

# The Affiliate & Partner Marketing Association

The UK's only collective voice for affiliate  
& partner marketing

## Membership Brochure

**2025**

Together  
we **grow.**



# About Us

The Affiliate & Partner Marketing Association (APMA) is the only trade body for the UK affiliate and partner marketing industry. A channel at the forefront of tech innovation, affiliate activity generated almost £20bn of e-commerce revenue for UK brands in 2024.

We support the industry by:

- Speaking as the only collective voice for the industry
- Raising standards and promoting best practice
- Advocating for & positively promoting your work
- Championing industry diversity
- Assuring that affiliate budgets are well invested

We're here to help affiliates, brands, networks and agencies - in all their shapes, sizes and experience levels - to navigate the industry, share challenges, collaborate and strive for excellence together.

When you become a member of the APMA, you join hundreds of businesses committed to upholding standards and elevating the industry.

Plus, you will access exclusive member benefits and discounts.



# Member Benefits

- **Advocacy & Representation:** We work collaboratively with our members to voice their concerns and to fight for the industry at the highest levels. We provide policy briefings, joint statements and confidential one-on-one member support.
- **Networking Opportunities:** Attend our in-person events and online forums to connect with the APMA community and learn from industry experts on the most pressing affiliate issues. **See our full member list** (excludes advertiser members).
- **Exclusive Content:** Access exclusive deep-dive research, data and practical guidance, providing insights on critical industry issues to keep you ahead of the curve.
- **Discounts & Perks:** Enjoy discounts on products, services, and events offered by our amazing members. You can also offer a member benefit and enhance your brand visibility.
- **Professional Development:** Take our online accredited training courses and access educational resources to boost your skills and knowledge.
- **Promote your work:** Share your work, opinions, events and jobs on our website and through our channels.



“The APMA is incredibly vital for the industry. We had a period where there was no industry body, leaving a vacuum. No one was really governing or helping advertisers or partners with best practice or guidance within the industry.

“The APMA is now doing that.”

**Nick Caulfield, Senior Director of Growth & Operations, Expedia Group**



“The APMA’s State of the Affiliate Nation is most comprehensive report on affiliate marketing in over a decade and the result of great collaboration across various stakeholders. The data shows the industry is thriving, delivering exceptional ROI and diverse growth opportunities for all brands. We’re proud and excited to be part of this industry and the APMA.”

**Helen Southgate, Chief Strategy Officer, Acceleration Partners**



# Member Tiers



## Bronze £500

plus VAT per annum

Includes all Member Benefits (above) apart from access to free training courses and jobs listings.

Bronze membership is limited to small start-ups, entrepreneurs, consultants, solopreneurs and advisers as well as businesses of seven or fewer employees.

[Apply for Bronze membership](#)



## Silver £1,999

plus VAT per annum

Includes all Member Benefits (above) plus full page profile on website and media opportunities.

Silver membership is for medium/large established companies. All employees can access silver member benefits.

[Apply for Silver membership](#)



## Gold £5,000

plus VAT per annum

Includes all Member Benefits (above) plus full page profile on website, media opportunities, two APMA presentations at your offices, webinar spots, webinar development, governance board eligibility and featured articles.

Gold membership is for medium/large established companies. All employees can access gold member benefits.

[Apply for Gold membership](#)



## Advertiser FREE

Includes all Member Benefits (above) plus webinar spots. All employees can access member benefits.

As an advertiser you can play a vital role in helping to shape the future of the affiliate and partner marketing industry.

There is no formal commitment required in becoming a member however we do ask you to adhere to our **code of conduct**.

[Apply for Advertiser membership](#)

# Project Taster 2025

**A £19bn British success story! The APMA State of the Affiliate Nation 2025 report** reveals record investment and exceptional performance from one of the UK's most resilient marketing channels. It's essential reading for anyone serious about maximising their affiliate programme's potential in this dynamic marketplace.

## **Free Subnetworks guide**

We launched our new guide to subnetworks featuring more than 20 companies, it's the most comprehensive guide you'll find on one of the fastest growing affiliate business models.

## **Free Publisher Payments guide**

Taking you from the point a sale is made to the moment it's paid, this comprehensive guide analyses the processes, terminology and working practices of 11 affiliate networks and platforms. With easy-to-read matrices, it's an invaluable resource for publishers and the wider industry.

## **Policy briefing on new Data Bill**

Exclusively for APMA members, the four-page briefing document takes a deep dive into the new law, Data (Use and Access) Act (DUAA), explaining how it potentially opens the door for a more proportionate approach to affiliate marketing business models where there is a lower risk to people's privacy.

# Get in touch

## Interested in becoming a member?

Please visit the **Become a Member** page on our website and fill in the Bronze, Silver, Gold or Advertiser member application form. We will be in touch within two working days.

## Got questions?

Please contact Kevin Edwards (The APMA founder), [kevin.edwards@theapma.co.uk](mailto:kevin.edwards@theapma.co.uk) if you have any questions about membership or would like to set up a meeting to discuss membership options in more detail.

For more information on our work, code of conduct and membership please visit our website

<https://theapma.co.uk/>