

LandlordZONE® is a web portal established in 1999 and aimed at the **Rental Property** Industry: Landlords, Letting Agents and Property Professionals – in fact anyone interested in rental and investment property – novice, experienced and professionals alike.

The site is freely accessible to all and LandlordZONE® currently receives upwards of (Sept 2011) 1.5m visits (approx 70% unique) every year (around 500,000 pages are read every month) by landlords, agents and property professionals.

Our high Google ranking makes the LandlordZONE® portal and Question & Answer Forum one of the leading (if not *the* leading) Rental Property sites in the UK.

Our monthly Newsletter currently mails to one of the biggest UK landlord data bases - over 85,000 subscribers (landlords/agents)

Our philosophy on advertising goes right to the heart of our business and marketing approach: we aim to give value for money by providing substantial targeted traffic and click through rates, and a reliable and effective PR and Marketing Service with integrity to our carefully selected advertisers. We do this by using the internet as a marketing tool in some unique ways:

- First and foremost we aim to provide a web site that contains comprehensive, accurate and timely rental property related news and information. We provide informed answers to difficult rental and investment questions for our site visitors, and those who are registered subscribers to our e-mail Newsletter. We are totally committed to satisfying the needs of these people so that they remain loyal and repeat visitors.
- We provide a comprehensive DIRECTORY of Rental Property suppliers.
- We rent-out advertising space and enter into affiliate and partnership arrangements with suitable advertisers; effectively “show casing” and marketing their products by carefully placing and targetting ads, articles and information through appropriate information ZONES on the site.
- We actively encourage our advertisers to provide us with information and articles relating to their products, which will provide help and solutions to our visitor’s problems. In return we promote the advertiser’s products.
- Using the latest web site technology, RSS feeds and social networking, we carefully monitor site traffic and visitor profiles to help us target messages more effectively.
- We use the latest SEO (Search Engine Optimisation) techniques to ensure that LandlordZONE® maintains its high rankings – do a search on any of the primary search engines and you will find LandlordZONE™ comes up trumps on almost any rental property related topic – just try searching “Landlord” on Google.

Advertising Order Form – Parkmatic Publications Limited - LandlordZONE®

There are around 1 million individuals in the UK (government estimate) involved in letting residential property (landlords), there are many thousands more involved as letting agents, estate agents, property managers and professionals, and around 2 million tenants – this is a huge capital intensive industry representing around 11% of UK housing stock.

On the commercial property side, landlords vary from private individuals to the biggest worldwide corporations including investment banks, insurance companies and pension funds.

The industry employs many thousands of professionals in the agencies and related services and the industry as a whole represents billions in invested funds.

Landlords and those involved with rental property are “high net worth” individuals but notoriously difficult to target and reach. For example, only around 15% of the one million or so UK landlords of residential property belong to any sort of landlord association.

The Internet therefore has great potential as a marketing medium in this specialist field: not only does it increasingly have the potential to attract those who would never consider joining a local landlord’s association or reading property journals and magazines, it also attracts those that do.

We, in turn, actively promote LandlordZONE®, TenantVERIFY®, LandlordLOG.com, LandlordMONEY & LandlordDEALS, LandlordABROAD in the leading UK property journals.

LandlordZONE® aims to be at the forefront in this new and exciting marketing medium.

You can **rent advertising space** on LandlordZONE® and its associated sites at the rates given on our current **Rate Card**:

http://www.landlordzone.co.uk/advertising/rate_card.htm

Most advertisements appear throughout the LandlordZONE® website, as well as The Forum, FAQ, LandlordLOG.com™ and TenantVERIFY® LandlordMONEY™, LandlordDEALS™ and LandlordABROAD™

Download this Order Form at:

<http://www.landlordzone.co.uk/pdf/adform.pdf>

Advertising Order Form – Parkmatic Publications Limited - LandlordZONE®

Advertiser's Information:

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e-mail address:

Advertiser's Web Site Address:

Advertising Agent's Information if applicable:

Company Name:

Contact Name:

Job Title:

Address:

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Telephone:

Mobile:

e-mail address:

Web Address:

LandlordZONE® Publisher's Details:

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LandlordZONE.co.uk or .com
LandlordMONEY.co.uk
LandlordLOG.com (Newsletter)
LandlordDEALS.co.uk
TenantVERIFY.co.uk

Tel: 0845 260 4420

Fax: 0845 260 4423

e-mail: advertising@landlordzone.co.uk

web: <http://www.landlordzone.co.uk>

VAT Registration Number: 925 1090 46

Cheques to: Parkmatic Publications Ltd

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We accept advertising orders subject to our normal **terms and conditions** - see www.LandlordZONE.co.uk/adterms.htm Please indicate below exactly what you require:

Type of Advertising required. Please state which advertising web site section you require and which category you require for Directory Enhanced Entries.	Initial Term	Total initial cost - £ + VAT
New advertisers – payment in advance please		
<p>Ad Renewals: At the end of a period of advertising we will assume you wish to continue and automatically invoice for a further period unless you specify otherwise.</p> <p>If you receive an invoice and you don't wish to continue please inform us in writing or e-mail within 7 days and your ad will be removed and the new invoice cancelled without further charge.</p>		
<p>Please fax, scan and e-mail or mail pages 3 & 4. All images, html links and advertising text should be send via e-mail to advertising@landlordzone.co.uk</p>		
Total Cost of this order is £		all prices subject to VAT

I agree to the [terms & conditions](http://www.LandlordZONE.co.uk/adterms.htm) (www.LandlordZONE.co.uk/adterms.htm) of advertising on LandlordZONE® or in other Parkmatic Publications media as specified above, for an initial term as indicated and to continue on that basis until I notify you further.

I understand you will invoice me for the cost which will be payable in full on application – all **cheques payable to Parkmatic Publications Limited.**

Contact us for BACS details or Credit Card Payments at: 0845 260 4420

Signed:

Date:

PRINT name: