

## ToolsHero: explore, apply and share!

Welcome to ToolsHero, the global management knowledge platform.

With ToolsHero, we want to support as many people as possible in the search for management knowledge to use and share this knowledge in daily practice.

In this way we can improve and accelerate knowledge and practice.

### Figures

From a professional office in Rotterdam we are working hard on the growth of the platform with new content to reach people worldwide.

On the platform you can reach our visitors with various presentation possibilities.

Here are some supporting figures:

Figures ToolsHero			
Description	Numbers	Description	Numbers
Number of visitors per month	200.000	Digital Newsletter members	2.000
Number of page views per month	300.000	Facebook	2.500
Number of visitors per year	2.000.000	Twitter	1.000
Number of page views per year	3.000.000	Pinterest	200
Average page visit	1.25	LinkedIn	100

### Target groups

With the platform, we reach the following target groups:

Target groups			
Description	Numbers	Description	Numbers
Students	50%	Men	43%
Scientists and trainers	20%	Women	57%
Business professionals	10%	Returning visitors	20%
Managers	10%	Desktop   Mobile	61   39
Entrepreneurs	10%	Average visit duration	1:31

### Banners

If you want to increase your brand awareness, products and services within our target group, bannering might be of interest to you.

The banners provide a prominent position on the website for more familiarity with your organization.

Banner options					
Description	CPM	1 month	3 months	6 months	12 months
Header banner 468 x 60	10	2.000	5.400 (10%)	8.400 (30%)	14.400 (40%)
Page banner 336 x 60	5	1.000	2.700 (10%)	4.800 (20%)	8.400 (30%)
Side banner 300 x 600	5	1.000	2.700 (10%)	4.800 (20%)	8.400 (30%)
Extra banner 336 x 120	6	1.200	large banner at the top of every page		
Website take-over	20	5.000	background, header banner and page banner		

### Conditions

- The banner can always be changed free of charge
- The link can always be changed free of charge
- The banner should be up to 50 kb
- The banner should be a still image

### Content

We offer our visitors the following information through the platform:

- Management theories, methods and models
- Infographics
- Inspirational business quotes
- Video's
- Research

You can promote research from your organization, certain management methods/ approaches and news among the visitors.

Content promotion			
Description	Period	Submission	Rate
Link organization front page	12 months	Logo, text and link	2.000
Article own research	12 months	Image, logo and text	1.000
Event promotion front page	1 month	Logo, text and link	1.000
Event promotion page	12 months	Logo, text and link	1.000
Job offer	1 month	In the future online	

### Newsletter

Every month we send a digital newsletter with an update on new content.

Newsletter		
Description	1 month	3 months
Header banner 336 x 60	1.000   0.5	2.700 (10%)
Promotion text with logo	400   0.2	1.080 (10%)

### More information

With ToolsHero we are happy to help you promote your organization.

If you want to receive more information about the possibilities or a quote, you can always call or email us.

We are happy to help you. All rates mentioned in this document are Euros exclusive of VAT.

### Vincent van Vliet

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Our goal is to increase the opportunities of people worldwide by offering management knowledge, training and research to use them in practice and sharing.