Advertising with

NetworkWhere?com

Putting your business in front of the right people

NET
KNO

About Us

NetworkWhere.com brings together networking events and opportunities from across the **North East**, **Teesside** and **Cumbria**, making it quick and easy for people to find the right events for them.

First launched in 2022, NetworkWhere has grown organically over the last four years supporting professionals across the region.

NetworkWhere is powered by *NetKno* and was created to help people **network smarter**.

At its core, the platform exists to genuinely help people: to support new networkers finding their place in the ecosystem, to help businesses and charities reach the right audiences, and to strengthen regional connections so the North East, Teesside and Cumbria can flourish together.

Advertisers who partner with NetworkWhere are aligning with a platform that prioritises people, relationships, and long-term value.

Our Audience

NetworkWhere is used by people who want to network, grow, connect and progress in their businesses, careers and organisations.

Our audience is a mix of **business owners, freelancers, academics** and **employed professionals** - brought together by a shared interest in relationship-led networking and professional development.

Users come to NetworkWhere actively looking for opportunities - whether that's attending events, discovering new communities, or engaging with services that support their growth.

The majority of users are based in the **North East, Teesside and Cumbria**, making NetworkWhere particularly valuable for organisations looking to reach a **locally engaged and regionally focused audience**.

NET
KNO

Current Reach

NetworkWhere has a growing, engaged audience across both its website and weekly email communications, built organically and focused on regional relevance.

Website (last 30 days: 6/2/26)

- **4,000+ active users**
- **4,300+ sessions**
- **17,000+ on-site interactions**

Traffic driven primarily by **direct visits and referrals**

While NetworkWhere is publicly accessible, its **core audience is regionally focused**, with users actively visiting the platform to find networking events across the **North East, Teesside and Cumbria**.

NET
KNO

Current Reach

Emails are curated, event-led and sent with intention, helping maintain trust and attention. Advertising placements therefore appear within content subscribers actively choose to receive and engage with.

Email - NetworkWhere.com database

- **706 opted-in subscribers**

- **Weekly emails**

- Typical **open rates ~28–40%**

- Consistent **click-through activity** on listed opportunities

Advertising on NetworkWhere prioritises **relevance, trust and intent**, offering visibility within a trusted regional ecosystem rather than mass, untargeted reach.
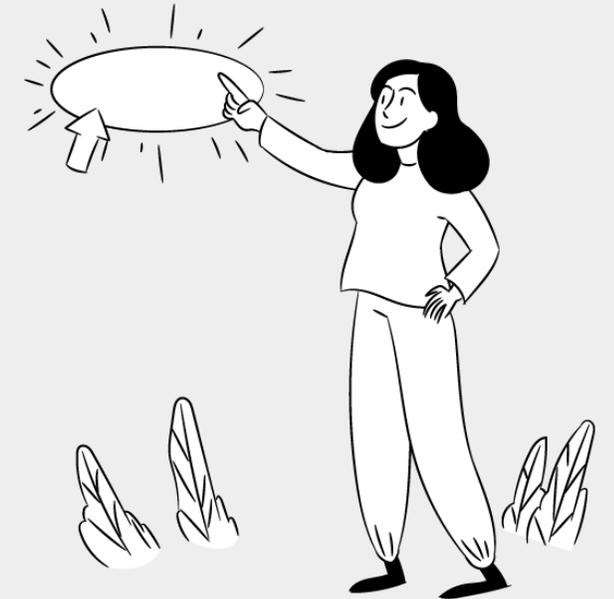
NET KNO

Advertising Options

Advertising on NetworkWhere is designed to support **visibility in trusted spaces**, helping your brand be seen by people who are already engaged in the regional networking ecosystem.

Current advertising opportunities include:

- **Website** advert placements

- **Newsletter** banner placements

- Featured visibility within the platform

- Targeted exposure based on **location or theme**

All advertising is positioned alongside relevant, helpful content, ensuring your brand appears as part of the ecosystem rather than interrupting it.

NET KNO

Package Breakdown

BASIC
£89 +VAT

- ✓ Advert across website
- ✓ 1 x design & hyperlink
- ✓ Monthly performance stats

Best for businesses looking to build consistent brand visibility.

PREMIUM
£129 +VAT

- ✓ Adverts across website
- ✓ 2 x designs & hyperlinks
- ✓ 1 x newsletter banner
- ✓ Monthly performance stats

Best for businesses wanting increased exposure and email visibility.

POWER!
BESPOKE PACKAGES UPON REQUEST

- ✓ Targetted advertising
- ✓ Location & topic specific
- ✓ Newsletter features
- ✓ Profile spotlight

Best for campaigns, launches, or organisations seeking targeted exposure.

NET KNO

Design & Content

To ensure adverts display clearly and consistently across the platform here are the artwork specifications:

Website advert:

Width: **318px**

Height: **368px**

Email newsletter banner:

Width: **1200px**

Height: **500px**

All artwork should be supplied in a web-ready format (e.g. PNG or JPG) and be accompanied by the links you would like embedded.

NET
KNO

Reporting & Measurement

Transparency is important to us. All advertisers receive a clear overview of how their advert has performed.

Reports may include:

- Advert impressions

- Clicks and engagement

- Website or email placement performance

Reports are shared at the end of each month and are designed to provide meaningful insight rather than overwhelming data.

Advertising on NetworkWhere is positioned as **relationship-building and awareness-driven**, supporting long-term visibility rather than promising instant leads.

NET
KNO

Next Steps...

Getting started is simple:

1. **Get in touch to discuss your advertising goals**

2. **Choose the package that best fits your needs**

3. **Submit your advert artwork & links**

4. **Your advert goes live for a 1-month period**

5. **Receive a performance overview at the end of the month**

Get in touch today – info@networkwhere.com | jeni@netkno.co.uk

We'd love to explore how we can support your visibility while contributing to a thriving regional networking ecosystem.

NET KNO