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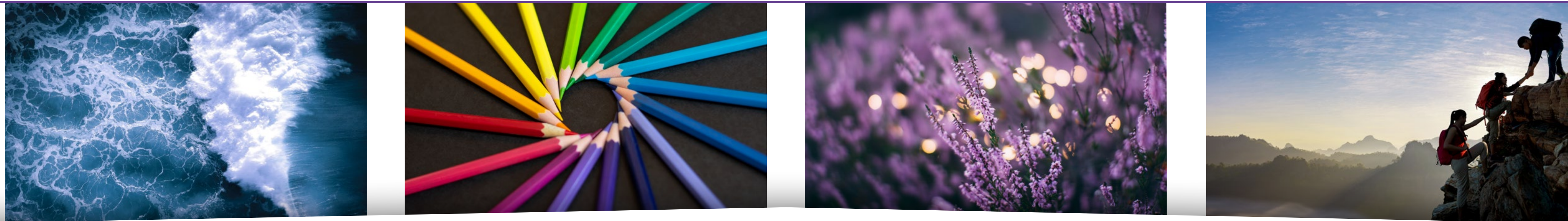
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CCTA **MARKETING**





About the CCTA

At the CCTA, we enjoy a reputation for integrity and brand strength. Our members offer credit in a high-profile, dynamic market, and rely on us to provide a yardstick for best practice. We work to guide them through industry regulation, offering uncompromising practical help to ensure their companies run effectively and ethically in this competitive arena.

We are their go-to information source for current and new to market products and services. The best way to understand the needs and wants of our members is to join them. Communication is key, and we offer opportunities, best experienced from the inside, looking out.

Our network of members

LENDING

asset finance
commercial finance
leasing/hire
motor finance
retail credit
running accounts
secured & unsecured

ASSOCIATES

solicitors/legal
debt collection
credit reference
credit scoring
software/systems
consultants
tracing services
professional services

HIGH COST

guarantor
high-cost short-term
home collected
logbook
pawnbroking
rent-to-own
sub-prime - unsecured

BROKERS

lead generation
motor
personal
retail
secondary

Using the CCTA logo

Belonging to CCTA brings with it the benefit of our long-standing reputation in the credit industry. Our brand indicates an integrity worth shouting about.

If you would like to use the CCTA logo on your stationery and website, you can download them in PNG and EPS format. White versions are also available for dark backgrounds.



Ways to work with us

CCTA MAGAZINE

Our magazine is published three times a year and has advertising and sponsorship options, which are discounted for members. Associates can also submit articles.

EVENT SPONSORSHIP

Certain in-person events are open to sponsorship, including our annual conference. CCTA members receive a discount on all supporter packages.

CCTA WEBSITE

List your event on our website or have your linked logo added to our footer.

FREE OF CHARGE TO MEMBERS

- supplier database listing (in Member Hub)
- CCTA Magazine directory listing
- access to the member database
- promote your event on our website and member emails
- submit your content to the ccta website blog

- leading industry publication
- three issues every year
- optimised for screen viewing
- prominent website presence
- sent to 600+ member contacts
- articles also made into blog posts
- posted on our LinkedIn pages

INFO

PRICES

REQUIREMENTS



FEATURE ARTICLES
THOUGHT LEADERSHIP

We are typically able to give associate members a longer feature article once per year. If you have something that may be timely or of particular interest to members, our editor will be able to determine if a feature article may be appropriate.

MEMBERS	FREE
NON MEMBERS	upon ccta request

- high resolution logo
- 800-word article
- contributor name, position and headshot



MEMBER ARTICLES
SUBMIT YOUR CONTENT

Members are welcome to submit articles for consideration. All 'Industry Insight' content must be information-led and not advertorial. Members also have the option of submitting a shorter 'Member News' piece, relating to awards, acquisitions, milestones, recruitment etc.

MEMBERS	FREE
NON MEMBERS	unavailable

- high resolution logo
- contributor name, position and headshot
- member article - 450 words
- member news - 160 words



ASSOCIATE DIRECTORY
LISTING IN EVERY ISSUE

Associate members receive a free listing in every issue of CCTA Magazine. Our directory pages include a 150 word company profile, logo and website URL.

MEMBERS	FREE
NON MEMBERS	unavailable

- high resolution logo
- 150-word company profile
- website URL

- leading industry publication
- published tri-annually
- optimised for screen viewing
- prominent website presence
- sent to 170 companies
- over 650 member contacts
- posted on our blog and socials

INFO

PRICES

REQUIREMENTS



EVENT SHARING
ENHANCED LISTING

We are happy to share events run by associate members. Details of these can be listed in our weekly CCTA Update email as well as our Events Diary webpage.

MEMBERS	FREE
NON MEMBERS	unavailable

- event title, date and time
- event synopsis (150 words)
- booking URL
- venue details (if in-person event)



CCTA BLOG
SUBMIT YOUR CONTENT

Our new website allows us to share blog content from our associate members all year round. Associates should get in touch to discuss content and publication dates.

MEMBERS	FREE
NON MEMBERS	unavailable

- blog content (400-800 words)
- contributor name, position and headshot
- company profile (150 words)
- high resolution logo



ASSOCIATE DATABASE
IN THE CCTA MEMBER HUB

CCTA associate member receive a free listing in the associate database, located in the Member Hub. Your listing includes a 150 word company profile, logo and website URL.

MEMBERS	FREE
NON MEMBERS	unavailable

- 150 word company profile
- high resolution logo
- website URL

- member exclusive events
- formal presentations with Q&A
- legal, regulatory and ccta updates
- two summits per year
- pre-event promotion
- speaker slots available
- conference packages available

INFO

PRICES

REQUIREMENTS



SUMMITS

SPEAKER & SPONSOR OPPORTUNITIES

Our Summits cover topics such as Consumer Duty, regulatory reform, affordability and access to credit. We hold two online summits during the year, which are open to all members. There are often speaking opportunities for CCTA members. Related sponsorship opportunities will be communicated directly to associate members.

MEMBERS	£1,800 + VAT
NON MEMBERS	unavailable

- sponsorship requirements to be communicated directly



WORKSHOPS

SHARE YOUR EXPERTISE

Associate members are welcome to suggest topics for Workshop events. These online events are hosted by CCTA, with content/speakers supplied by the associate. These events are open to all CCTA members. We have held a number of these sessions in recent years.

MEMBERS	FREE
NON MEMBERS	unavailable

- workshop title
- 150 - 250 word event synopsis
- speaker name, position, headshot and 150 word bio



CONFERENCES

EXHIBITORS & SPONSORSHIPS

maximum 3 headline sponsors
maximum 3 panel sponsors
maximum 10 exhibitors
certain packages include speaker slots or panel seats
2025 figures: 135 delegates • 62 dinner guests • 67 firms
22 speakers & panellists
view our conference opportunities brochure for details

EXHIBITION	from £1,860 + VAT
SPONSORSHIP	from £2,000 + VAT

- requirements vary depending on the supporter package
- for full details, view our conference opportunities brochure



events

	NON MEMBERS	ASSOCIATE MEMBERS
summits	✗	✓
workshops	✗	✓
conferences	✓ standard prices	✓ priority & discounts
feature articles	✗	✓
member articles	✗	✓
member news	✗	✓
associate directory	✗	✓
event sharing	✗	✓
ccta blog submissions	✗	✓
associate database	✗	✓
making your voice heard	✗	✓
influencing policy changes	✗	✓
access to responsible credit	✗	✓

magazine

promotion

advocacy

join ccta
COME ABOARD

Membership fees are based on the size of your business, the products you offer and your position within the market. For a quote, submit our short **Membership enquiry Form**.

step 1 | ENQUIRY

The enquiry form only takes a minute to submit. We will then be in touch with a quote for your membership fee, along with any relevant information.

step 2 | SETUP

We will contact you to request information required to set up your membership. We will ensure that your key team members receive relevant member communications.

step 3 | PAYMENT

Once we receive your details and fee, we will confirm the membership has been set up. You will then have access to the Member Hub and start receiving our emails.



We are one of the longest-established trade associations in the financial services sector, representing the interests of alternative lenders for over 130 years. We represent over 150 regulated firms in alternative lending and are at the heart of a more extensive network of smaller firms.

These are often smaller firms involved in alternative lending sectors such as home-collected credit, high-cost short-term, motor finance, logbook loans, pawnbroking, and lending for smaller retailers. Our members lend to customers underserved or not served by mainstream lenders.

Members look to us to provide guidance and support regarding all regulatory matters. We are advocates for our network of lenders, brokers and associates.

contact us

marketing@ccta.co.uk 

ccta.co.uk 

[linkedin](#) 