

# TaxationWeb

[www.taxationweb.co.uk](http://www.taxationweb.co.uk)

**Where Taxpayers and  
Advisers Meet**

MEDIA INFORMATION

## MEDIA INFORMATION

Founded in 2000, TaxationWeb has grown into the UK's leading independent tax website. Typically, it now ranks second only to HMRC for tax website searches on Google. It quickly gained recognition and popularity through its Tax Forum, which provides a meeting place for taxpayers and professional advisers. Many of the advisers on TaxationWeb have been members of the Tax Forum for a number of years, and some professionals have reported gaining new clients after giving them initial advice on the Forum.

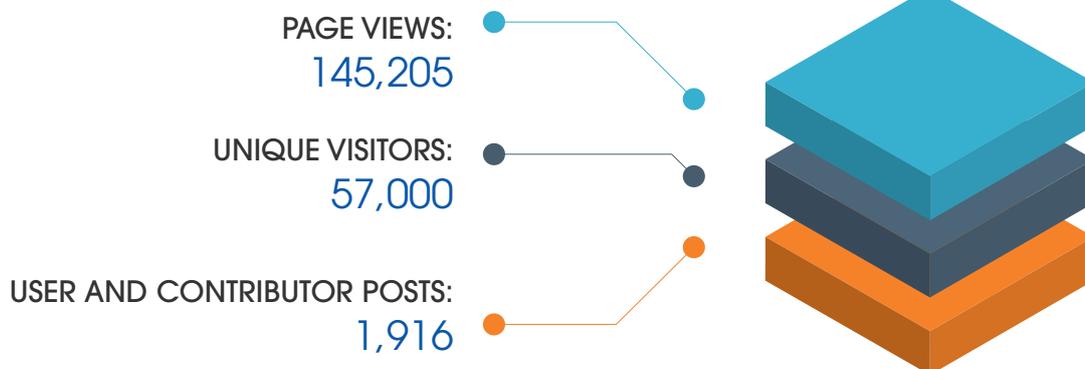
Other websites have tried imitating TaxationWeb's Tax Forum, but its special community goes from strength to strength, and now reaches a unique mix of tax advisers, accountants, lawyers, and other professionals who specialise in tax. Our user base also includes many taxpayers with complex tax affairs such as business owners, HNWIs and buy-to-let landlords.

## OUR AUDIENCE; YOUR MARKET

- ▶ Tax Advisers
- ▶ Tax Accountants
- ▶ Tax Lawyers
- ▶ Finance Directors
- ▶ Business Owner-Managers
- ▶ HNWIs

## KEY FACTS

### GOOGLE ANALYTICS MONTHLY VISITORS



### GEOGRAPHIC SPLIT

#### UNITED KINGDOM

89.24%

#### OTHER EUROPE

2.62%

#### R.O.W.

7.46%





# MARKETING AND PROMOTION OPPORTUNITIES



## Homepage and site-wide advertising

This is an effective channel to reach the full TaxationWeb user base. Ideal for product launches, generating click-throughs to your homepage, database builds, brand awareness and research.



## Video/audio banners

Tell your story using a homepage video banner. Your video will be showcased above your headline and logo. Clicking on the play button opens the video in a new window.



## Guest articles

Got something to tell our readers? This is a great way to communicate your ideas, gather feedback and generate targeted leads.



## EMAIL

Many of our users have opted to receive targeted newsletters and other email communications. Advertising in our email newsletters will place your message directly in front of a pre-qualified group that actively wants to hear what you have to say.

Our prices for campaigns start at **£225+vat** for a full month's advertising, with an integrated campaign featuring all four of the above elements from **£850+vat** per month.

## VIEWS FROM OUR ADVERTISERS AND CONTRIBUTORS

### **Taxationweb – A Great Re-Launch just made a Great Site even better**

*"I've been a keen TaxationWeb viewer for many years and have always found the information available on the site to be detailed and well presented. The almost unique members' forum gives you a true insight into what really is worrying or perplexing taxpayers and their advisers which alone should make it compulsory viewing for HMRC staff.*

*The recent re-launch has resulted in a bright, vibrant modern site that is engaging and easy on the eye. The site has even more content which is better displayed and categorised, so searches are easier to make. The result is that tax professionals and taxpayers can learn from this site, and they and HMRC staff should add this site to their favourites."*

**Tony Margaritelli,**  
Chairman, ICPA

*"TaxationWeb has certainly helped my understanding of various issues, as many of the contributors are top notch. It's a very safe environment to ask what can be stupid questions of others when finding the answer in thousands of pages of legislation and HMRC guidance proves impossible.*

*Unless you work in a huge tax department (which most of us don't, and I certainly don't) it's great to know there are others out there with knowledge who can help and give guidance. I have also picked up many a client over the years who have sought out my assistance, and made enough fees out of it to make answering the questions very worthwhile. The internet inevitably (whether we like it or not) is part of the future of dispensing advice to clients, and this site has been brilliant in doing that. It is a source for both client and professional alike."*

**Lee Young, Partner,**  
Frettons Solicitors

"TaxationWeb, and the associated TaxBookShop, have given us an excellent opportunity to showcase our books to tax professionals since our launch in 2011. It has always been a pleasure to work with the TW team, all of whom are invariably constructive and helpful, and both Jim and Mark have been very generous in sharing their extensive experience."

**Ray Chidell,**  
Director, Claritax Books

"I have been a member of Taxationweb practically since its formation, and have always enjoyed answering queries on the site (when time permits!) I have found the site to have been most beneficial as a professional, both in generating new clients and contacts as well as broadening my knowledge of other areas by reading other answers. I still get people quoting from my replies from years ago when contacting me. I cannot rate it highly enough as a site for both professionals and those that post queries to be answered."

**Ian McTernan CTA,**  
Managing Director, McTernan Associates Ltd



## SOME OF OUR CLIENTS, PARTNERS AND CONTRIBUTORS

 <b>HM Revenue &amp; Customs</b>	 <b>CLARITAX BOOKS</b>	 <b>Grant Thornton</b> An instinct for growth™	
<b>Bloomsbury Professional</b>	 <b>Pinsent Masons</b>	 <b>TAXINSIDER</b>	
 <b>ICAS</b> The professional body of CAs	 <b>ICPA</b>	 <b>Chartered Institute of Taxation</b>	 <b>THOMSON REUTERS</b>

**FOR MORE INFORMATION, PLEASE CONTACT:**

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