



# Media Pack

2020

**For more information:**

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# About cherry

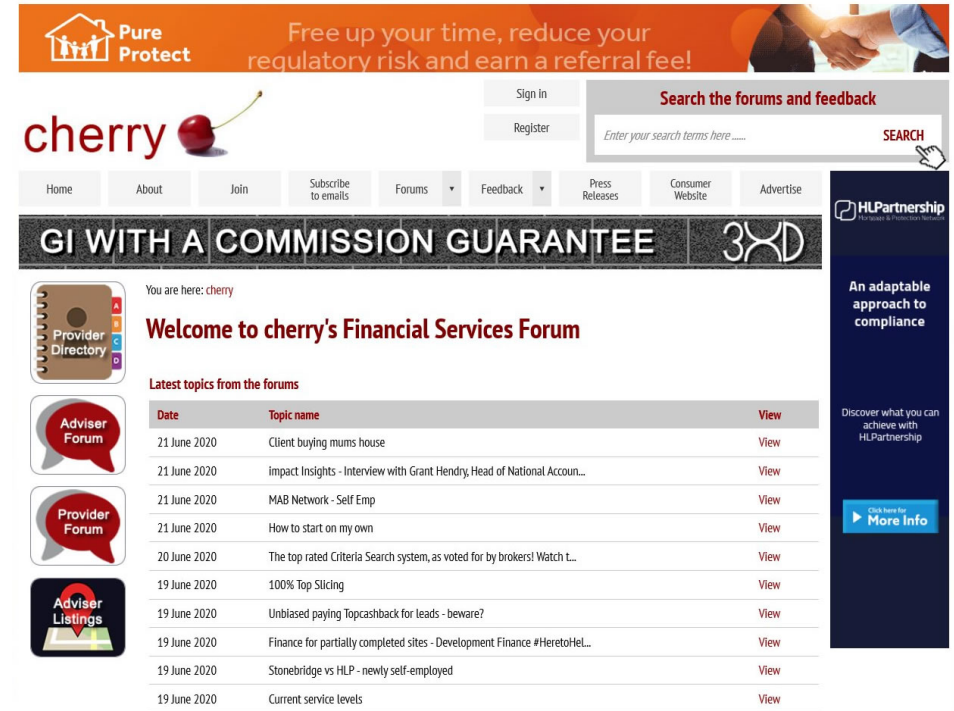
- cherry launched in 2005 to provide an area of the web where financial services workers, especially intermediaries, could communicate about industry issues and gain access to industry news, press releases, events and products etc.
- The popular online forums are where numerous topics, including 'difficult 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 210,000 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 105,000 pages (view live stats [here](#))

# July 2020 data

- 66 new adviser joiners
- 8 new provider joiners
- 159 email 'opt-ins'
- 214 new adviser forum topics
- 2,239 new adviser forum posts
- 87,912 emails received by advisers
- 3,926 unique visitors to the site
- 17,874 total site visits
- 113,970 total page views

## Most viewed forum categories

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




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

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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**



My account ▾  
Dashboard

**Search the forums and feedback**

Enter your search terms here ...  **SEARCH**

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

**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	<a href="#">View</a>
22 June 2020	Teachers BS porting	<a href="#">View</a>
22 June 2020	Accord - default criteria change	<a href="#">View</a>
22 June 2020	Smart365 User Experiences	<a href="#">View</a>
22 June 2020	Self Employed Contract	<a href="#">View</a>
22 June 2020	Running or Starting a 2nd Business - is it allowed?	<a href="#">View</a>
22 June 2020	Is it a good time to start ??	<a href="#">View</a>
22 June 2020	Mortgages in France..?	<a href="#">View</a>
22 June 2020	Barclays cryptic underwriter messages!!!	<a href="#">View</a>
22 June 2020	Self employed applicants being declined due to taking the govt grant.	<a href="#">View</a>

**Latest newsletters** Subscribe View all newsletters

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

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**FOOTER**

# 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 | 14. Directly Authorised  |
| 2. The Brokers Arms         | 15. News                 |
| 3. Questions & Feedback     | 16. TAX matters!         |
| 4. Lenders                  | 17. FCA/Regulation       |
| 5. Technology               | 18. Complaints & CMCs    |
| 6. Advisers - Your views?   | 19. IFA Forum            |
| 7. GI & Protection          | 20. Just how good is it? |
| 8. Networks                 | 21. Sales & Marketing    |
| 9. Things that irritate!    | 22. Equity Release       |
| 10. Recruitment             | 23. Solicitors           |
| 11. Lead Generation         | 24. Blogs                |
| 12. Estate Agents           | 25. Pensions             |
| 13. Alerts!!                | 26. Going forward!       |

# 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 Reporting
- CRM Software
- Development Finance
- Product, Affordability & Criteria Sourcing
- Protection

### N B

Additional categories may be requested if required

# Webinars (under review)

- Held monthly (max)
- Data on registrations will be provided post event
- Event will be promoted via social media / forum / possibly newsletter banner(s)
- Topic will be added to Provider Forum and links included on at least 3 newsletter emails to brokers
- Solus email to database will be issued on agreed date (subject to availability)
- Pre-event training session will be provided

## **Webinar requirements**

- High quality logo (transparent png or eps)
- Email content as a complete HTML file no wider than 600 pixels
- Email banner 500 pixels wide x 80 pixels tall
- Additional artwork as / if agreed (e.g. site ad if available / required)
- Promotion of event on own social media (where possible)

## **Pricing per provider**

- £ On request



# 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...

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

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