

*Share your story*

hello@reveela.com  
www.reveela.com



Company Brochure



**TECH NATION**  
**RISING STARS**

Winners



**NORTH EAST INNOVATION AWARDS 2023**

Digital Innovation of the Year



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## What is Reveela?

Reveela is a groundbreaking platform that empowers publishers and content creators to build thriving communities while unlocking new revenue streams. By focusing on audience cultivation around niche publications, Reveela provides the tools and technologies needed to amplify content reach and engagement.

[▶ Reveela Overview](#)

## New audiences, New revenues, New markets

Reveela represents the cutting-edge evolution of media ecosystems, aimed at generating fresh revenue streams and expanding the reach of publishers and content creators.

This innovative platform is designed to cultivate audiences around specialised publications, equipping them with the necessary tools and technologies to propel their content into the realm of virality through digital PR and digital marketing. In doing so, Reveela instantly connects content with highly influential and pertinent audiences in ways that were previously only attainable through hours of work.

What sets Reveela apart is its unique offering, allowing publishers to monetise their existing audiences through the licensing of Reveela's state-of-the-art Digital PR and Digital Marketing technologies, driving their customers brands beyond their own titles and creating truly impactful marketing.

### HISTORY

- 2016** Initial market research covering 500 industries and 10,000 published products.
- 2017** Collaboration with The Institute of Advanced Research in Computing at Durham University focussing on Artificial Intelligence in the Publishing industries.
- 2018** The creation of AGNES: Auto Generated Neuralnet Segmenter – A unique method of global content distribution based solely on publication and industry relevance.
- 2019** The creation of WINNI: Wider Influencer Neural Network Interface – A unique method of profiling and harnessing social media influencers to distribute content.
- 2020** Development of globally scalable system architecture and social media platform for the media industries.
- 2021** The 24 month closed beta launch of **reveela.com** to 300 select users to test the commercial viability of a globally scalable publishing and digital PR platform.
- 2024** The launch of **reveela.com** to the general public.

## Sustainable Publishing Join the Reveela revolution!

Reveela is a next generation publishing platform that encourages sustainable practices within the publishing and surrounding industries. The platform provides the cutting-edge technology needed to encourage publishers to digitally transition and become more sustainable in their quest for more engagement through product distribution.



"UK companies will be required to begin clearly reporting their impact on climate by 2025, in line with the recommendations of the Global Taskforce on Climate-related Financial Disclosures."

- Caroline Dinenage MP, ex-Minister of State for Digital & Culture



### Stimulation

Of the global digital publishing economy.



### Decreased

Deforestation - a major cause of climate change.



### Less

Distribution, less transportation and reduced direct CO2 emissions.



### Reduction

In volumes of plastic packaging.



### Existing

Technology use means digital publications become almost weightless.

Watch our video to find out more about Reveela and sustainability!

▶ Sustainability

## Why?

### The future is greener

The environmental effects of paper production include deforestation, the use of enormous amounts of energy and water as well as air pollution and waste problems. Paper accounts for around 26% of total waste in landfills and the reduction of fresh water is fast becoming a global crisis. The future is greener.

Source: <https://www.theworldcounts.com/>



We are currently cutting down approx. 50 million acres of forest per month.



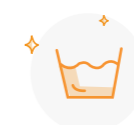
Over the past 40 years we have cut down 1 billion hectares of forest (bigger than China.)



The rate of deforestation is doubling in the past 15 years.



By 2030 it's estimated the world will use 30 trillion pieces of paper every hour.



It takes approx 10 litres of water for 1 A4 sheet of paper.



1 mature tree can support 2 human beings over 50 years.

## In the Press

### The world is talking about us

We reached our target audience in minutes and we were featured across a variety of media outlets including: The Journal, The Northern Echo and Microsoft. We have proven our platform is beneficial for a variety of audiences.

### Journalists

Journalists utilise our platform, specifically our content hub search tool to find content and collaborate with content creators.

### Publishers

Publishers have launched their magazines and have distributed digitally with their interactive page turners.

### Businesses & Marketers

Businesses and Marketers have shared their content to multiple media outlets, influencers and journalists all the while gaining brand exposure.

Click a logo to view the links to the articles that we are featured in.



Microsoft | Microsoft for Startups Support

Pivoting for good with John Graham, founder and CEO of Reveela.com

Aug 3, 2022 | [Daniel Sevvitt](#)



*I recently had the good fortune to sit down with John Graham, CEO and founder of [reveela.com](#) an AI-powered digital publishing platform that connects publishers, journalists and business communities for increased efficiency. To understand John's vision for Reveela, we had to go back 20 years to when he founded Distinctive Publishing, an industry magazine publisher based in Newcastle upon Tyne in the North East of England.*

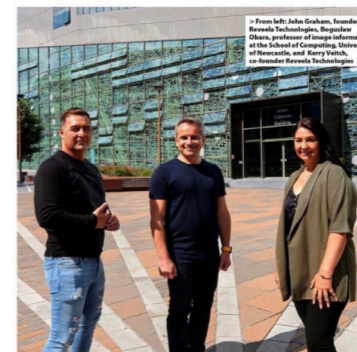
Getting started in publishing

The Journal

## Launch of AI platform will be game changer for publishers

*Reveela never stops learning for itself and evolving Kerry Veitch*

ANEW networking platform has been launched in Newcastle to provide publishers with access to new digital tools to grow their business models



From left: John Graham, founder of Reveela Technologies, Professor...

Haines Watts

## The Northern Echo

The Northern Echo [Subscribe](#)

News Sport Nostalgia More

Your Town Politics Crime Health Council Today

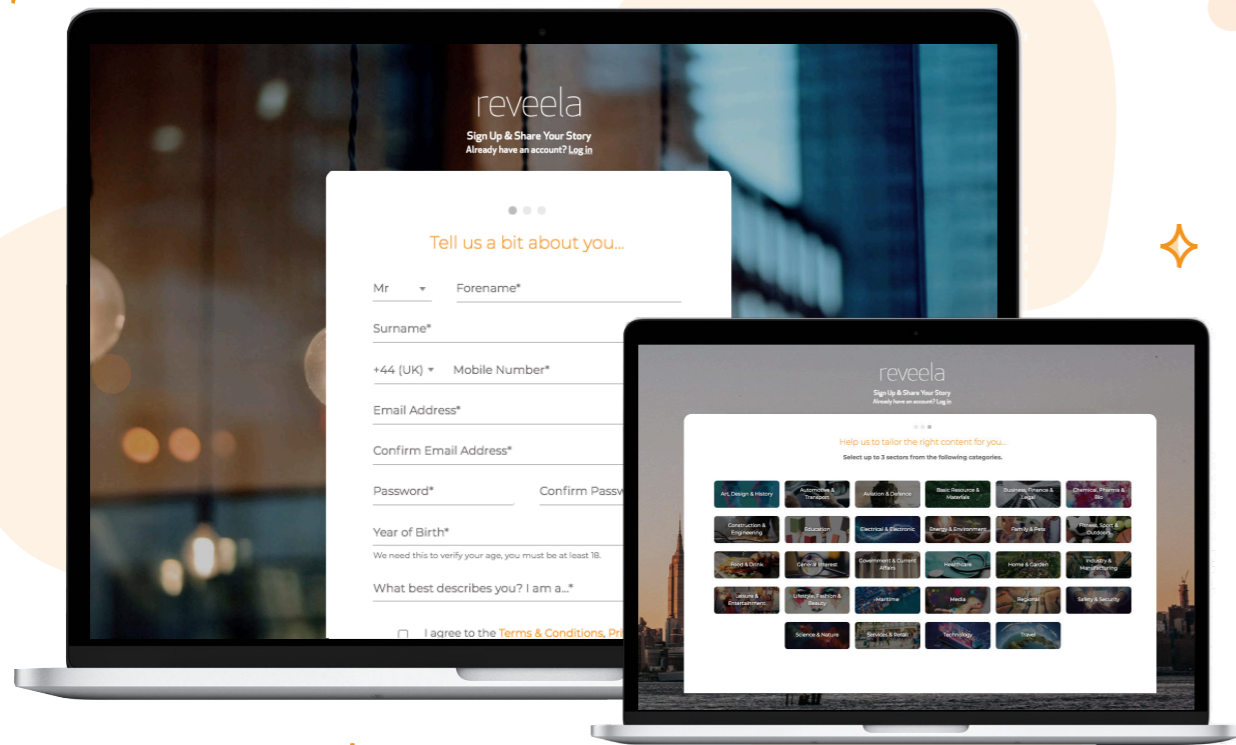
ASUS Free gift with purchase Purchase a selected Windows Laptop and get a gift on us ASUS | USB | PERLEGO | AMAZON Bring balance to your business

### Newcastle firm's media software 'thinks' like a human

31st August 2021



The world of publishing has advanced light years with the launch of a visionary networking platform



## Getting Started

**Register for Free - [www.reveela.com/register](https://www.reveela.com/register)**

Registering for Reveela takes seconds and is free.

Ready to get started? Follow the link above.



### 1. Your Details

Fill in your professional details in full, it helps build your credibility and tailors your experience.



### 2. Choose a Sector

Choose up to three sectors based on your industry, project or topics of interest.



### 3. Verify Account

Verify your account via the activation email and begin sharing your story.

# Profile & Industry

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## Your Profile & Analytics

### Your story starts here

Your profile is a professional landing page for you to manage your personal brand. Use your Reveela profile to let people know who you are, what you specialise in and to display an overview of your professional experience.

### Completing Your Profile

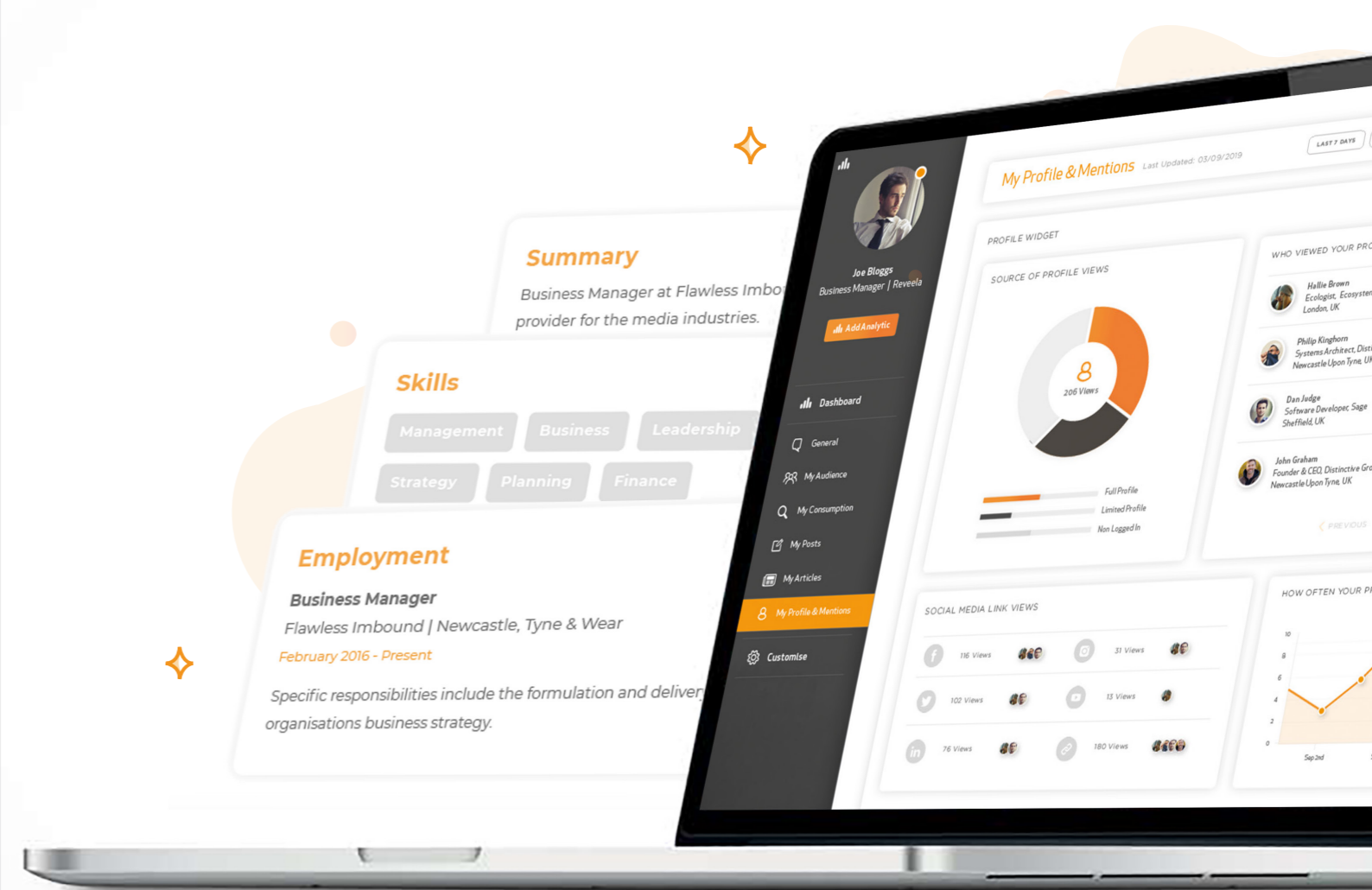
Tailor your profile to attract more relevant opportunities. To get the best out your profile, edit it and manage the information displayed to keep it up to date.

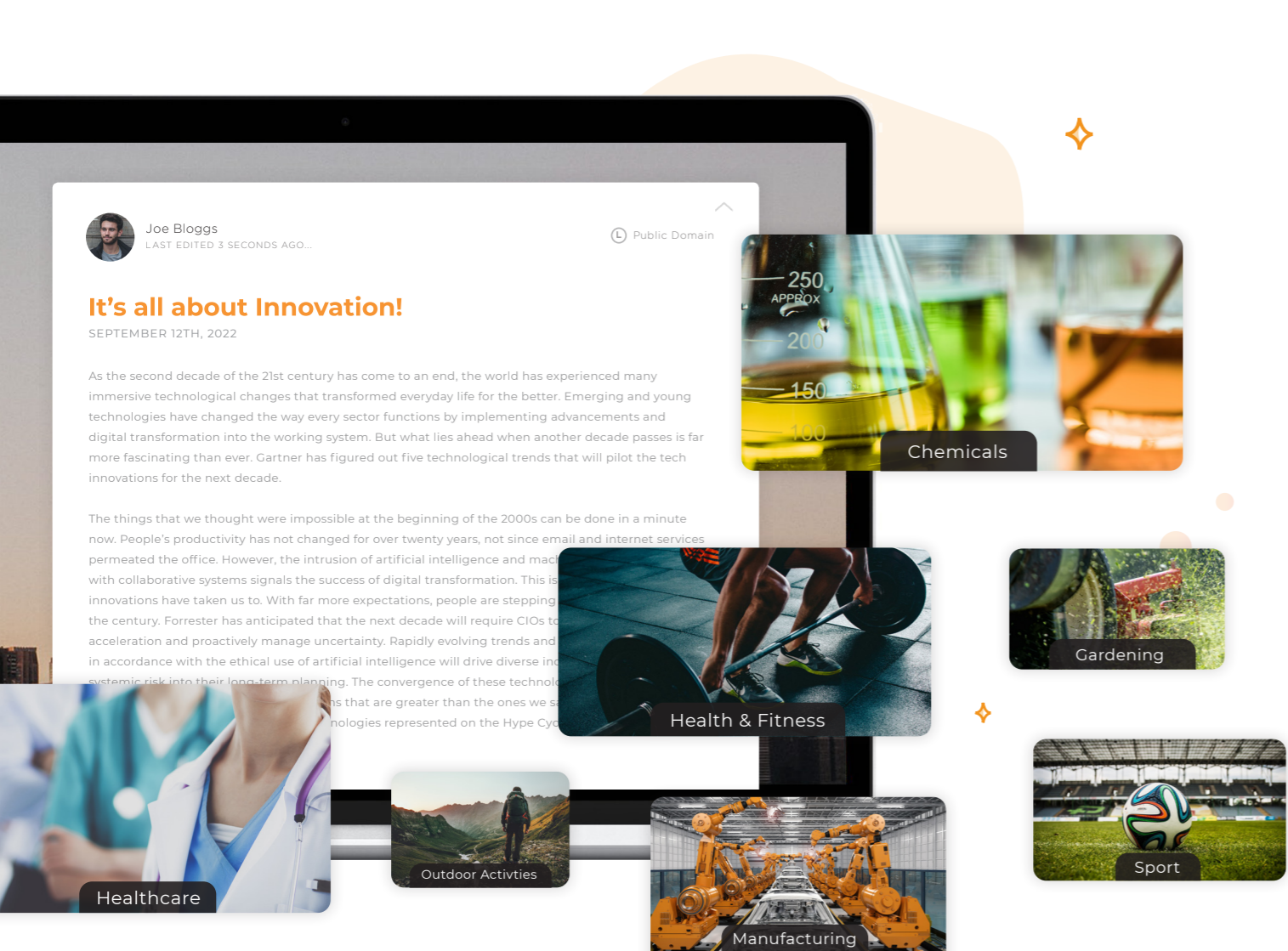
### Communicate with re-mails

Message your connections via Reveela emails. Re-mails are a great way to stay in touch with colleagues and professional contacts.

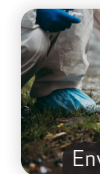
### Who's viewing your profile?

Your profile analytics will allow you to monitor who is viewing your profile over time. You can also track who and when users are engaging with your social media accounts.





reveela.com



## Industry News & Collaboration

### Join sectors for more relevant content

You can choose to join industry sectors that best match your company or the type of work that you do. There are over 100 industries to join on Reveela.

connect with relevant influencers and media outlets to collaborate on industry specific content.

### News Feed

Read the latest news posted in the industry sectors you are a member of. Your news feed is also updated with news from the media outlets and companies you are following.

### Industry Sectors

Joining industry sectors specific to your industry allows you to find, engage and

## Your Business Profile

### Manage and promote your brand

Launch your company profile page and connect it to your profile. A Reveela company page acts as the voice of your organisation and helps members learn more about your business. It is your companies very own newsroom.

### Engage with your Audience

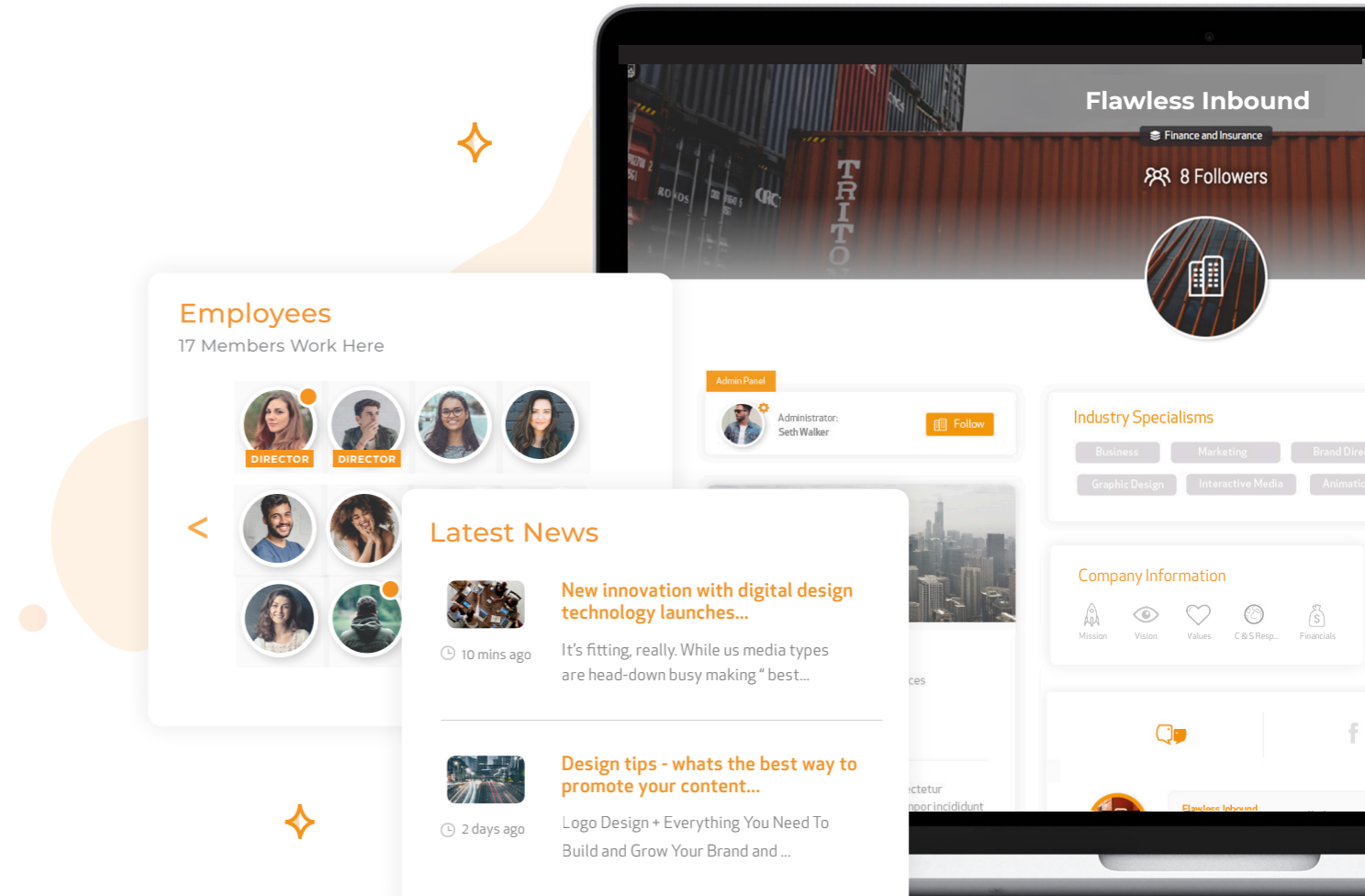
Administrate and customise your company profile to highlight your industry specialisms. Engage and interact with your followers to monitor and manage your reputation.

### Content Distribution

Post industry news and press releases to your audiences and link them directly to media outlets, social influencers and journalists to enhance your brand exposure.

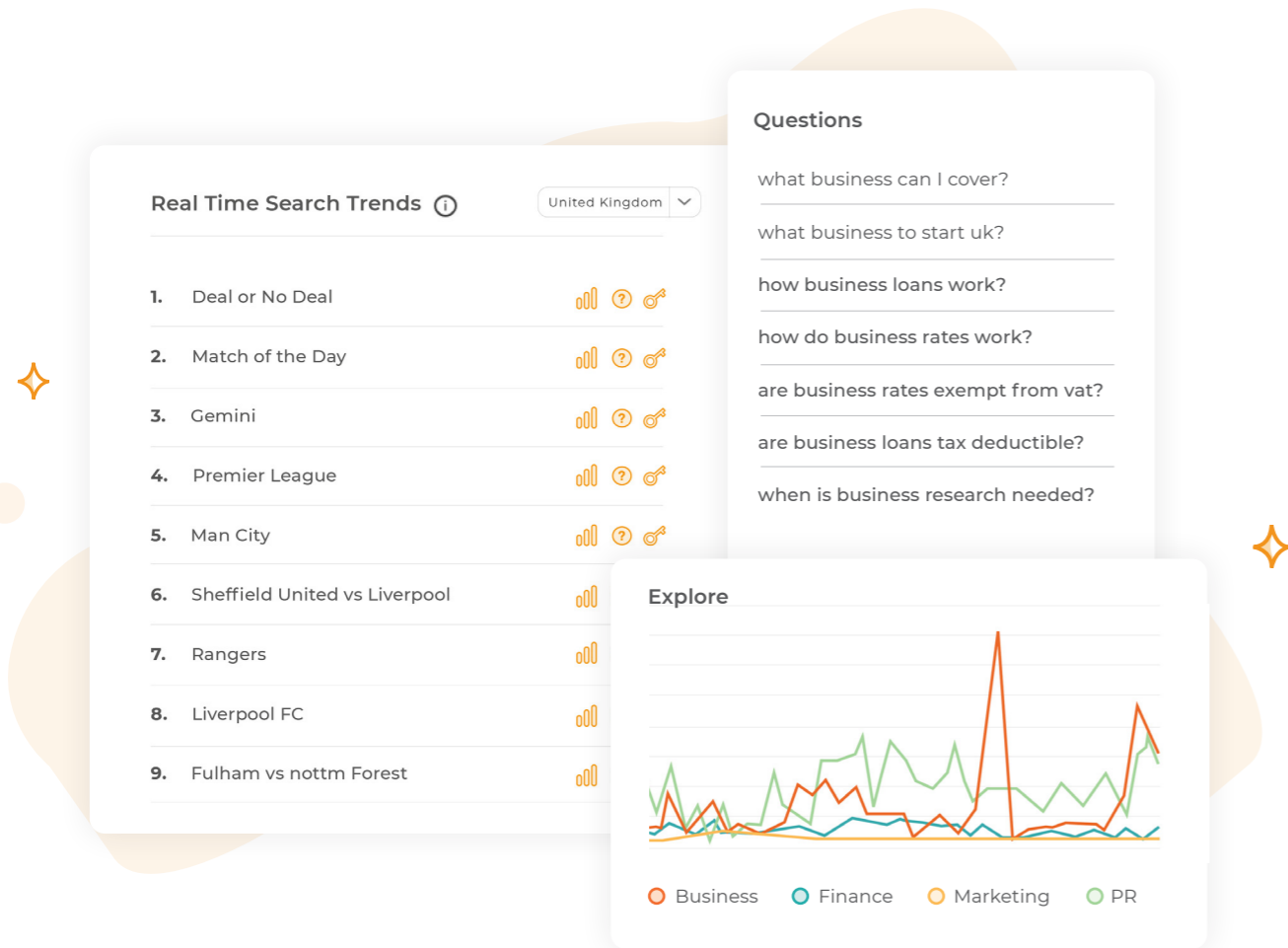
### Analytics

Gain insight into the performance of your company content with detailed analytics. Analyse interactions, engagement and trends from your audiences over time.



# Research Hub (SEO Tools)

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## Research Hub

### The ultimate SEO tools to improve rankings

Elevate your contents visibility with Reveela's SEO and research to discover new content ideas that will drive the most traffic.

#### Trends

Trends tracks the popularity of search queries over time, allowing users to analyse trends across different regions and categories. It provides insights into what topics are gaining or losing interest, allowing you to focus on what matters in your content creation.

#### Explore

Analyse and compare news coverage and online engagement across various industry sectors to identify topics of significant interest

#### Questions

The questions tool allows you to analyse "People Also Ask" (PAA) questions from Google search results. This will help you understand user questions and concerns around your topics and inspire content writers, inform content teams and improve overall SEO potential.

Keywords

Effective keyword research helps marketers understand the language of their target audience, uncover valuable opportunities, and tailor their content to meet user needs.

With the keywords tool you can identify low competition keywords with a high search volume around your topic and use them to optimise your content and improve visibility.

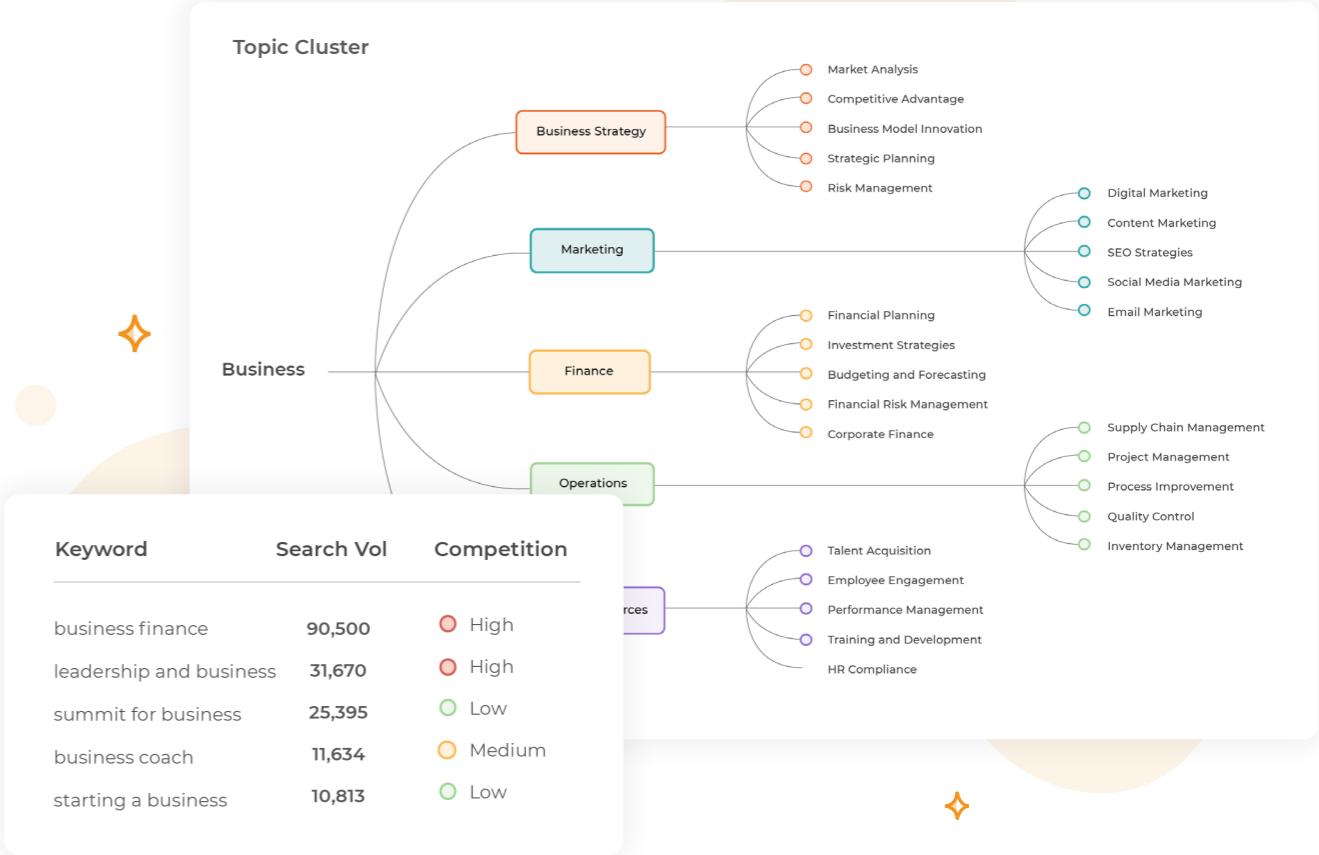
Backlinks

Build your backlink profile for your website to improve your domain ranking on Google or track your competitors. Backlinks are like recommendations and are important to show your website is trustworthy and attracting relevant traffic.

Topic Clusters

Topic clusters are a strategic method for organising website content around a central theme, making it easier for Google and users to understand your main focus. This approach enhances your search rankings and builds topic authority.

Our topic clusters include three key elements: a central pillar page for a broad overview, focused cluster pages covering specific subtopics, and internal links that connect the pillar and cluster pages, forming an interconnected content network.




	circlehealthgroup.co.uk	harborhillclub.com	betterhealth.vic.gov.au
Keyword Usage	Effectively uses the primary keyword "benefits of playing golf" in the title and body. Secondary keywords are not prominent.	Uses "reasons to play golf" but lacks focus on "benefits of playing golf." Minimal use of secondary keywords.	Strong use of "golf health benefits" in the title and content. Includes relevant long-tail keywords like "physical benefits of golf" and "mental health benefits of golf."
E-A-T	Published by a reputable health organization, lending authority. The article is likely authored by medical professionals, but lacks explicit author credentials.	Authored by a golf club, indicating expertise in the sport. However, no author credentials or expert reviews are mentioned, which may reduce trustworthiness.	Published by a government health authority, giving it high authority and trustworthiness. The content likely reviewed by experts, though author details are not specified.
Intent	Aligns well with informational search intent, focusing on the health benefits of golf. Content is tailored to users seeking health-related benefits.	Focuses more on motivational reasons to play golf rather than strictly informational content about health benefits, partially matching search intent.	Strong alignment with informational intent, focusing on health benefits. Highly relevant to users looking at comprehensive health information related to golf.
Content Structure	Effectively uses the primary keyword "benefits of playing golf" in the title and body. Secondary keywords are not prominent.	Uses "reasons to play golf" but lacks focus on "benefits of playing golf." Minimal use of secondary keywords.	
Content Depth	Published by a reputable health organization, lending authority. The article is likely authored by medical professionals, but lacks explicit author credentials.	Authored by a golf club, indicating expertise in the sport. However, no author credentials or expert reviews are mentioned, which may reduce trustworthiness.	
Meta Strategies	Aligns well with informational search intent, focusing on the health benefits of golf. Content is tailored to users seeking health-related benefits.	Focuses more on motivational reasons to play golf rather than strictly informational content about health benefits, partially matching search intent.	

Top Ranking Competitors

- ✓

1

 <https://www.businessleader.co.uk/>


Business leaders: The challenges today

Backlinks


Words

Readability

Keywords


 31.7k

460




industry (+5 more)
- ✓

2

 <https://ldc.co.uk/top-50/>

LDC top 50 most ambitious business leaders
- ✓

3

 <https://www.firstwealth.co.uk/article/mibl>

The UK's 10 most influential business leaders

Topic Analysis

Reveela's topic analysis tool is designed to help content creators, marketers, and SEO professionals improve their website's search engine rankings and organic traffic.

Topic Analysis offers the unique ability to identify your competitors articles that are currently ranking in your space, while providing a detailed breakdown of the reasons why they are ranking, saving hours of manual work. Once you have your analysis, you can create an article outline that competes and ranks

well in search engines. After developing an outline, you can generate high-quality content in just a few clicks, ready for use on your website.

Additionally, the platform enables you to easily distribute this content to relevant publications, influencers and journalists, maximising its reach and impact across various channels.

# Writing & Distributing Content & Analytics

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Write New

Rewrite Existing

## Write me a news story ▾

Enter details of the topics you want to cover





Generate



News Story



Press Release



Social Post



Blog Post

## Writing Content with AI Get assistance with your writing

Hit with writers block or looking for some inspiration to enhance your draft? Automatically generate engaging content from blog posts to news releases or rewrite your existing content to turn your ideas into clear, compelling and impactful stories.

Reveela is on hand to give you assistance with all your writing needs with the power of AI.

### Writing Content

Enter a prompt with keywords you want to cover to create news stories, press releases, social posts and blog posts.

### Rewriting Content

Take your old content whether it be a draft or something you want to repurpose and have it rewrote in a different style.

## Creating & Promoting Content

### The tools to create & share your stories & press releases

Creating content has never been easier.

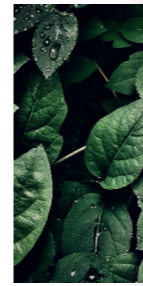
In just a few clicks you can post articles to promote news, industry trends and topics of interest, generating detailed insights off the back of your readership and engagement.

Your content is analysed in seconds with our artificial intelligence, allowing you to share it directly with media outlets, press outlets, influencers, journalists and across your social media channels.

#### The Editor

The editor is sleek and simple to use, just add a catchy headline, an eye grabbing image and your content. Our editor tools can emphasise, style and reference different elements of your content.

All articles are licensed under Creative Commons. You can associate a content licence for each article, informing your readers how they can download and use your content.



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#### Busi

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Joe Bloggs

LAST EDITED 3 SECONDS AGO...

Public Domain

### Insert Title Here

SEPTEMBER 12TH, 2022

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ABC

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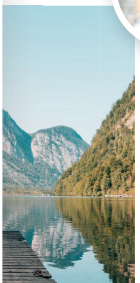
📷

🗑️ Clear Content



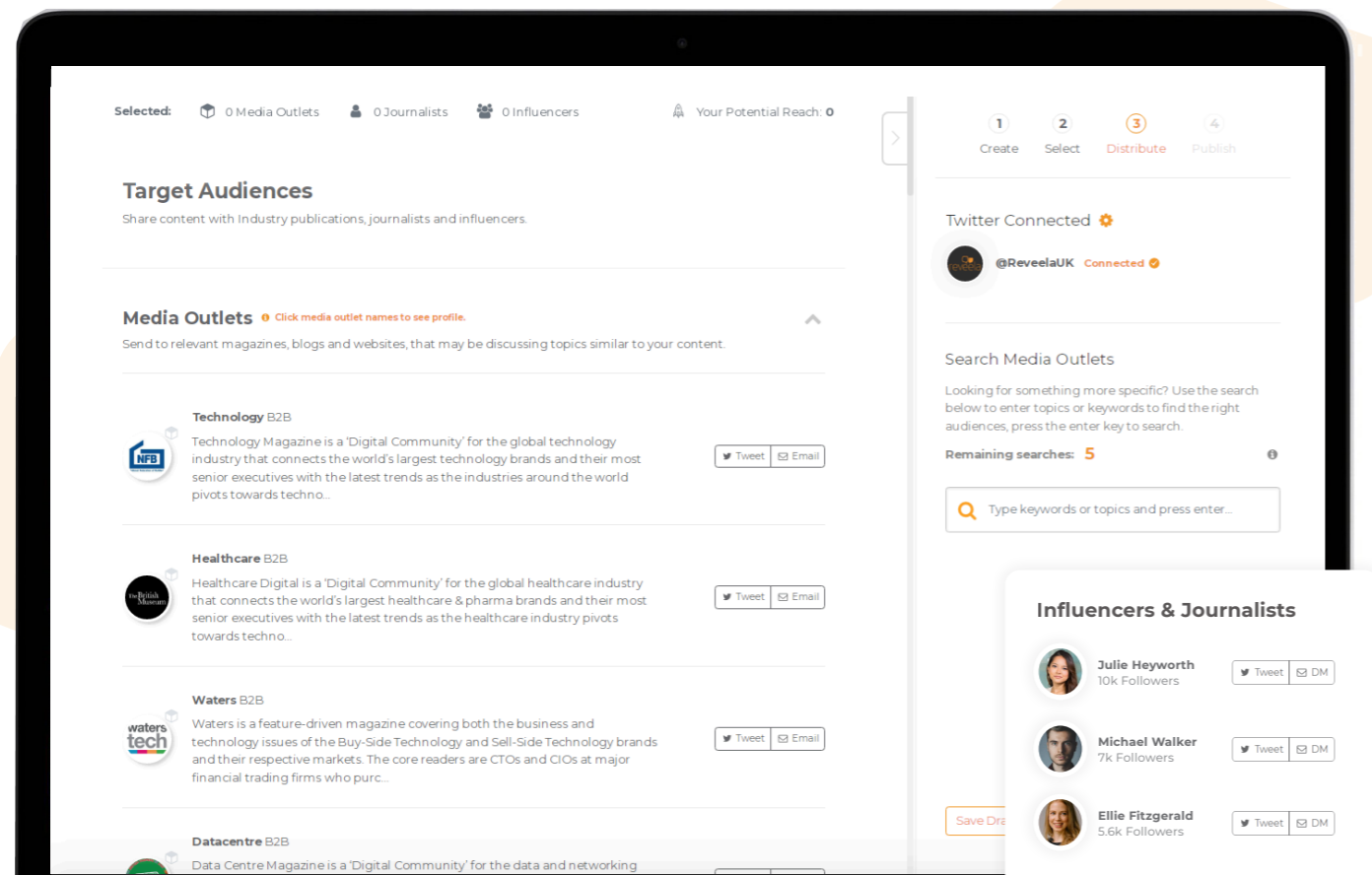
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## Getting Content to the Media & Influencers

With a little help from AGNES & WINNI

Content is analysed in seconds with our Auto Generated Neuralnet Segmenter (AGNES). AGNES not only understands the intent of your written content; but allows Reveela to automatically suggest the most relevant audiences for distribution.

WINNI (the Wider Influencer Nearest Neighbour Interface) finds the most appropriate social media influencers that are most likely to use, share and promote your content across social media. Giving your brand a reach like never before.

### Sentiment Analysis & Tags

Analyse and refine the tone of your content with our sentiment engine. You can also add

tags to summarise your content for readers to locate when searching for relevant stories.

### Media & Press Outlets

Send your content to relevant media outlets including: magazines, blogs, digital websites. You can also choose to send to national press or target press in specific regions.

### Influencers & Journalists

By connecting your Twitter account with Reveela, you can also expand your reach to automatically suggested influencers and journalists who are discussing similar topics.



Twitter / X

The future of business is sustainable and tech-driven! How are you integrating green tech in your strategy? Let's discuss! 🌍  
#Sustainability #TechForGood #Innovation



#### Schedule Posts

📅 17/08/2025

🕒 12:00



Facebook

Did you know? 💡 Businesses embracing sustainable technology are leading the charge toward a greener future! From reducing energy consumption to recycling e-waste, sustainable practices not only help the planet but also boost your brand's reputation. #businessfortheplanet



LinkedIn

Is your business ready to embrace sustainability and thrive in the digital age? 🌱💡

Read the @greenbusinessjournal to find out how businesses can be more environmentally conscious with their technology and practices. In an era where environmental consciousness intertwines with cutting-edge technology, sustainable business practices are no longer just a trend—they're essential for future success and sustainability.

#sustianablerevolution #greenbusiness



## Social Posts & Audience Identification

### Schedule & Share Posts

Social posts can be time consuming and tricky to tailor your content to match each social platforms audience.

Not any more! Once your content has been analysed, your social posts are automatically created to match each and every social platform, with audience defining hashtags added to increase reach and engagement.

Whether you're managing a small business or a large brand, this innovative solution ensures that your message resonates with the right people on the right platforms.

### Media and Images

Images can be added to each of your posts through our bank of royalty free images or from your own databank.

### Scheduling

Save time and effort in your social media marketing efforts by simply creating and scheduling your posts for the future. Reveela will engage with each social platform automatically allowing you time to focus on your business.

## Content Analytics

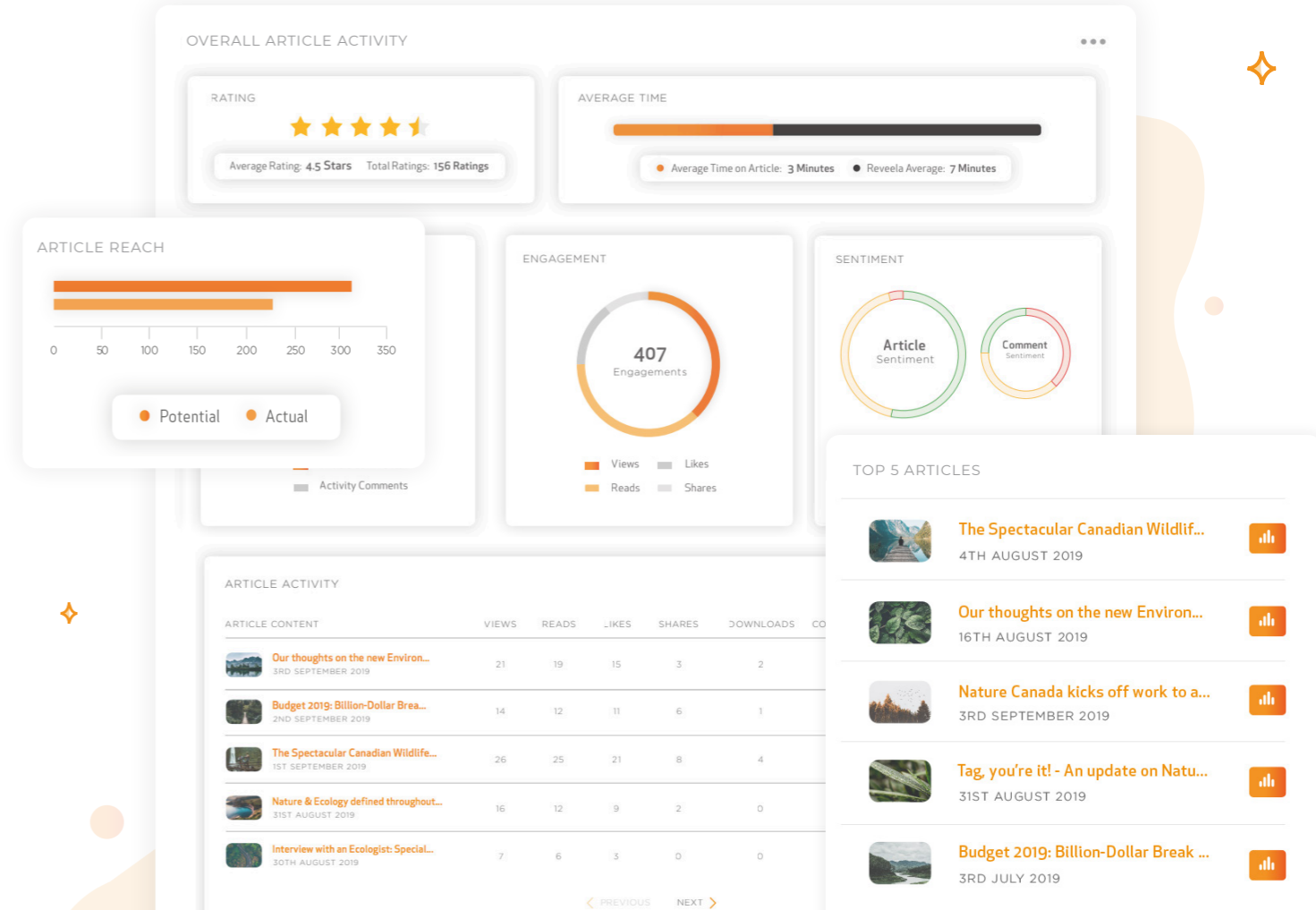
### Monitor your audience, measure your impact

Take advantage of our analytics engine to help guide and develop your marketing engagement for years to come. Our predictive and prescriptive analytics insights will drive your basic engagements to stratospheric heights.

Track engagement on your articles including: comments, sentiment, posting times and a

breakdown of your views and interactions, identifying your top 5 engaging articles. You can also compare your calculated potential reach based on your chosen audiences, against your actual reach.

The more engagement, the more Reveela learns. The more it learns, the more you learn. Let Reveela be your inside man on the job.



Media Opportunities



**Rosie Benton** September 06

I'm looking to speak to any businesses/enterprises who are considering setting up winter "warm banks" in Yorkshire for public to access free heating. [#journorequest](#)



**Benjamin Sterling** September 08

I'm looking to speak to two businesses –one that offers their staff flexible working hours and another that offers fixed hours only – for an article about ways of working. [#journorequest](#)



**Leah Godfrey** September 10

Any local journalists looking to cover or attend a business event this weekend? We have our 1-year kitchen showroom anniversary, with local entertainment, VR demos, snacks and refreshments.



**Matthew Chambers** September 12

Looking to speak to small businesses who work with user-generated content creators. What was your experience like with UGC creators? [#journorequest](#)



## Media Opportunities

### Collaborate with journalists

Media Opportunities are part of the Reveela content hub that allows you to search for journalists looking for your opinion or expertise. You can also save searches and be alerted when new relevant opportunities are posted.

### Search for Requests

Looking for something specific? You can search our database with multiple keywords to discover the most relevant opportunities for you.

### Trending Requests

Not sure what to search? You can view trending opportunities to see what journalists are currently looking for.

### Save Requests

Want to keep a search for later? You can save and store opportunities to use in an upcoming project or respond to at a later date.

# Media Outlets & Analytics

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## Your Media Outlet Profile

The fastest and easiest way to scale your outlet

Launch your media outlet profile, from magazines, blogs to digital websites. A Reveela media outlet page allows you to promote new features, reach new audiences and receive relevant content. Our media outlet database covers over 100 industry sectors.

### Media Pack & Features

Administrative and customise your media outlet profile by promoting your upcoming features. Upload your media pack for your audiences and advertisers to download.

### Content Distribution

Share individual stories or features directly from your magazine or outlets, giving your audiences and new readers a better sense of what's beyond the front cover.

### Analytics

Gain insight into the performance of your media outlet content with detailed analytics. Analyse interactions, engagement and trends from your audiences over time.

### Media Pack



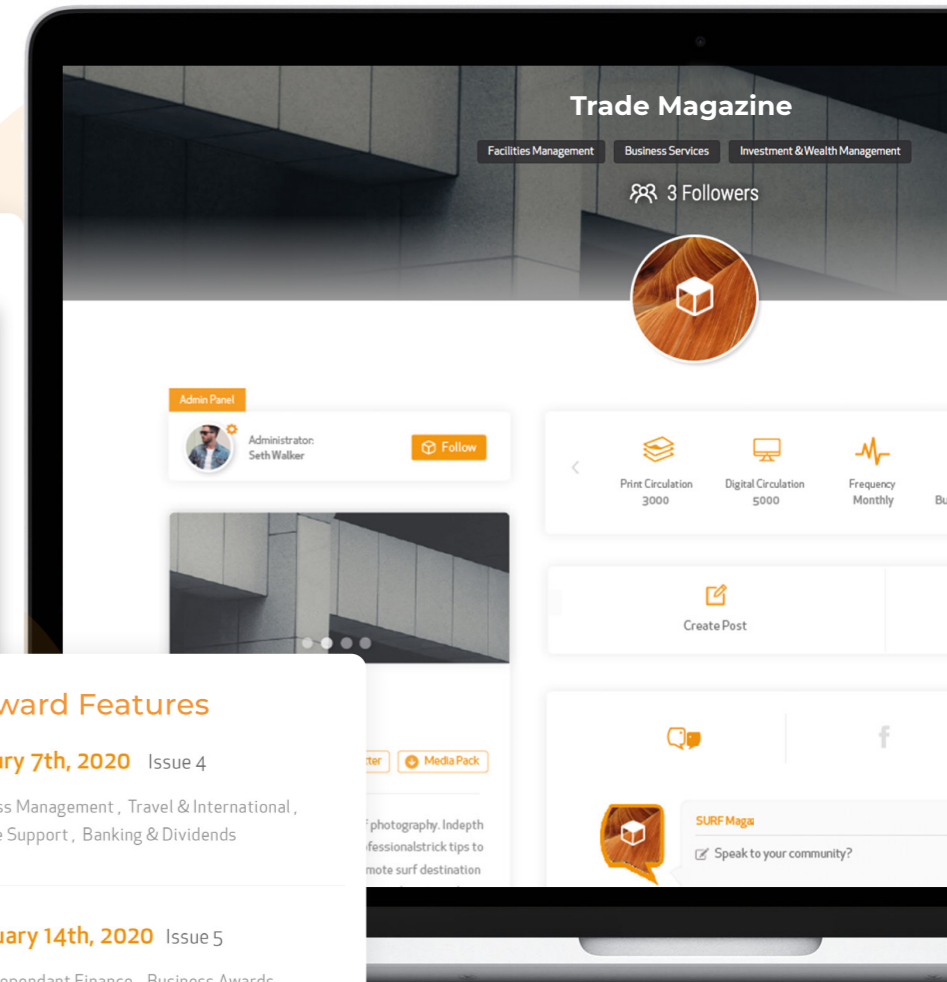
### Forward Features

**January 7th, 2020** Issue 4

Business Management, Travel & International, Finance Support, Banking & Dividends

**February 14th, 2020** Issue 5

The Independent Finance, Business Awards, BCON 2020, International Business Incorporation





Business Matters



Sport Galore



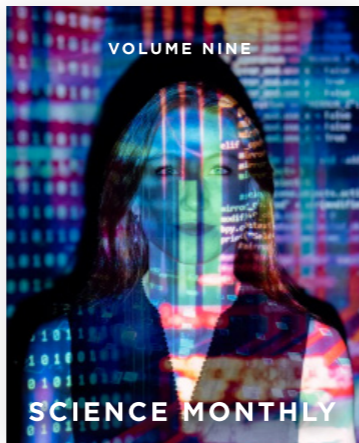
Side Tracked Magazine



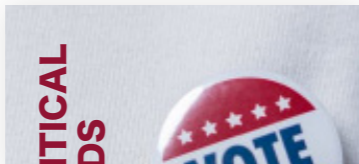
Architectural Now



SURF Magazine



Science Monthly



👁️ **143**  
Impressions

📖 **47**  
Reads

🖱️ **19**  
Link Clicks

## Publications & Analytics

Bring your stories to life

### Interactive Page Turners

Transition to digital, integrate your publications online and transform your content from static to dynamic with our interactive page turners. Publish and distribute in a more sustainable way. Join the Reveela revolution!

### Analytics

Track your readership and audience analytics, giving you better visibility of your publications including: impressions, reads, read time, shares, and more. You can review the overall performance of your analytics or you can view insights per publication.

## Case Study: Background

### The Chemical Industry Journal

The Chemical Industry Journal is a quarterly industry publication and leading voice of the chemical industry.

**Readership: 15,000**

Online Magazine

**Subscribers: 2,500**

Social Media

**Followers: 20,000**



The Chemical Industry

## The Problem

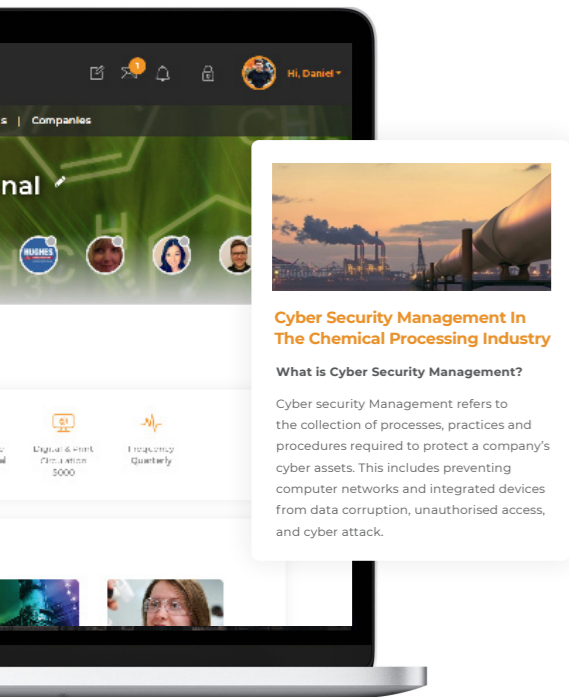
Who, what, when, where and why?

- 1 Rising**  
Print/distribution costs.
- 2 Increased**  
Readerships needed to drive ad revenues.
- 3 Diverse**  
Industry creates problems definining new audiences.
- 4 Necessity**  
To grow income without risking existing revenue streams.

## The Solution: **reveela.com**

Click here to find out how Reveela helped on the next pages >





## Case Study: The Solution

### 3 steps to success



#### 1. Register

So Reveela understands your business and product.



#### 2. Launch

Digital publications – Allowing readers to engage.

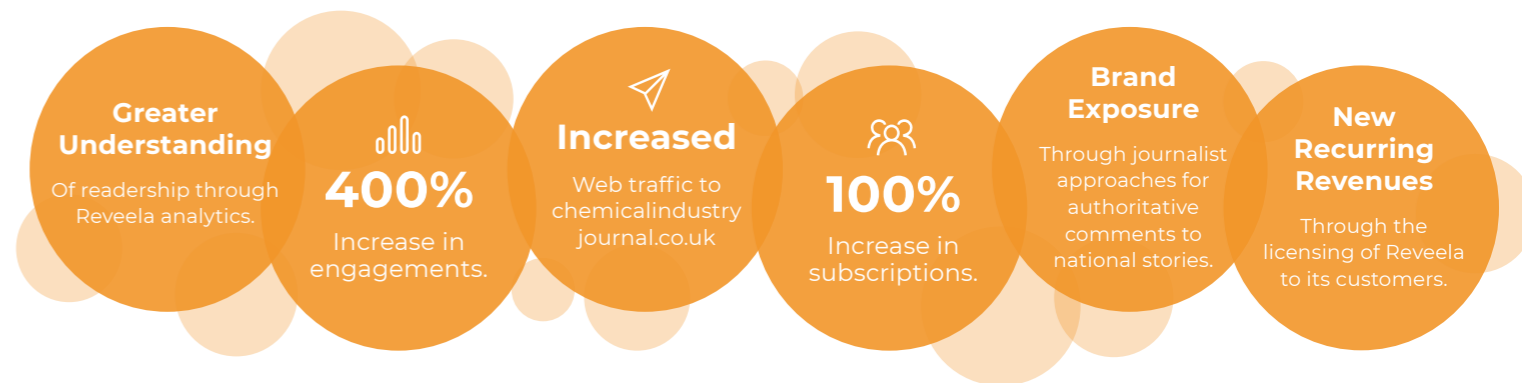


#### 3. Post

1 story daily over 30 days across the network – Reveela finds authentic social influencers to share your stories.

## The Results

### Reaching the relevant audiences



Reveela.com inspires publishers to grow revenues and readerships sustainably through reduced carbon footprint.

**Register and access for free at: [reveela.com](https://reveela.com)**

Reveela Affiliates

06

Affiliates

56

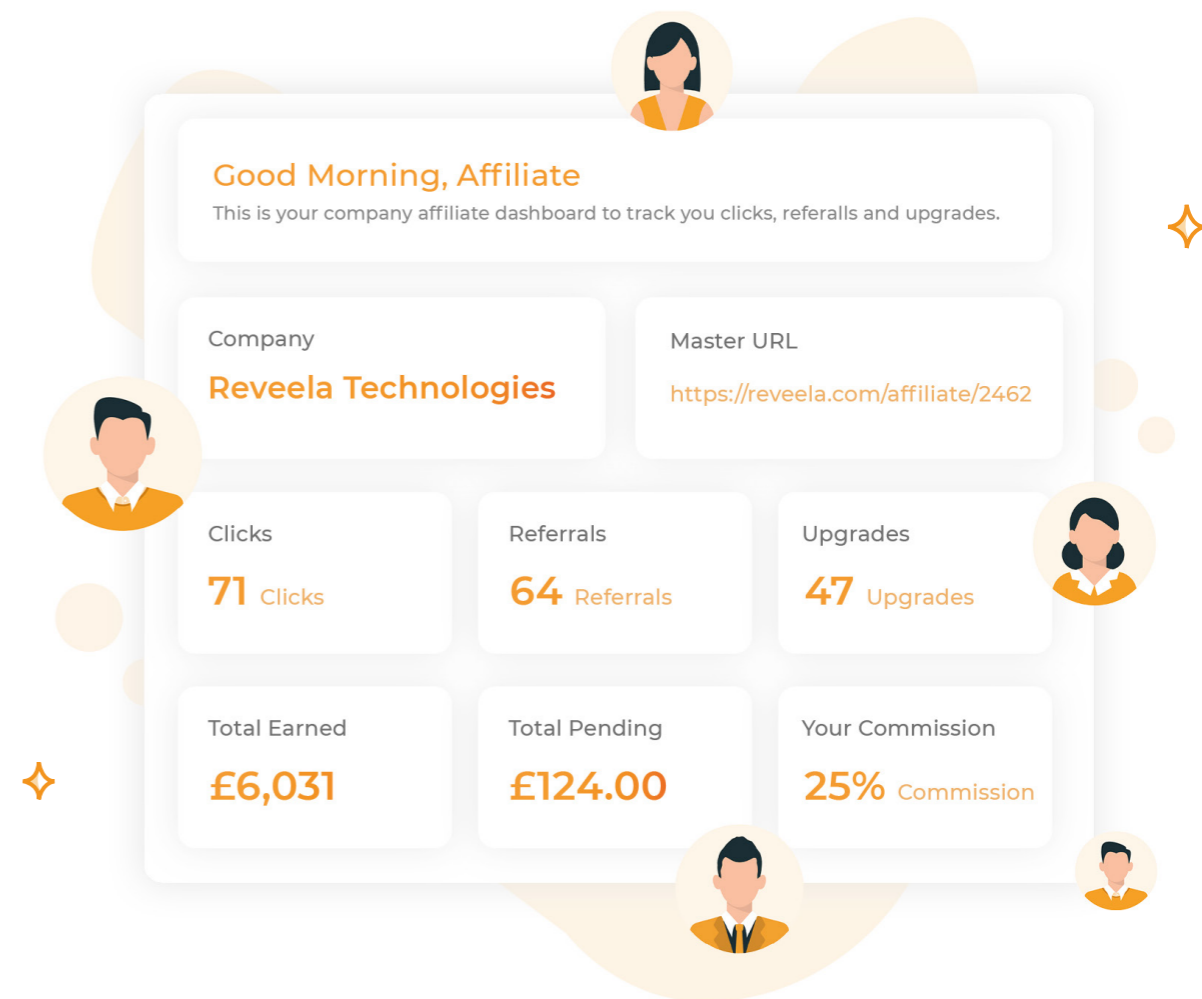
## Reveela Affiliates

### Become our partners and share your story

An affiliate on Reveela is a partner that drives traffic through their own tracked referral links and receive an agreed benefit through successful conversions. Each affiliate will have an agreed contract where they can distribute memberships to their customers, readers or members and earn commission through membership upgrades.

Once your contract is agreed, you will be guided through the onboarding stage and you will then have your own unique Affiliate URL & Affiliate Dashboard.

**Please get in touch if you would like to find out more about becoming an affiliate.**



# Reveela Sponsorships

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## REVEELA SPONSORSHIPS

*Share your story*

## Sponsorships

### Join the Reveela revolution!

Become a Reveela sponsor and unlock the opportunity to reach potential customers by getting your messages in front of the right and relevant people.

As a sponsor, your rotating advertisement banner will be prominently displayed across your industry community, allowing you to forge relevant connections that accelerate community growth while effectively promoting your content. This not only boosts your brand visibility but also places you within a dynamic network of engaged individuals who are enthusiastic about connecting and collaborating.

By leveraging Reveela's innovative platform, you can ensure that your marketing efforts resonate with your target audience, fostering meaningful interactions that translate into lasting relationships and business success.



Covering up to 100 industry sectors.



Access & distribution to over 10,000 media outlets.



Reach over 20,000 micro social influencers and bloggers.



Pitch to over 8,000 Journalists.



Reach global audiences.

## Why become a Sponsor?

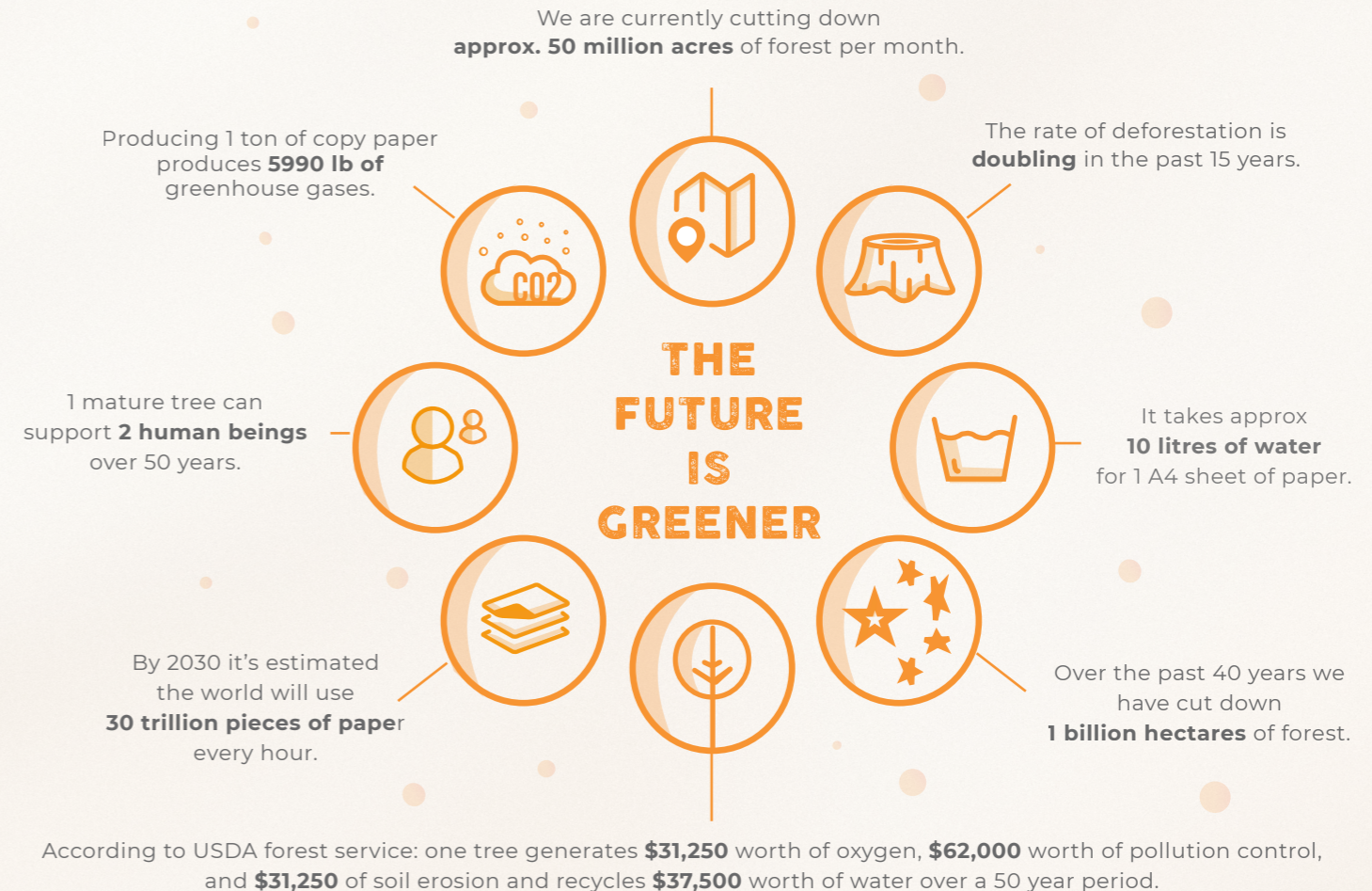
### Help us become a paperless society

The environmental effects of paper production include deforestation, the use of enormous amounts of energy and water as well as air pollution and waste problems. Paper accounts for around 26% of total waste in landfills and the reduction of fresh water is fast becoming a global crisis and we need to act fast.

Become a Reveela sponsor today by getting in touch at [sponsorship@reveela.com](mailto:sponsorship@reveela.com) and help the publishing and media industries drive global environmental change within your industry.

Our aim is ten million tonnes Of Co<sup>2</sup> reduction in the next ten years.

That's equivalent to over 25,000 cars taken off the road each year.



# Sponsorship Communities

We host 100 industry communities to promote your brand.

## A

- Art & Culture
- Automotive Industry
- Aviation & Aerospace

## B

- Bio & Scientific
- Boats & Watersports
- Building & Construction
- Business Services

## C

- Charity & Fundraising
- Chemicals
- Children & Teens
- Commercial Gardening
- Conferences & Events
- Consumer Food & Drink
- Consumer Motoring

- Consumer Technology
- Current Affairs

## D

- Design
- Digital Design
- Digital Media
- Disability
- Domestic Pets & Veterinary

## E

- East Midlands Regional
- East of England Regional
- Education
- Electrical & Electronic
- Emergency & Rescue Services
- Employment, HR & Unions
- Engineering
- Entertainment
- Environmental

## F

- Facilities Management & Hospitality
- Family & Parenting
- Farming & Agriculture
- Fashion & Beauty
- Finance, Banking & Insurance
- Food & Drinks Industry
- Forestry & Paper
- Funeral Services

## G

- Gaming
- General Interest
- Government & Local Authority

## H

- Health & Fitness
- Health & Safety
- Healthcare
- Highways & Transport Industry

## I

- Investment & Wealth Management
- Ireland Regional

## L

- Leadership & Management
- Legal
- Lifestyle
- London Regional

## M

- Manufacturing
- Maritime
- Mens Interests
- Metals & Mining
- Military & Defence
- Music

## N

- North East Regional
- North West Regional
- Nursing

## O

- Outdoor Activities

## P

- Packaging
- Pharmacy & Pharmaceutical
- Photography & Video
- Plant & Machinery
- Power & Energy
- PR & Marketing
- Print & Display
- Property
- Publishing & Journalism

## R

- Rail, Coach & PCV
- Religion
- Retail

## S

- Science & Nature
- Scotland Regional
- Security
- Social Care
- South East Regional
- Sport
- Student
- Supply Chain & Logistics

## T

- Tattoo
- Technology
- Telecommunications
- Textiles & Apparel
- Travel & Holidays
- Travel & Tourism Industry

## W

- Wales Regional
- Water
- Weddings
- West Midlands Regional
- Womens Interests

## Y

- Yorkshire & The Humber Regional

