

Partnering with the AOP

aop Support

aop Representation

aop Visibility



The UK Association of Online Publishers [AOP] brings together digital publishing companies that create original, branded, quality content through its regular events, steering groups, awards, research, and website content.

The AOP creates opportunities for technology and solutions providers to join conversations with publishers. Whether your aim is to drive awareness of the solutions you provide, or to keep ahead of the fast-changing market and the new challenges this creates for publishers and the media tech ecosystem, investing in a Digital Directory Partnership or in a full Associate Membership of the AOP gives you the effective opportunities to meet your objectives.

Sample of AOP Associate Members include...

ANONYMISED

Avid
collective

brand metrics

captify®

contentignite®

CRITEO

Deloitte.

DV DoubleVerify

DURATION
MEDIA

EX-CO

EQUATIV

experian™

Google

illuma

+ impact Plus

Index⁷
Exchange

VO®

LEWIS SILKIN

/LiveRamp

mantis

ogury

opt out

PubMatic

PUGPIG

RELEVANT.

RTM RIGHTTHING.MEDIA

SMARTFRAME

snigel

Sourcepoint

sovrn

Taboola™

teads

theTradeDesk®

UKOM

utiQ

viqeo

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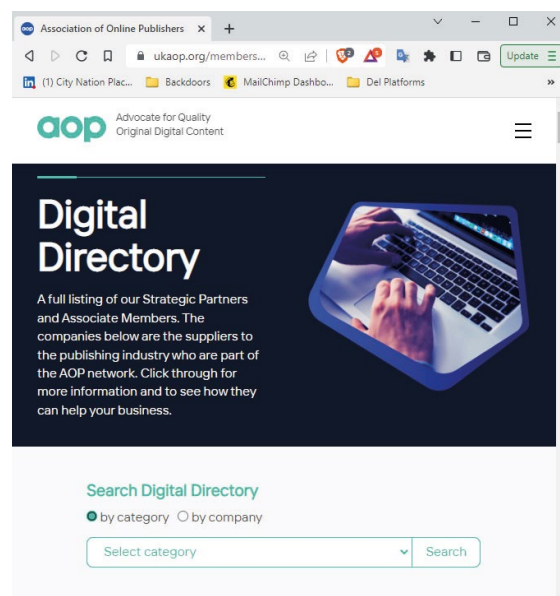


The AOP creates website content, newsletters, research reports, awards, and digital and in-person events to help publishers ensure that they are informed, inspired, and able to grow their businesses. Investing in a Digital Directory partnership gives you a platform to promote your organisation and the solutions it provides where publishers go to seek information - on the AOP website and through our weekly Digital Digest newsletter.

Digital Directory Partnership benefits...

- A listing on the AOP website Digital Directory of solutions providers, clicking through to your profile page
- Profile page on the AOP website - including copy about your organisation, full contact details, and the opportunity to host articles, case studies, reports, and video or audio content - plus of course links to your own site
- New content on your profile page will be promoted via the AOP's weekly newsletter, the Digital Digest (circulation +2700 and growing)

Annual Digital Directory Partnership Fee: £950



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Associate Membership of the AOP gives you all the promotional benefits of the Digital Directory Partnership and much more – enabling you to build your relationships with publishers. Open to solutions providers and business partners of the digital publishing sector, AOP Associate Membership is designed to develop and encourage strong partnerships between member publishing companies and their trading partners.

Associate Member benefits...

- Use the AOP Associate Membership logo on all promotional material, denoting your position as a preferred supplier to our members, and your commitment to the growth and development of the online publishing industry
- Hear the inside track on what the AOP publisher members are talking about through a quarterly newsletter through which we'll share updates on conversations from our Publisher Steering Groups and other initiatives
- A listing on the AOP website Digital Directory of solutions providers, clicking through to your profile page
- Profile page on the AOP website - including copy about your organisation, full contact details, and the opportunity to host articles, case studies, reports, video or audio content, plus of course links to your own site
- Provide content, white papers, case studies, industry perspectives, latest news etc to be shared on your profile page and via the AOP's weekly newsletter, the Digital Digest [circulation +2700 and growing]
- Provide opinions and quotes to be included in the AOP's "Ask the Associates" article series
- Book up to two free places to attend each of the AOP CRUNCH events [4 x CRUNCH events a year]
- Benefit from member rates for entry to the AOP Awards and for other key AOP events tickets to attend the AOP Awards, Publishing Tech Talk sessions, and other key AOP events
- Associate Members have the first option on all sponsorship opportunities associated with AOP events
- Additional commercial opportunities to partner with the AOP to create Round Table discussions for publisher members, webinars for the online publishing sector, or other tailor-made ideas to bring you closer to the decision-makers working in the UK online publishing industry

aop Associate Member 2025

aop
CRUNCH

aop
ASK THE ASSOCIATES

Annual Associate Membership Fee: £3,785



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Opportunities for AOP Associate Members

11th June, 2025 | London

Your Associate Membership of the AOP provides you with prioritised opportunities to build your relationships with publishers and promote your commitment to the industry.



Digital Publishing Awards

Headline Partner: Cost to be agreed on application

The following package is purely for example, all components are subject to availability. We'd be delighted to tailor a Headline Partner package to provide you with this exclusive level of partnership.

Your partnership could include:

- Judging Day partnership as detailed
- Welcome Drinks partnership as detailed
- Category partnership as detailed for the Digital Publishing Company of the Year categories
- Headline partner branding across all marketing and on site, including your logo locked-in with the AOP Digital Publishing Awards logo
- The opportunity to provide an additional activation for the event, for example: table magician or entertainer during the dinner; ice sculpture and spirit luge for the post-Awards celebration

Judging Day partnership £15,000 LIMITED TO ONE PARTNER

Includes:

- Opportunity to nominate a representative to join the jury
- Opportunity to welcome judges to the judging day
- Opportunity to provide a gift for the judges (cost of gift not included in the partnership fee)
- Opportunity for two additional representatives to join the afternoon drinks at the end of the judging day
- Event partner branding through all marketing and on site at the Awards night
- Digital Digest newsletter mention and social media post welcoming you as a sponsor
- A standard table for 10 people at the AOP Awards ceremony, with the option to host judges
- The opportunity to contribute thought leadership by being included in our 'Ask the Judges' articles published in the Awards marketing period

Welcome Drinks partner: £10,300

Includes:

- Branding as Welcome Drinks partner on all dinner marketing
- Digital Digest newsletter mention and social media post welcoming you as a sponsor
- Branding as sponsor / host of the Welcome Drinks on the etickets sent to every attendee
- Branding on occasional tables in the drinks area
- Branded arrival photo opportunity in the drinks area
- Social posts from the Welcome Drinks with branding / photos of the host sponsors
- Event partner branding through all marketing and at the Awards night
- A standard table of 10 at the AOP Awards ceremony
- The opportunity to contribute thought leadership by being included in our 'Ask the Judges' articles published in the Awards marketing period

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Digital Publishing Awards

Category Partnership: £7,725

Includes:

- Branding as category sponsor on the website, on the How to Enter downloadable pdf, on your category's Entry Template, on the Awards Entry Platform; on trade advertising and on all email marketing
- Digital Digest newsletter mention and social media post welcoming you as a partner
- The opportunity to contribute thought leadership by being included in our 'Ask the Judges' articles published in the Awards marketing period
- A standard table for 10 people at the Awards event
- Opportunity to present your category Award to the winner
- Branding on the awards trophies, on all press release announcements of the winners, and on the winners' video shared on all social channels and hosted on the AOP Awards website

Awards Event Partner: Photo booth / 360-camera £7,725 LIMITED TO ONE PARTNER

Includes:

- Branding as Awards Event Sponsor on the website, on trade advertising and all email marketing
- Digital Digest newsletter mention and social media post welcoming you as a partner
- A standard table for 10 people at the Awards event
- Branding as Awards Event Sponsor during the Awards Ceremony evening
- Your branding on the photo booth and on the photos / GIF created

Awards Event Sponsor: Tailor-made activation: £4,635

Includes:

- Branding as Awards Event Sponsor on the website, on trade advertising and all email marketing
- Digital Digest newsletter mention and social media post welcoming you as a partner
- 2 tickets to the AOP Awards ceremony
- Branding as Awards Event Sponsor during the Awards Ceremony evening
- The opportunity to work with the AOP to agree an event activation, such as a retro gaming zone, for the awards evening. Costs of the activation are not included in the sponsorship fee, estimate £1,000 - £2,000



Additional Awards sponsorship options, raising your profile at the Awards Ceremony and contributing to the celebration, are also available. Please contact us and we'll be happy to share ideas to meet your budget.

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8-9 & 15-16 October | London

Publishing Tech Talk 2025 will ensure AOP publisher members are fully briefed and able to leverage available tech solutions to deliver business efficiencies, grow revenues, future-proof data management, and better monetise audiences. Taking place over two weeks, Publishing Tech Talk will present events, hosted round table discussions, newsletters, and two downloadable special Reports providing a summary of the key discussions and additional content to inspire and inform.



Opportunities offered for all Associates Members [benefits of membership]:

- Provide contributions to the Ask the Associates Articles included in our special Publishing Tech Talk reports, promoted through the newsletter and social channels
- Provide Publishing Tech Talk topic-related content for your Profile page on the AOP website, which will be promoted in the Publishing Tech Talk newsletter
- One ticket for each Tech Talk session

Raise your profile by adding extra opportunities to demonstrate your thought leadership and promote innovative solutions on top of your existing Associate Member benefits...

TechTalk Host: £7,725

- Branding on the Publishing Tech Talk agenda as a TechTalk Partner
- Opportunity to provide a panellist OR a 15-minute presentation as part of the editorial TechTalk session
- Opportunity to provide an article or one page advertisement in the relevant Publishing Tech Talk Report
- Two additional tickets to each TechTalk session

Round Table Host: £5,150

- Opportunity to host a 60-minute round table discussion session hosted immediately after the close of the TechTalk for a small group of publisher guests
- Option to provide catering (costs for lunch not included in the sponsorship fee)
- Your Round Table promoted as part of the overall PTT agenda
- Targeted invitations sent to publishers you would most like to attend
- Opportunity to provide an article or one page advertisement in the relevant Publishing Tech Talk Report
- One additional ticket to each TechTalk session

Innovation Partnership: £3,090

- Opportunity to provide a five-minute elevator pitch for a new innovation or tech solution as part of the agenda of a TechTalk session
- Your presentation promoted as part of the agenda for the TechTalk session
- Opportunity to provide an article or one-page advertisement in the relevant Publishing Tech Talk Report
- One additional ticket to the TechTalk session in which you are participating

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8-9 & 15-16 October | London

Each week of Publishing Tech Talk will be curated around a specific theme, giving publishers the opportunity to target their learning around the most relevant challenges.

Within these weeks, each day will further focus the conversation:



Week 1: Artificial Intelligence

Wednesday 8th October, 9-12.30pm

Implementing AI driven improvements to business effectiveness

How are publishers developing AI products, tools and technology to enhance and improve processes, systems and capabilities? This session will focus on the 'internal' application of AI and how that is driving improved outcomes and performance around editorial, product development, data management and analysis, and customer management.

Thursday 9th October, 9-12.30pm

Leveraging AI technology and tools to deliver revenue growth

This day will focus on how publishers are growing audiences and revenues through application and development of technology and tools powered by AI - from licensing content, to developing search strategies and improving ad performance, we will hear from a range of businesses that are already winning in this space. performance around editorial, product development, data management and analysis, and customer management.

Week 2: Audience

Wednesday 15th October, 9-12.30pm

Future proofing your audience and data strategies in a multi platform environment

How are publishers adapting to the latest changes in regulations and policy as well as providing reporting consistency of their engaged audiences across multiple platforms? Hear from experts in the fields of privacy and policy and learn from leading publishers how they are investing in the tech and tools needed to drive best practice and demonstrate the power of their reach with on- and off-platform audiences in new ways.

Thursday 16th October, 9-12.30pm

Monetising your investment in audiences

How are publishers developing services, technology and products to build trust and demonstrate value to commercial partners? Join this session to hear from publishers who are leveraging new tools and technology to deliver innovative, diversified and effective revenue strategies.

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Fee: £3,090

- Work with the AOP team to propose a topic and speakers which will engage with publisher interests and align with your objectives
- The AOP will be happy to provide a session chair or panel moderator if required, plus the webinar platform and registration management
- Have your webinar listed on the AOP events calendar and events pages, as "in partnership with the AOP"
- The AOP will promote your webinar through a minimum of two stand-alone emails, Digital Digest mentions, and LinkedIn posts
- Receive the data for all registered and attending webinar delegates

Fee: £5,150

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