

MEDIA PACK · 2026

Advertise on Utility Saving Expert Insights

Sidebar advertising alongside our business energy, gas and water guides — reaching UK business owners and decision-makers at the exact moment they are researching their utility costs.

SINGLE POST

£185 / month

Minimum 6 or 12 month booking

SITEWIDE

£975 / month

Every Insights post · minimum 6 months

WHO WE ARE

A trusted resource for UK businesses managing their utilities

Utility Saving Expert helps UK businesses compare, switch and save money on their utility bills — business electricity, business gas and business water. Alongside our comparison service, our **Insights** library gives business owners clear, practical guidance on contracts, tariffs, meters, pricing and efficiency.

Those guides attract readers with a very specific problem: they are paying too much for energy or water and they are looking for a way to fix it. Advertising in the Insights sidebar puts your brand in front of them while they are still deciding.

Who you will reach

01

Owners & directors

SME owners and company directors reviewing overheads and looking for savings across the business.

02

Finance & procurement

The people who sign off contracts, compare quotes and manage renewal dates across multiple sites.

03

Office & facilities

Office, facilities and operations managers dealing with meters, suppliers and day-to-day supply issues.

Topics our readers are researching

Switching & Contracts

Pricing & Markets

Tariffs & Meters

Green & Efficiency

Sector Guides

Business Water

Jargon Buster

Commercial Solar

Energy Procurement

Advertising on a single post lets you sit against the topic that matters most to your business — for example a solar installer alongside our commercial solar guides, or a broker alongside switching and contract content.

Why it works

Editorial context

Your ad sits beside genuinely useful advice rather than in a block of adverts, so it reads as a recommendation instead of an interruption.

Evergreen traffic

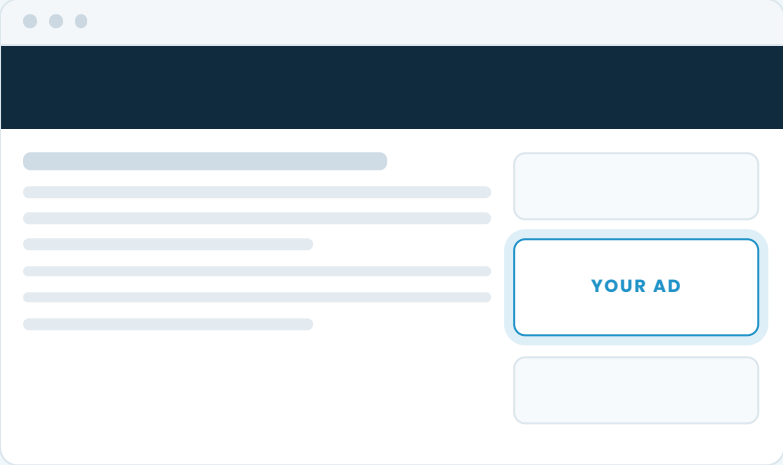
Our guides are written to stay relevant and keep earning readers long after publication, so a 6 or 12 month booking keeps working for you.

An uncluttered page

We keep the number of placements per page deliberately low. Your ad is not competing with a wall of other advertisers.

THE PLACEMENT

Your ad in the Insights sidebar



What you get

- A dedicated advertising panel in the right-hand sidebar of the article
- Your logo or image, a headline, a short line of copy and a clickable button
- Visible on desktop and mobile, and sticky as the reader scrolls the guide
- One advertiser per placement — your ad is not rotated with others

RATES

Two ways to book

OPTION 1

Single post

£185 per month

Minimum booking: 6 or 12 months

- Choose **one** Insights guide for your ad
- Ideal for targeting a single topic or service area
- Additional posts can be added at the same monthly rate

6 month booking	£1,110
12 month booking	£2,220

OPTION 2

Sitewide

£975 per month

Minimum booking: 6 months

- Your ad appears on **every** Insights post
- Includes new guides published during your booking
- Maximum reach across all nine topic areas

6 month booking	£5,850
12 month booking	£11,700

Newsletter sponsorship. We also send a regular email to our subscriber list. Sponsorship slots are available separately and priced on application — just ask and we will put a proposal together.

All rates are quoted per calendar month and exclude VAT. Totals shown are for the full booking term.

ARTWORK

What we need from you

Send these five things and we will build the placement for you — there is no need to supply a finished banner.

Logo or image	PNG, JPG or SVG. Minimum 800px wide, ideally on a transparent or white background.
Headline	Up to 40 characters, e.g. "Cut your commercial solar costs".
Body copy	Up to 25 words describing what you offer and why it is relevant to the reader.
Button text	Up to 20 characters, e.g. "Get a quote" or "Find out more".
Destination URL	The page you want readers sent to. Tracking parameters are welcome.

BOOKING

How it works

- 1**
Get in touch
Tell us whether you want a single post or sitewide, and the term you would like.
- 2**
Send your assets
Email over the five items above. We will build the placement and send you a preview.
- 3**
Approve and go live
Once you are happy and the first invoice is settled, your ad goes live.

Good to know. Advertising is invoiced monthly in advance, or upfront for the full term if you prefer. Outbound links are marked as sponsored in line with search engine guidelines. We accept advertising from businesses relevant to our readers and reserve the right to decline a placement. Copy can be refreshed once per quarter at no extra cost.

Ready to book, or want to talk it through?

Get in touch and we will confirm availability, walk you through the placement and get your ad live.

CALL US

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