

A partnership at the right scale.

Annual prices in EUR, excluding VAT. Each tier runs for a 12-month contractual year. Valid until 31 December 2027.

ANNUAL PARTNERSHIP 12-month contractual year Prices exclude VAT	Associate Partner €1,950 A first platform relationship	Contributing Partner €3,500 A regular expert presence	Strategic Partner €5,900 An ongoing platform relationship	Principal Partner €8,900 The widest scope of participation
Contributions / year · up to 800 words	2	4	6	10
Organization presence	Standard profile	Dedicated Partner Hub	Dedicated Partner Hub	Dedicated Partner Hub
Performance summary	Annual	Quarterly	Quarterly	Quarterly
Main Hub Champion	Available separately	Available separately	Available separately	Available separately
Technical Area Champion	-	-	1 named area	1 named area
Industry Page or Tool Champion	-	-	-	1 industry page OR tool
Newsletter Champion	3 editions	6 editions	Every monthly edition	Every monthly edition
Collaborative planning	-	Annual topic planning	Annual topic planning	2 sessions / year
Renewal access	First option to renew	First option to renew	First option to renew	First option to renew

Every contribution opportunity covers up to 800 words. Length supplements and writing fees are additional. Main Hub Champion positions are separate at all levels. Named destinations are confirmed in the agreement, subject to relevance and availability.

Organization profiles, Partner Hubs, reporting and the Main Hub launch benefit are defined on page 4. Publication remains subject to editorial acceptance.

Publication fees and production fees are separate.

A publication fee covers a client-supplied article, editorial review, standard editing and publication, subject to acceptance.

ARTICLE LENGTH	INDIVIDUAL PUBLICATION	USING AN INCLUDED OPPORTUNITY
Up to 800 words	€675	Included
801-2,000 words	€1,250	One opportunity + €575
2,001-3,500 words	€1,850	One opportunity + €1,175

Each included opportunity covers one article. Longer resources are quoted separately. Unused opportunities expire at the end of the contractual year unless otherwise agreed.

WRITTEN BY PTI Writing fees are charged per contribution, in addition to publication or partnership fees. They apply at every level. Collaborative production from notes or interviews is agreed in the proposal.	Up to 800 words	€400
	801-1,500 words	€750
	1,501-2,000 words	€1,000
	2,001-3,500 words	€1,750

Writing tiers allow a 10% word-count margin; this does not extend the 800-word publication allowance. Longer resources are quoted separately.

Example: up to 800 words, written by PTI = €675 publication + €400 writing = €1,075, excl. VAT.

Support a relevant destination.

Annual positions are priced per destination. Main Hub attribution does not confer exclusivity over underlying technical areas.

	Main Hub Champion One of five main routes. One Champion per hub. Available separately at every partnership level.	€3,200 PER YEAR
	Technical Area Champion One named, substantive published destination. One Champion per defined area.	€1,500 PER YEAR
	Industry Page Champion One published industry knowledge page, distinct from the main Industry hub.	€1,950 PER YEAR
	Tool Champion One existing calculator, test-selection guide or diagnostic resource. New development is additional.	€2,750 PER YEAR

NEWSLETTER CHAMPION

Name, logo, short introduction and one link.
A technical article is a separate contribution.

€275

Single edition

€750

Three editions

€1,350

Six editions

Every monthly edition is included in Strategic and Principal Partnership. A partnership does not reserve an unlisted destination. Confirm the exact page or resource and dates in the agreement.

What the relationship includes.

ASSOCIATE STANDARD PROFILE

An organization description, logo, relevant expertise, website link and links to accepted contributions. Maintained for the partnership term, with an annual performance summary.

DEDICATED PARTNER HUB

Included from Contributing Partner upward. Adds specialist profiles, curated resources and supported positions, brought together in one destination and maintained for the partnership term.

PERFORMANCE SUMMARIES

Performance summaries cover published contribution activity, profile or Partner Hub activity, engagement and tracked outbound clicks where configured. Contributing, Strategic and Principal Partners receive a summary within 15 working days after each contractual quarter ends. Associates receive an annual summary within 15 working days after the contractual year ends.

MAIN HUB LAUNCH BENEFIT

Sign a Main Hub Champion agreement by 30 June 2027: one agreed technical area is included at no additional fee for the initial term and every uninterrupted renewal of that Main Hub agreement. Renewal is at the then-current Main Hub rate.

The benefit ends when that Main Hub agreement ends. If the area is retired or substantially restructured, an equivalent replacement is agreed. Any separately included partnership area and launch-benefit area are named distinctly in the agreement.

Clear arrangements. Independent publishing.

Term and renewal

Annual agreements run for 12 months and renew for a further 12 months at the then-current rate card unless either party cancels in writing at least 60 days before the term ends.

Invoicing and payment

Annual fees are invoiced in full at signature. Partnership fees may, on request, be split equally between signature and the start of month seven. Individual publication, newsletter bookings, length supplements and writing fees are invoiced on booking. Payment is due within 30 days; delivery begins after the first invoice is paid.

Editorial acceptance

PTI may edit, challenge, expand or decline material. An unsuitable submission can be replaced within the contractual year. Commercial participation does not determine publication decisions or technical conclusions.

Allocation and nonrenewal

All positions depend on fit and availability. Existing contracts and documented renewal rights are honored. At nonrenewal, profiles and Hubs are deactivated as Partner destinations; Champion attribution and recurring newsletter recognition end. Published articles may remain. Unused opportunities expire unless agreed otherwise.

Delivery

Annual agreements cannot be ended early for convenience. If PTI cannot deliver an agreed item, an equivalent alternative or pro-rata credit is offered. Other termination provisions are in the General Terms.

Agencies

Agencies can arrange multi-client planning, annual commitments and consolidated invoicing.

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