



KeyWorkers

ENGAGE KEY WORKERS WITH SINCERITY,
PURPOSE AND IMPACT. PERFECT FOR BRANDS
LOOKING TO ENHANCE THEIR CSR RATINGS AND
INCREASE SALES.

MEDIA PACK

AUTUMN/WINTER 2021

KEYWORKERS.COM



Overview:

Key workers are a growing and underserved population in the UK. They are a conglomeration of police, fire, hospital, healthcare, social services, teaching, transportation and construction professionals.

Key workers deserve recognition. When offered, they become very loyal customers. Recent studies have shown that recognising an elite grouping for accomplishments increases brand loyalty by 70%.

That's where [keyworkers.com](https://www.keyworkers.com) comes in. As the 'agency of record' for key workers across the UK we have direct access to this powerful consumer group, across all channels and touch points.

KEYWORKERS.COM

AUDIENCE ENGAGEMENT

Keyworkers.com is a dedicated recognition and reward platform for essential workers in the United Kingdom. Brands can market their services to key workers via on site sponsorships, on site reward listings, exclusive email campaigns and direct mail campaigns.

AVERAGE MONTHLY VISITS

265,360

AVERAGE UNIQUE MONTHLY VISITS

153,908

AVERAGE MONTHLY PAGE VIEWS

425,610

EMAIL REACH

391,020

DIRECT MAIL REACH

232,080

ON SITE SPONSORSHIPS

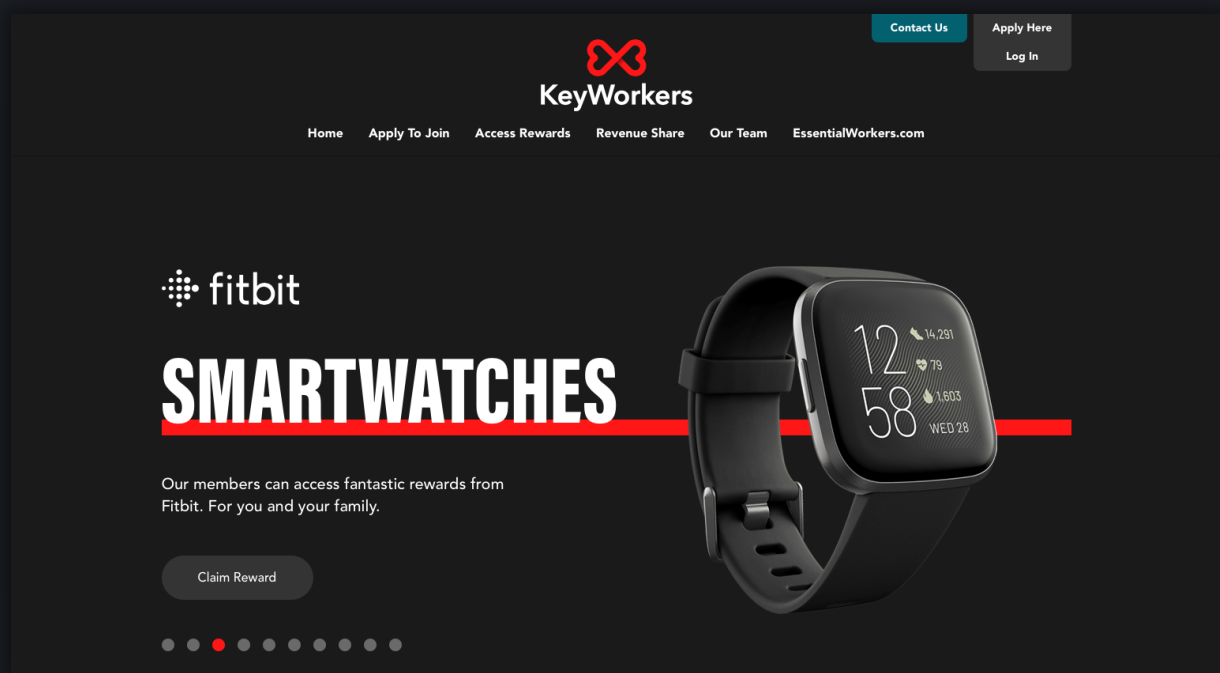
Brands can sponsor keyworkers.com by having their logo listed as a sponsoring partner on site. Perfect for brands wishing to show their support for key workers without listing a reward, discount or promotion.

HEADLINE SPONSOR

£3,000

PER MONTH

INCLUDING LINK THROUGH TO EXPLANATORY CONTENT



The screenshot shows the KeyWorkers website interface. At the top, there is a navigation bar with the KeyWorkers logo (a red infinity symbol) and the text "KeyWorkers". To the right of the logo are buttons for "Contact Us", "Apply Here", and "Log In". Below the logo is a horizontal menu with links: "Home", "Apply To Join", "Access Rewards", "Revenue Share", "Our Team", and "EssentialWorkers.com". The main content area features the Fitbit logo and the text "SMARTWATCHES" in large, bold, white letters. Below this, a black Fitbit smartwatch is displayed, showing a digital clock face with the time 12:58, heart rate 79, and steps 1,603. The date "WED 23" is also visible. A red horizontal line runs behind the watch. Below the watch, there is a "Claim Reward" button and a row of seven small circles, with the first one highlighted in red.

ON SITE REWARD LISTINGS

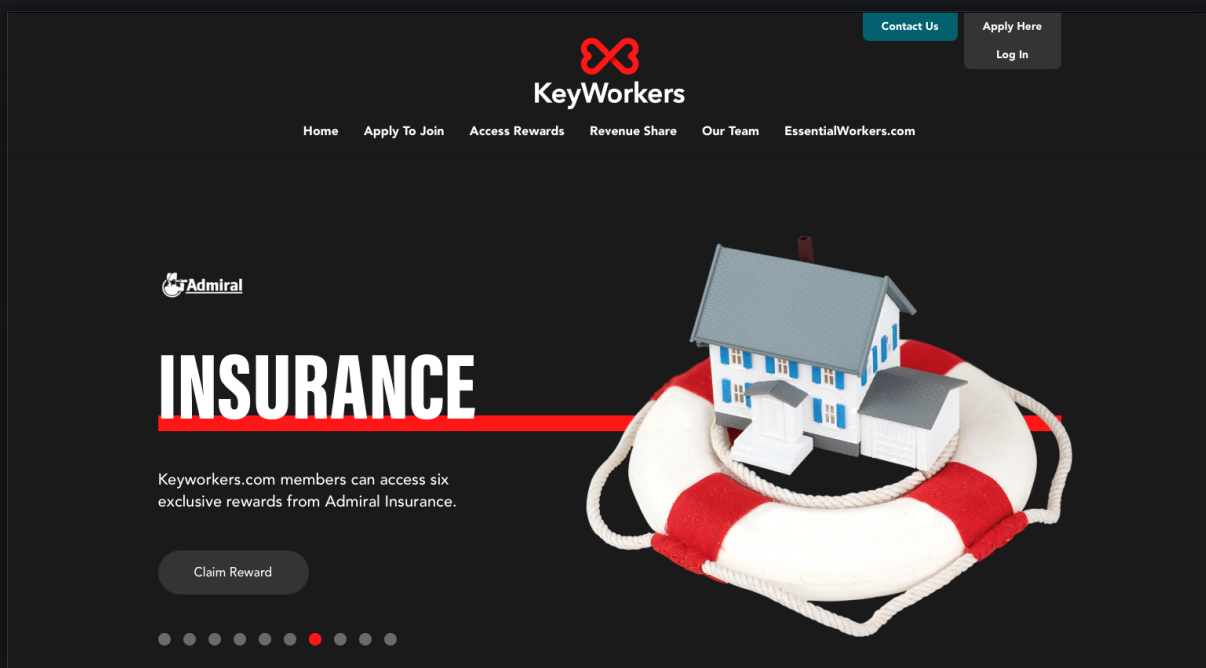
Brands can market their products or services by listing a reward on keyworkers.com, to be redeemed by key workers. Perfect for brands wishing to offer key workers a reward, discount or promotion.

HEADLINE REWARD LISTING

£3,000

PER MONTH

COMPLIMENTARY FOR £4K PER MONTH EMAIL
OR DIRECT MAIL COMMITS



The screenshot shows a website interface for KeyWorkers. At the top, there is a navigation bar with the KeyWorkers logo (a red infinity symbol) and the text "KeyWorkers". To the right of the logo are buttons for "Contact Us", "Apply Here", and "Log In". Below the navigation bar is a horizontal menu with links: "Home", "Apply To Join", "Access Rewards", "Revenue Share", "Our Team", and "EssentialWorkers.com". The main content area features the Admiral logo on the left, followed by the word "INSURANCE" in large, bold, white letters. Below this, a red horizontal line is followed by the text: "Keyworkers.com members can access six exclusive rewards from Admiral Insurance." A "Claim Reward" button is positioned below the text. On the right side of the main content area, there is a 3D illustration of a white house with a grey roof and blue windows, sitting on a red and white lifebuoy. At the bottom of the page, there is a row of ten small grey circles, with the fifth circle from the left being red, indicating the current slide in a sequence.

EMAIL MARKETING

Brands can market their products or services by purchasing an exclusive email campaign. Brands can purchase email marketing by key worker category. Perfect for brands wishing to promote their products or services direct to inboxes.

HEALTHCARE

63,620

£42 CPM

PUBLIC ADMIN/SAFETY/EMS

36,750

£50 CPM

MARITIME/MINING

41,600

£37 CPM

PHARMACEUTICAL

55,700

£37 CPM

PRIMARY/SECONDARY EDUCATION

26,900

£40 CPM

HIGHER EDUCATION

60,220

£40 CPM

CONSTRUCTION

47,350

£33 CPM

TRANSPORTATION/SANITARY

58,880

£33 CPM

DIRECT MAIL MARKETING

Brands can market their products or services by purchasing a direct mail campaign. Brands can purchase exclusive direct mail marketing by key worker category. Perfect for brands wishing to send their product benefits direct to home. Costs do not include production or postage.

HEALTHCARE

38,800

£48 CPM

PUBLIC ADMIN/SAFETY/EMS

18,900

£55 CPM

MARTIME/MINING

21,420

£40 CPM

PHARMACEUTICAL

30,380

£40 CPM

PRIMARY/SECONDARY EDUCATION

17,070

£44 CPM

HIGHER EDUCATION

42,150

£44 CPM

CONSTRUCTION

26,510

£37 CPM

TRANSPORTATION/SANITARY

36,850

£37 CPM

CUSTOM SOLUTIONS

Please contact us for custom combinations of on site sponsorships, reward listings, email marketing and direct mail marketing.

ON SITE SPONSORSHIPS

Enhance brand CSR ratings by sponsoring
keyworkers.com

ON SITE REWARD LISTINGS

Enhance sales by listing a reward, discount or
promotion on keyworkers.com

EMAIL MARKETING

Enhance sales by sending an exclusive email
campaign direct to inboxes

DIRECT MAIL MARKETING

Enhance sales by sending an exclusive mail
campaign direct to letter boxes

CONTACT US

info@keyworkers.com
0203-918-5155