

e-consultancy launches subscription service

Submitted by: Elemental Communications

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e-consultancy [<http://www.e-consultancy.com>] has launched a paid subscription service for access to new premium e-business content. e-consultancy has supplemented its own UK-focused e-business information with content licensed from sources including netimperative, Sourcewire, MarketingSherpa and Bitpipe, creating a resource of over 100,000 pages. In addition, subscribers will have free access to unique special reports on topics such as content management, search engine marketing and web metrics.

There are two levels of subscription. Individual subscription costs £99 + VAT per year. Corporate membership, for 5 users at £875 + VAT per year, includes free attendance at e-consultancy's highly successful roundtable events. The roundtables focus either on topics, such as mobile marketing or interactive TV, or industry sectors and have a maximum of 12 attendees. Recent roundtables have been attended by: Orange, BBC, Waitrose, WHSmith, MTV, Argos, Channel 4 and BT.

Ashley Friedlein, CEO, e-consultancy, comments, "Despite the dotcom downturn there is still a huge knowledge gap when it comes to e-business. Agencies and client organisations alike are grappling with new media and how to get the most value from them. Our service saves people time as we've selected the best sources and brought them all under one roof. It also saves them money because we are aggregating various paid-content sources – if you were to pay for each individually it would cost an awful lot more."

----Ends----

----Notes to editors----

This press release is available in PDF, plain text and Word formats.

Images of the publication, screenshots of e-consultancy.com, and photographs are available of Ashley Friedlein upon request.

More e-consultancy press releases maybe found at:

http://www.e-consultancy.com/about/press_release.asp

About e-consultancy.com:

<http://www.e-consultancy.com/about/>

<http://www.e-consultancy.com/about/ourusers.asp>

Since 1999 e-consultancy has provided UK e-business professionals with access to the best information and advice:

* Information – 100,000+ pages of archive content and specially commissioned reports and white papers.

* Advice – via exclusive roundtable events, expert forums and a network of over 40 specialist e-business consultants.

* e-consultancy charges for individual subscriptions and corporate membership as well as for consulting

work. e-consultancy has over 9,000 registered users, 30% of whom are CEOs, Directors or Senior Management.

e-consultancy was co-founded in 1999 by Ashley Friedlein and Matthew O'Riordan. Ashley is a twice best-selling Internet author. e-consultancy's shareholders include Philip Redding, former Managing Director of Wheel, which he helped grow to the largest UK new media agency.

About Ashley Friedlein, CEO, e-consultancy.com:

<http://www.e-consultancy.com/account/viewprofile.asp?id=2>

Ashley Friedlein is co-founder and CEO of e-consultancy.com (<http://www.e-consultancy.com>), an online and offline service for UK e-business professionals providing access to the best e-business information and advice. He began his career in digital media at Pearson and Bloomberg, before becoming Lead Strategist at Wheel, where he successfully managed the development, delivery and ongoing maintenance of several major Internet sites, in particular for media owners.

Ashley is also the author of the forthcoming book "Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships and Site Measurement" out in January 2003 [Publishers Elsevier Science & Technology Books].

More information at:

<http://www.e-consultancy.com/account/viewprofile.asp?id=2>

<http://www.e-consultancy.com/book2>

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