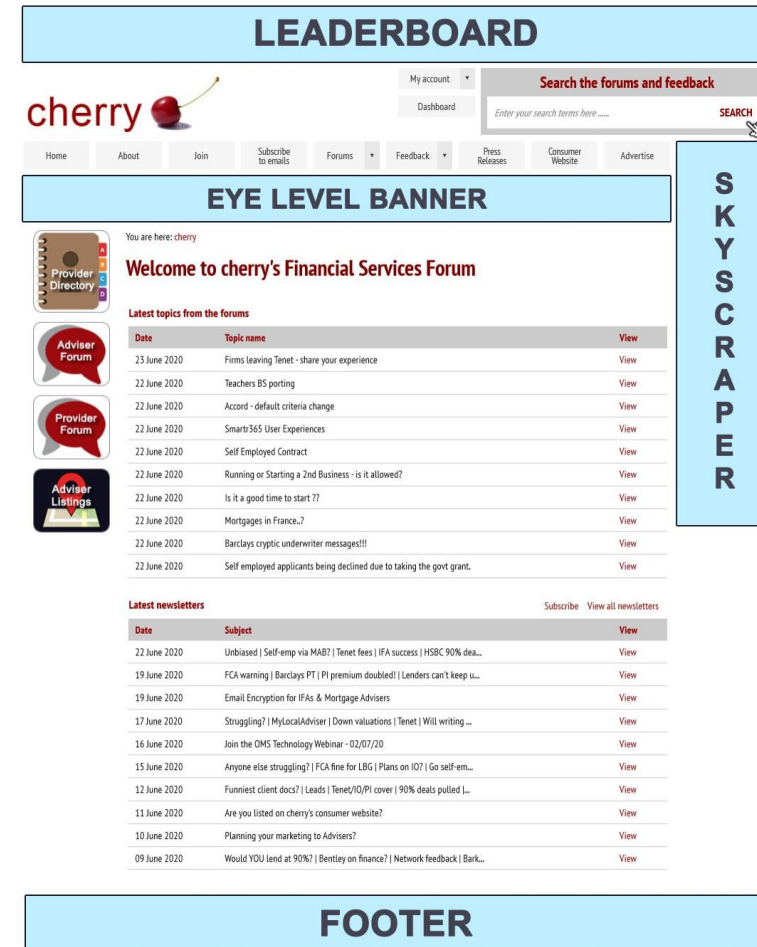
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Site Banners


- Are shown on every page of the site.
- Can be animated, gif, jpg, png etc.
- Are shared by a maximum of 3 advertisers.

Pricing per month (+ sizes)

- Leaderboard - £1,500 (1,500 x 110 pixels)
- Skyscraper - £1,200 (150 x 600 pixels)
- Eye Level Banner - £1,000 (1,020 x 70 pixels)
- Footer - £800 (1,500 x 110 pixels)



LEADERBOARD

cherry  My account Dashboard Search the forums and feedback Enter your search terms here ... SEARCH

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EYE LEVEL BANNER

You are here: cherry

Welcome to cherry's Financial Services Forum

Latest topics from the forums

Date	Topic name	View
23 June 2020	Firms leaving Tenet - share your experience	View
22 June 2020	Teachers BS porting	View
22 June 2020	Accord - default criteria change	View
22 June 2020	Smart365 User Experiences	View
22 June 2020	Self Employed Contract	View
22 June 2020	Running or Starting a 2nd Business - is it allowed?	View
22 June 2020	Is it a good time to start ??	View
22 June 2020	Mortgages in France..?	View
22 June 2020	Barclays cryptic underwriter messages!!!	View
22 June 2020	Self employed applicants being declined due to taking the gov't grant.	View

Latest newsletters Subscribe View all newsletters

Date	Subject	View
22 June 2020	Unbiased Self-emp via MAB? Tenet fees IFA success HSBC 90% dea...	View
19 June 2020	FCA warning Barclays FT PI premium doubled! Lenders can't keep u...	View
19 June 2020	Email Encryption for IFAs & Mortgage Advisers	View
17 June 2020	Struggling? MyLocalAdviser Down valuations Tenet Will writing ...	View
16 June 2020	Join the OMS Technology Webinar - 02/07/20	View
15 June 2020	Anyone else struggling? FCA fine for LBG Plans on IO? Go self-em...	View
12 June 2020	Funnest client docs? Leads Tenet/IO/PI cover 90% deals pulled ...	View
11 June 2020	Are you listed on cherry's consumer website?	View
10 June 2020	Planning your marketing to Advisers?	View
09 June 2020	Would YOU lend at 90%? Bentley on finance? Network feedback Bark...	View

FOOTER

SKYSCRAPER

Forum Banners

- Are visible on every topic and page within the relevant forum.
- Can be animated, gif, jpg, png etc.
- Are shared by a maximum of 3 advertisers.
- Includes provision of topic subjects posted

Pricing per month (+ size)

- From £350 (695 X 60 pixels)

- **2020's Most Viewed Forums**

(ordered by 'highest viewed' numbers)

- | | |
|--|---------------------------|
| 1. Difficult to place cases | 15. TAX matters! |
| 2. The Brokers Arms | 16. Complaints & CMCs |
| 3. General Questions & Feedback | 17. FCA/Regulation |
| 4. Lenders | 18. How good/bad is it? |
| 5. Technology | 19. IFA Forum |
| 6. Advisers - Your views? | 20. Sales & Marketing |
| 7. Networks | 21. Equity Release |
| 8. General Ins & Protection | 22. Solicitors |
| 9. Things that irritate!!!! | 23. Pensions |
| 10. Recruitment | 24. Going forward! |
| 11. Estate Agents | 25. Studying/Training |
| 12. Lead Generation | 26. Commercial & Bridging |
| 13. Directly Authorised | 27. Surveyors |
| 14. Alerts!! | 28. Wills and Trusts |

Solus Emails

- Issued to circa 5,000 advisers
- No more than 2 solus emails are issued a week

Advert requirements:

- Email content to be supplied as a complete HTML file no wider than 600 pixels

Pricing per email

- £900



Provider Directory

- The directory can be accessed from every page of the site
- Advertisements in each category are listed alphabetically
- Advertisement listings are for 12 months
- A video or 'More Information page' can be added at an extra cost

Advertisement requirements

Standard

- Company name, address, email, phone, url link
- Maximum 100 word description of your offering

Enhanced (i.e. listing with 'More info' page (which can include video if required))

- Further descriptive text/url links/images
- High quality logo (for video/more info page)
- Video file and/or code if required

Pricing per year

- £300 (without video/More information page)
- £500 (with video/More Information page)

- **Directory can be viewed [here](#)**

NEW!!!

- Credit Searching
- CRM Systems
- Development Finance
- Product, Affordability & Criteria Sourcing
- Protection

N B

Additional categories may be requested if required

Webinars

- Held monthly
- Maximum of 3 providers per webinar with 20 minutes each to present with live Q&A at end of event
- Ahead of each event, advisers will be asked on the forum what they would like providers to cover
- Data on registrations will be provided post event
- cherry will create artwork, promote event via social media and forum, plus topic will be added to Provider Forum and links included on at least 3 newsletter emails to brokers
- 1 x solus email to database promoting event
- Training session will be provided pre event for all providers

Webinar requirements

- High quality logo required (transparent png or eps)
- Promotion of event on own social media (where possible)

Pricing per provider

- £600

2020 Webinar Programme

(Subject to possible revision)

- August: Specialist Finance
- September: Technology
- October: Self-employed mortgages
- November: BTL Mortgages
- December: Technology

Additional Options

- **Monthly Poll Sponsorship**
Includes option to set specific month's poll question. Plus, sponsor will be mentioned in subsequent press release on results
(£500 per month)
- **Monthly Caption Competition Sponsorship**
Sponsor to provide a prize to winner
(£500 per month)
- **Advert requirements**
High quality logo transparent png or eps







N B FREE Provider Forum
Request your forum [here](#) and [register here](#) to add your forum content

You are here: [Forum](#) > [Providers and advisers](#)

Providers and advisers

Looking for FREE advertising to Mortgage Brokers, IFAs & Insurance Advisers? It couldn't be easier...

1. Request your company forum [here](#) - We'll create the forum and send you the link
2. If you're not already a member [register here](#) to add content to your forum

Forum	Latest Topic		Latest Post
impact Specialist Finance	impact Insights - Interview with Pepper Money's Head of National Accounts	57 topics 0 replies	 Anonymous Wednesday
The Right PMI & Healthcare	Is social media worth it?	4 topics 0 replies	 Amy Monday
Crystal Specialist Finance	Declined Finance - Crystal can help!	60 topics 1 replies	 Anonymous 5 Jun 2020
One Mortgage System	cherry invites One Mortgage System to join a Technology Webinar with Knowledge Bank, iPipeline and Iress	7 topics 0 replies	 Anonymous 5 Jun 2020
Defaqto	Defaqto CPD webinar - The value of a value style for income generation by Seneca	5 topics 0 replies	 Defaqto 5 Jun 2020
Covid-19 Updates & Useful Information	Life Assurance & Waiver of Premium during lockdown	5 topics 1 replies	 SimonD 28 May 2020
Knowledge Bank™	FREE Live Webcast with Knowledge Bank and Crystal Specialist Finance	27 topics 7 replies	 Anonymous 23 May 2020
Best Funeral Plans	Free Support Staff - a Pipedream?	1 topics 0 replies	 Best Funeral Pl 11 May 2020

Terms & Conditions

Please note: In booking any advertising you are agreeing to these terms and conditions

All advertising

- Cleared funds or card payments required in advance of advertising campaigns beginning
- Invoices remain payable regardless of whether the advertising proceeds
- Booked dates are firm dates
- All fees are subject to VAT
- Fees required by agencies must be added by them onto any prices quoted by cherry
- Tracking, counting or measurement devices, if required, must be supplied by your IT team
- Companies advertising are in no way endorsed by cherry
- In proceeding with any advertising you accept that responsibility in respect of results achieved e.g. in terms of numbers of people clicking on links, is entirely within your control as the advertiser and is dependent on interest in the offering, strength of the advertisement message, brand awareness and trust etc. and that no responsibility whatever attaches to cherry

Site Advertising

- Random display operates in some cases and cherry may display up to 3 adverts in any space where tenancy bookings are made.