



Advocate for Quality  
Original Digital Content

## Partnering with the AOP

**aop** Support

**aop** Representation

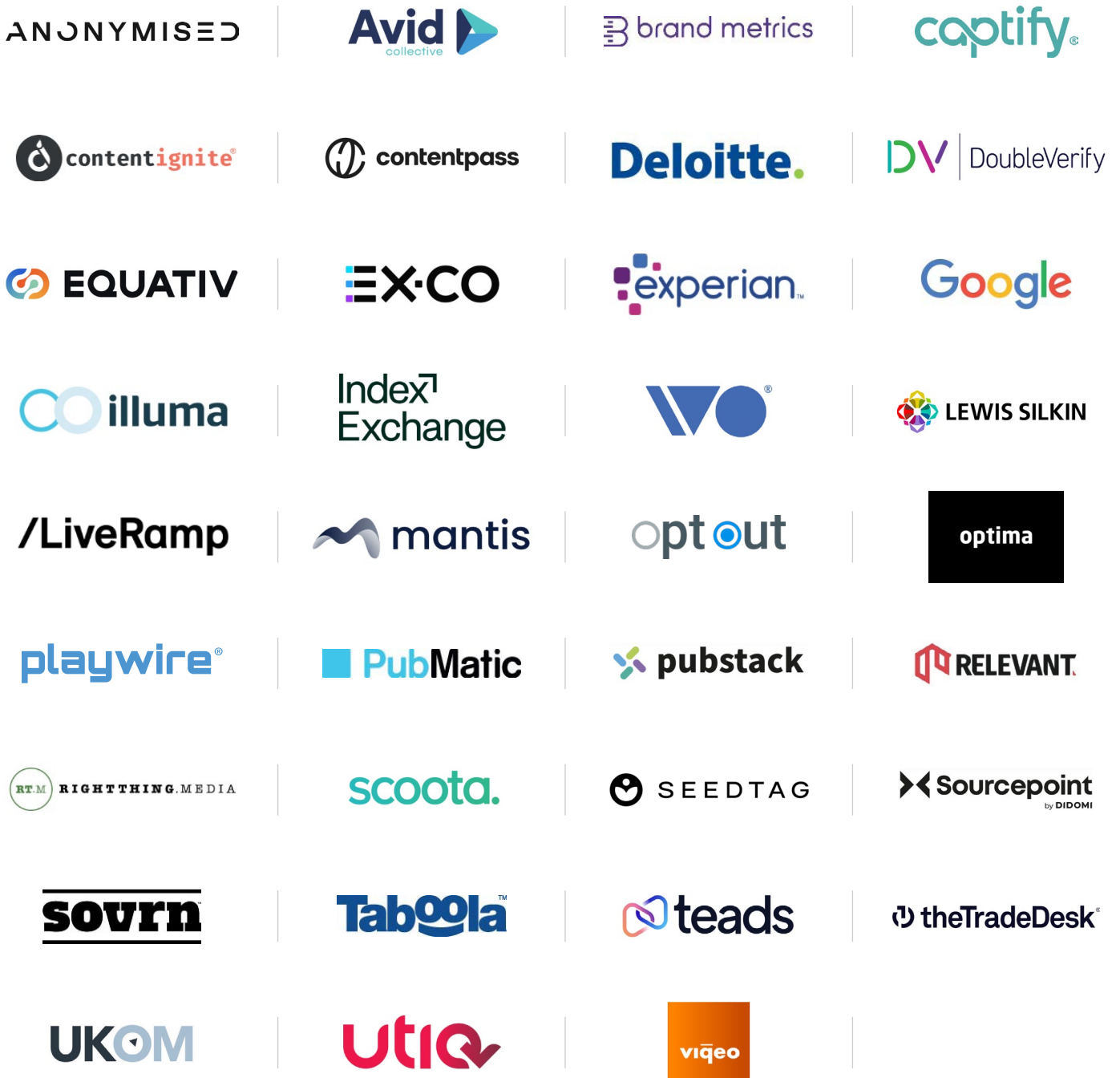
**aop** Visibility



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...



### Contact

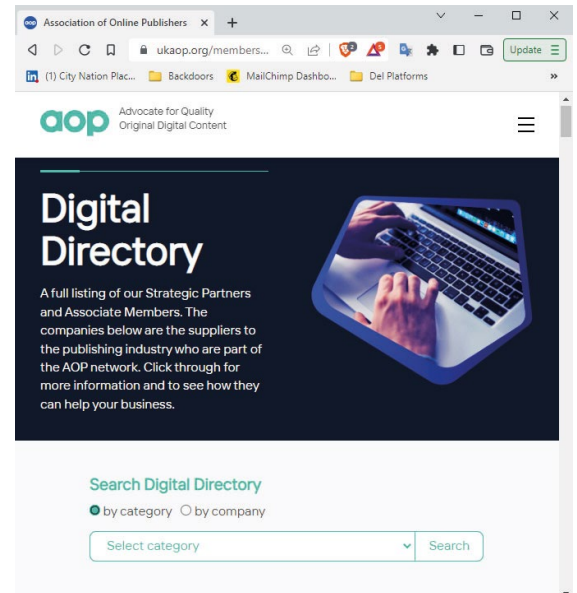
Chloe Lambert, Head of Commercial Sales & Partnerships  
[chloe.lambert@ukaop.org](mailto:chloe.lambert@ukaop.org)



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 +3100 and growing)



## Contact

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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 +3100 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 2026**

**aop**  
**CRUNCH**

**aop**  
ASK THE ASSOCIATES



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# Opportunities for AOP Associate Members

11th June, 2026 | London

The AOP Digital Publishing Awards celebrate the individuals and teams working to create, deliver, and monetise quality online content. Entering their 24th year, these Awards continue to set the standard for editorial, commercial, partnership, and publishing excellence.



## 2025: In numbers



**5,440+ audience**

for email marketing, with 23.3% open rate and 3.4% CTR

**170 entries**

from +60 organisations

**+500 attendees**

+70% publishers from +75 leading UK publishers

## Join as an Awards Partner to...

- **Align** yourself with publishing excellence at the Awards night, and benefit from extended visibility throughout the broader communications pre- and post-Awards ceremony
- **Network** with leading UK publishers at the industry party of the year - or host your clients on a table for a night to remember!
- **Champion** best practice in digital publishing to continue raising the quality of work across the sector

*"It was my great pleasure to attend the Digital Publishing Awards last night along with Tushar Thakur and the fantastic Deloitte team... The evening was an amazing celebration of the vibrancy and innovation in the sector, and a testament to the award winners, the nominees, and the AOP. I was honoured to present the award for Small Digital Publisher of 2025 to whynow, represented by Emma Turner."*

**Andy Cowen, Deloitte**

*"Still feeling the buzz from last night's AOP Association of Online Publishers' Awards. It's incredible feeling to win so many awards that celebrate the amazing talent, dedication, and hard work across the department."*

**Gina Hamilton, The Telegraph**



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## Headline Partner:

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
- A premium table for 10 people at the AOP Award ceremony
- 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

LIMITED TO ONE PARTNER

### Includes:

- Opportunity to nominate a representative to join the jury and welcome judges to the judging day



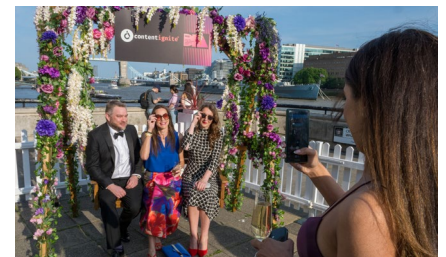
- Opportunity to provide a gift for the judges (cost of gift not included in the partnership fee)
- Opportunity for two additional representatives to join the afternoon drinks at the end of the judging day
- Event partner branding through all marketing and on site at the Awards night
- Digital Digest 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:

### Includes:

- Branding as Welcome Drinks partner on all dinner marketing and the e-ticket for attendees
- Digital Digest newsletter mention and social media post welcoming you as a sponsor

- Branding on occasional tables in the drinks area and at an arrival photo opportunity



- 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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## Category Partnership:

### Includes:

- Branding as category sponsor on the website, entry platform, and all marketing collateral
- 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

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
- 2 tickets to the AOP Awards ceremony
- 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:

### Includes:

- The opportunity to work with the AOP to agree an event activation for the awards evening. This could include a game zone, confetti cannons, next day survival kit, or a goodie on the evening. Costs of the activation are not included in the sponsorship fee



- 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

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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7-8 & 14-15 October | London

Publishing Tech Talk 2026 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.



## 2025: In numbers



**3,200+ audience**  
for email marketing, with 24.9% open rate and 3.3% CTR

**218 registrations**  
from +85 organisations

**4 sold-out events**  
with 2 over-subscribed roundtable discussions

## Join as a PTT Partner to...

- **Demonstrate thought leadership** by sponsoring a day's discussions and aligning yourself with the latest thinking in digital publishing.
- **Showcase a new product** and provide a walkthrough to help publishers understand the value proposition and how they can effectively implement your solution within their brand.
- **Connect with leading publishers** from across the UK during informal conversations around the morning's discussions, or by hosting a working lunch on a topic of your choice.

*"Thanks for another inspiring Tech Talk series! We were proud to be a part of it. Well done AOP Association of Online Publishers!"*

**Peggy Richter, Google**

*"Somehow my first ever AOP Association of Online Publishes event - won't be my last!"*

**Pete Danks, Junction Road**

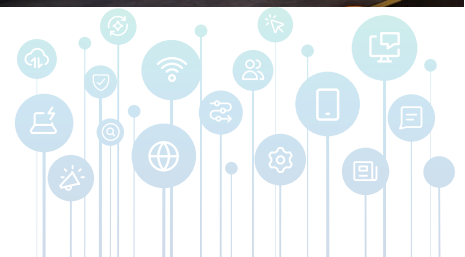
*"What a great and informative event from the AOP Association of Online Publishers yesterday, exploring how AI is shaping the future of publishing. Always inspiring to see publishers coming together to share insights and collaborate."*

**Alex Newberry, Content Ignite**



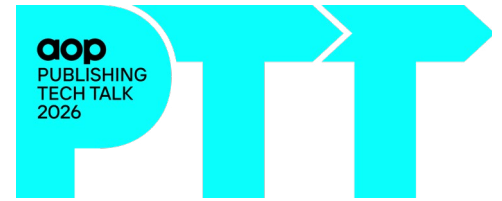
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7-8 & 14-15 October | London

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. 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.



## 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...**

### Tech Talk Host:

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

### Round Table Host:

- Opportunity to host a 60-minute round table discussion session hosted immediately after the close of the Tech Talk 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 Tech Talk session

### Innovation Partnership:

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

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Hosting a publisher roundtable provides the opportunity to learn from the conversation and to demonstrate your commitment to working with publishers to develop new opportunities and solve challenges

- Work with the AOP team to propose a topic that engages with publisher interests and aligns with your objectives
- Suggest publishers you would most like to engage with: the AOP will then manage the invitations to create your roundtable group
- Host the discussion for up to 6 publishers – providing a welcome introduction to the session
- AOP can moderate the discussion or help to coordinate a moderator if needed, ensuring that your representatives' perspectives are included and that you have the best opportunity to gain real insights

Please note: There are associated costs to be covered by the Host around venue and catering

## Host a webinar in association with the AOP

Partner with the AOP to host a webinar to raise your profile, broadcast your expertise to the targeted audience, and generate leads

- 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



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