



kitplus

INNOVATE | ENGAGE | CONNECT

MEDIA PACK



Who we are

KitPlus has been the source of independent knowledge and expertise in the media and entertainment industry since 2005.

Founded in 2005 KitPlus is the ultimate guide and online portal for media and broadcast professionals providing news, equipment reviews, articles and video content throughout the year.

We pride ourselves on our agility to provide the best promotional and marketing solutions for our customers whether that be online, direct email or video content produced either at our studio, on location or on the show floor at one of the international trade shows such as ISE, NAB or IBC.

Sustainability is at our core and this is reflected with initiatives within our own regional events and with KitPlus Auctions leading the way in providing recycle and reuse models to allow the easy resale of surplus assets from manufacturers, facilities companies, broadcasters and distributors.



We care about ESG

At KitPlus, we are committed to minimizing our environmental impact. We strive to reduce our carbon footprint through energy efficiency, waste reduction, and responsible sourcing of materials. We are continuously exploring and implementing environmentally friendly practices in our operations, in particular the use of remote production to reduce travel and rethinking the impact of trade shows with our regional events.

We value the well-being of our employees, customers, and the communities we serve, promoting a diverse and inclusive workplace, ensuring equal opportunities for all. We actively engage with our local community through partnerships, such as Newbury Soup Kitchen, that contribute to social welfare.

KitPlus is dedicated to maintaining high standards of corporate governance. We prioritise transparency, accountability, and ethical business conduct in all our operations with our leadership committed to fostering a culture of integrity and responsible decision-making in everything we do.

VIDEO PRODUCTION

On Camera Presenter Training Course

2 day course in our studio led by a TV presenter & director covering techniques, confidence, engagement, appearance and style as well as elements for trade show and home studio set-ups.



£4350
for 6 people

Trade show content

Interview, demo or direct to camera, all filmed, edited and shared within 24 hours.



from £950
Book either 30 mins or 60 minutes

Seminar recording

Record your seminar session to be shared later.



From £1250

Promo content creation

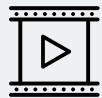
From social media animation to anniversary timelines we can produce content relevant to the occasion!



from £750

On location filming

We come to you or to your clients (ideal for testimonials)



from £2500

Studio hire

Our green screen studio is perfect for recording a series of short format shows and training vlogs etc as well as live streaming when required.



from £1250
per day



Proven reach. Measurable results.

Our campaigns consistently outperform industry benchmarks, delivering strong open and click-through rates, highly qualified reach, and transparent reporting you can trust.

1. Proven Campaign Engagement

Brands consistently report above-industry standard campaign engagement which helps drive measurable inbound interest and conversions.

2. Highly-Qualified Database.

Your message goes directly to these targeted decision makers shaping purchasing decisions, who regularly open, click, and respond.

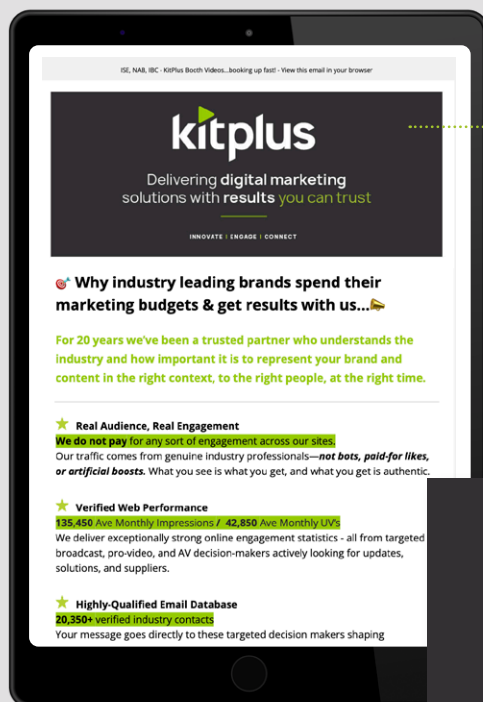
3. Targeting Without the Guesswork

Our audience isn't broad and generic - It's purely broadcast, production, AV, and pro-video technology, meaning every pound spent goes exactly where it matters.

4. Transparent Reporting You Can Trust.

We provide monthly Mailchimp reports that cannot be tampered with.

No inflated numbers. No vague claims. You get **clear, honest analytics** that show exactly how your spend performs.



6.8%

Ave CTR

Media Ave = 4.6% (MailChimp)



56%

Open Rates

Industry Ave = 21.5% (Campaign Monitor)



20,350

Targeted industry database



**EU 31%, UK 27%,
USA 21%, ROW 21%**

Geographic Breakdown

RATE CARD

Dedicated Email

from £950 per eshot

(sent to over 20,000 opt-in subscribers)

Monthly Kitplus Newsletter

Ad Banner (600 x 120px)

from £400 per month

Real Audience. Measurable Impact.

With **135k+** monthly impressions and **42k+** verified unique visitors, we connect brands with engaged broadcast, pro-video and AV professionals- backed by **20 years'** sector expertise and zero paid engagement.

1. Verified Web Performance.

We deliver strong, verified online engagement from targeted broadcast, pro-video and AV decision-makers actively seeking updates, solutions and suppliers.

2. A Trusted Partner who Understands the Industry.

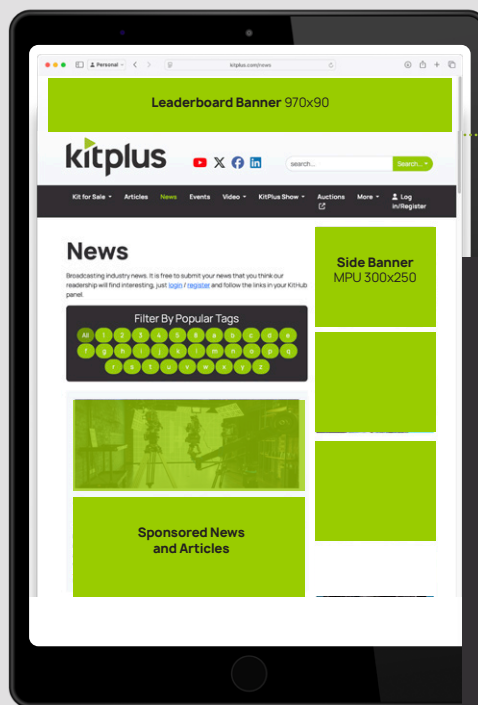
For 20 years we've lived and breathed this sector. We know how to represent your brand in the right context, to the right people, at the right time.

3. Real Audience, Real Engagement.

We don't pay for engagement. Our traffic comes from genuine industry professionals—not bots, paid likes or artificial boosts. What you see is authentic.

4. Transparent Reporting You Can Trust.

From events and product launches to long-term positioning, our channels deliver meaningful reach and real audience action.



135,450
Ave Monthly Impressions



42,850
Ave Monthly UV's



20 Years
Industry Expertise

RATE CARD

Side Banner MPU
(300x250px) **£275 per mth**

Leaderboard Banner
(970x90px) **£395 per mth**

Listings Banner
(970x90px) **£395 per mth**

Sponsored news & articles **£650 per mth**
(includes active weblinks and inclusion on monthly newsletter sent to 20,000+)

No bots. No paid traffic. Just **real engagement** from **real industry** professionals.

KitPlus Auctions

With over 60 years combined experience working in the industry, and teamed up with the leaders in auction technology and fulfilment, KitPlus are perfectly placed to offer auctions to the Professional Media & Entertainment technology industry, whether it's pro AV, film, broadcast TV, live, corporate & education or sports!

Our database is a unique collection of working global professionals actively using broadcast and video equipment day in, day out.

Auctions enable reuse of once loved equipment reducing waste so you can measure your positive impact and take personal and corporate responsibility for the environment. We can provide carbon impact data post auction for your ESG reporting.

KitPlus Auctions makes it easy for sellers with our leading tools for listings items, or our complete turn-key solution, from valuation to shipping. Equally buyers bid on a tried and trusted platform to ensure complete safety and security - auctions can be scary places!

WHY AUCTION YOUR SURPLUS ASSETS?

- ✓ Cost Reduction
- ✓ Optimizing Capital
- ✓ Streamlining Operations
- ✓ Changing Business Needs
- ✓ Mergers and Acquisitions
- ✓ Upgrading Equipment
- ✓ Market Conditions
- ✓ Cash Flow Needs
- ✓ Compliance and Regulations

Auctioning off surplus assets can be a practical and strategic approach for you to efficiently manage resources, adapt to changing circumstances, and enhance your overall financial health.



Valuations

Getting the price right is crucial. With 1000's of lots behind us in previous auctions, and with a wealth of industry experience and expertise, we can advise on start prices and even reserve prices where necessary to ensure everyone wins!



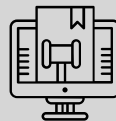
Your Items

From photography to videos to cataloguing to off-site storage we've got the complete solution. Or if you have the capacity to do it all yourself, we can also give you industry leading tools to make light work of the pre-auction preparation, cataloguing and photography.



Promotion

Since 2005 KitPlus have established a global database of both buyers and sellers of pro video, broadcast and film gear. Our direct and targeted approach to 10's of thousands of professionals gets the best bids for your gear.




Auction Platform

Using state of the art technology from our partners, BidPath, we stream a live webcast auction creating a great buzz and unique bidding experience. We take care of the legal and finance admin for you making the process safe, secure, and simple.



Logistics

We deal with buyers directly, arranging collections, packing and shipping. We sort out the payments and any export documents keeping you updated with regular reports and prompt payments.



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