



Advertise with UK ICF

Reach committed coaches.

Build trust.

Be part of a values-led community.



Reach more coaches. Support our growing community.

We've launched new ways for you to connect with the UK's coaching community.

Share your accredited course, event, or brand with people who dedicate themselves to coaching excellence. Our advertising spaces help you reach the right audience — with trust and credibility.

Why partner with us?

We're the UK Chapter of the International Coaching Federation (UK ICF) — the global gold standard in professional coaching:

Our members are professional coaches who dedicate themselves to continuous learning and professional growth. They seek high-quality training, tools and partnerships that support their development.

Our audience pays attention — and takes action when something resonates

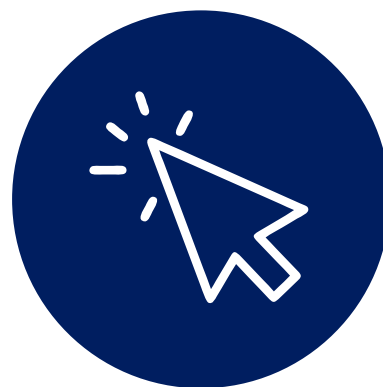
Our Audience in Numbers



10,000+ website
visitors every
quarter



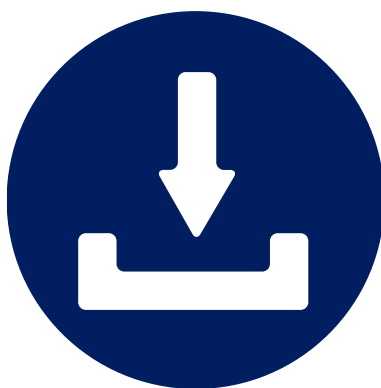
Email open rates:
59–66%



Click rates:
up to 6.8%



CTOR:
up to 12.4%



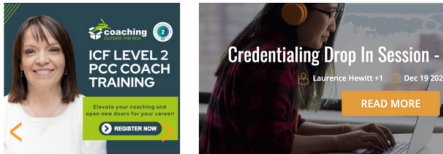
Unsubscribe
rates: 0.09%



Zero spam
complaints

Ways to Share your Message

From website banners and email ads to social posts and sponsored blogs — reach professional coaches in the right way.

Option	Description	Price & Availability	Example
Website Ads	Feature on our homepage and events page — two of our most visited areas.	From £200/month. Limited to 8 slots per month.	
Member Update Ad	Be seen in our most-read email — sent to all members.	From £275. Limited to 2 ad slots per issue.	
Coaches Monthly Ad	Stay visible in our monthly round-up.	From £250 for 3 months. Limited to 8 slots per issue.	

Option	Description	Price & Availability	Example
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Dedicated Email

Your message only — sent directly to our members.

£895. Limited to 6 per year.



Sponsored Blog (Coming Soon)

Publish thought-leadership content and share it with our community

£600. 12 per year.



Simpler, fairer pricing.

If your organisation's annual turnover is above £500,000, or you are part of a large group, a 20% uplift applies to the prices.

This helps fund our **Give Back Initiative**, which offers free advertising space to smaller coaching businesses through a monthly ballot — supporting a more inclusive UK coaching ecosystem.



Ready to book your space?

Slots are strictly limited — and they go quickly.

admin@coachingfederation.org.uk



Ask about booking ads across multiple channels



Enquire about ballot-supported ads

We'd love to help you reach more coaches — and grow with the UK coaching community.