

the
business
magazine

Media Pack

South East

South West & West Midlands

Champions
of Regional
Business

thebusinessmagazine.co.uk



AUTUMN 2024

Welcome to The Business Magazine

The Business Magazine is the South's most authoritative and trusted source of business news, pursuing its purpose to Champion regional Business with relevant content in-print, online and in-person.

The Business Magazine offers a comprehensive regional perspective and reveals the entrepreneurial companies, driving business across the region, - and the CEOs, entrepreneurs and business personalities behind them. We reveal the latest new innovations, alongside showcasing growing SME businesses, plus report on emerging sectors and industry trends.

Connect with senior business leaders and influencers

The Business Magazine provides engaging business content. The editorial team know our readers well and deliver unique content across all devices to match the needs and interests of business leaders across the region.

We publish news covering the regional business landscape, from company success stories, deals done, new appointments and promotions, award wins and in-depth reports that put key industry sectors across our region under the spotlight.

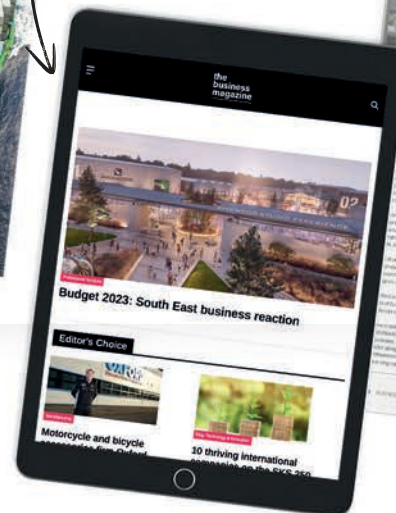
Our printed magazine is supported by a dynamic daily news website, weekly e-newsletters, targeted social media activity and comprehensive events programme.

We have innovative advertising solutions that can both let our content shine and also catch the eye of our readers, enabling our partners to take 'ownership' of content areas by sector or region.

We have consistently invested in our infrastructure and talent, across editorial, advertising, marketing, sales, IT and events in determined pursuit of our purpose, to champion regional businesses, to help our regions businesses do business and build our communities.



Print and Digital

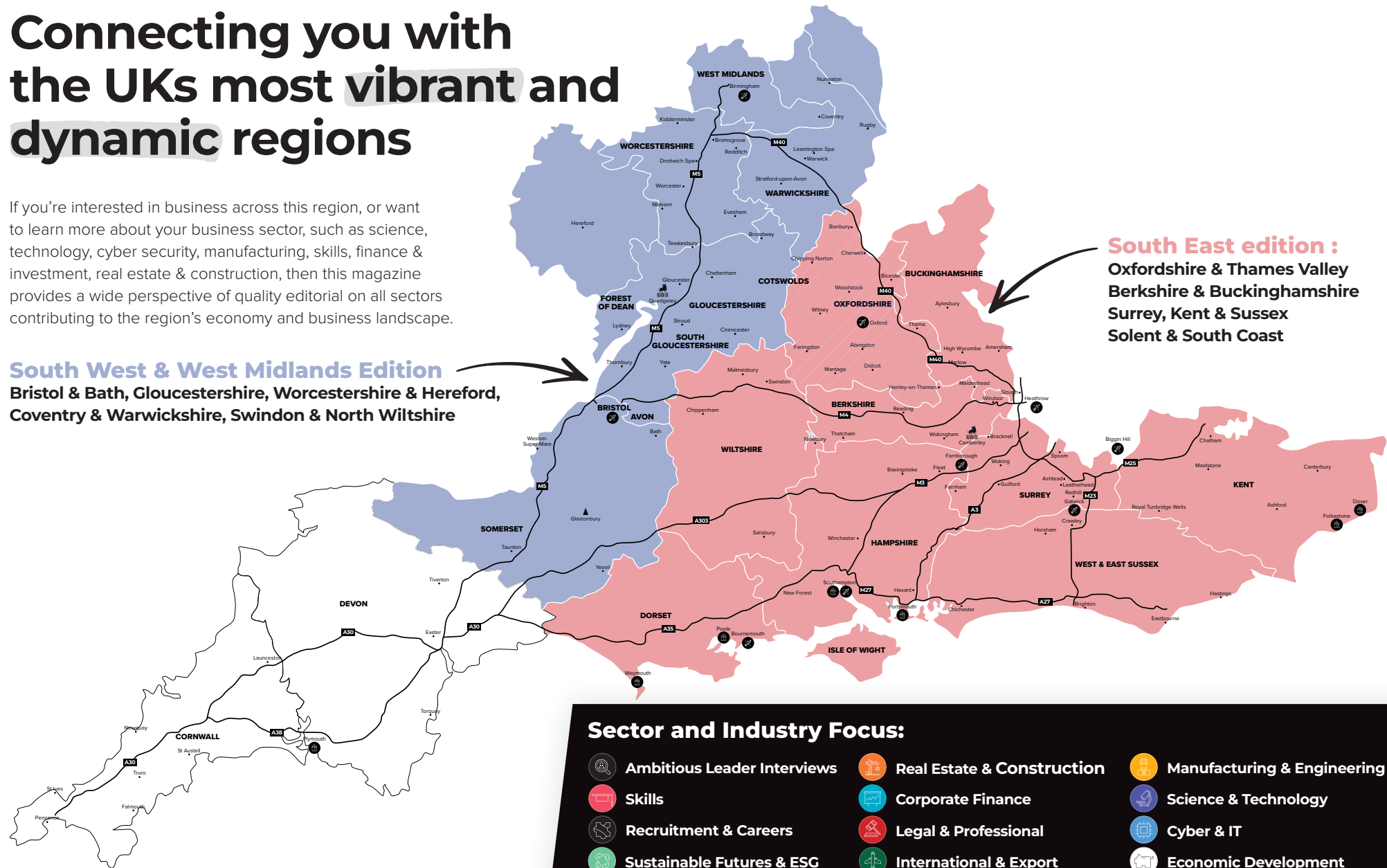


Connecting you with the UK's most vibrant and dynamic regions

If you're interested in business across this region, or want to learn more about your business sector, such as science, technology, cyber security, manufacturing, skills, finance & investment, real estate & construction, then this magazine provides a wide perspective of quality editorial on all sectors contributing to the region's economy and business landscape.

South West & West Midlands Edition
 Bristol & Bath, Gloucestershire, Worcestershire & Hereford, Coventry & Warwickshire, Swindon & North Wiltshire

South East edition :
 Oxfordshire & Thames Valley
 Berkshire & Buckinghamshire
 Surrey, Kent & Sussex
 Solent & South Coast



Sector and Industry Focus:

-  Ambitious Leader Interviews
-  Real Estate & Construction
-  Manufacturing & Engineering
-  Skills
-  Corporate Finance
-  Science & Technology
-  Recruitment & Careers
-  Legal & Professional
-  Cyber & IT
-  Sustainable Futures & ESG
-  International & Export
-  Economic Development

Our Audience



The Business Magazine is the region's must-read B2B publication for company owners, directors, senior business professionals, entrepreneurs and the next generation of ambitious business people. Reaching an engaged audience online, in print and in person. Our up-to-date, unrivalled business and industry database is made up of individual director-level key decision makers, senior business leaders and business innovators.



10,000+
printed copies

Printed bi-monthly
SE edition
SW & W Mids edition



>70%
of our audience
are C-Suite, Director, Partner
or Head of Department



70%
content
editorial ratio



57,000
Uniques per month



85%
of readers
are from companies with turnover
between £5m and £3bn



20,000+
followers
LinkedIn
10,500+ SE Edition
8,500+ SW & W Mids edition



171,000+
newsletter
readers each month
70k SE Edition
100k SW & W Mids edition



25%
Newsletter open rate
average across all newsletters



13,000
followers
Social media followers



The Business Magazine works with a variety of brands to help promote and engage them with our business audience.

Who we work with

Example of our Partners in 2023/2024

A selection of the business we work with for content, advertising and live engagement programmes who connect with our audience of leaders of mid-size SME's through to large Enterprise / Corporates.



The Power of Advertising

With a targeted B2B readership, The Business Magazine is the perfect platform to make sure your business is regularly in front of senior executive level audience decision-makers.

Putting your brand in front of Regional Business Owners & Decision Makers

The Business Magazine offers advertisers and sponsors the best regionally-focused opportunity to appear in front of company directors, business owners, entrepreneurs, and senior corporate executives. We enable companies and organisations to advertise in our magazine, and on our website, with brand adverts, advertorials, and thought leadership articles, supported by email and social to help your business reach an even wider audience.

Gateley's investment in growing its presence and referring to Thames Valley clients rewarded

Gateley's Thames Valley clients are predominantly serviced by its Gateley Legal Reading and Guildford offices, which together picked up the Property Law Firm of the Year category at the Thames Valley Property Awards in November 2022.

LEVERAGING TAX, TALENT AND FUNDING OPPORTUNITIES FOR HEALTHTECH BUSINESSES

The accountants, tax and business adviser MHA MacIntyre Hudson keeps its finger on the pulse to support the healthcare technology sector, as Jason Mitchell, Partner and the firm's Head of Technology, explains.

Make your next move with confidence.

M&A advice you can trust.

Change the way you work today

A great office design will transform your business. We create a different kind of space, changes the way you work, and helps you to be a better employer.


LEADING LAW FIRM

We'll guide you through the complex, unusual or the everyday legal world, to achieve your goals and create a positive outcome.

PROUD TO BE THE OFFICIAL LEGAL PARTNER OF READING FC WOMEN

For more information scan the QR code

Advertising & Sponsorship




Print

You can't beat the readership gained from a quality print magazine. With 10,000 copies printed bi-monthly, profiling your company in The Business Magazine gives your company the opportunity to engage with the business community by telling your business story, showcasing your teams expertise or sharing your company news with CEOs, directors and senior business leaders.




Sponsored editorial features

Editorial feature sponsorship can help you align your business alongside content that is researched and written exclusively by our editorial team. Sponsored features showcase your company as leaders against a targeted topic and wrap your business message within content aimed at your chosen sector, industry or business group.




Digital

Our digital marketing packages can help put your brand directly in front of senior business leaders wherever they are. Our website offers the opportunity to profile your business geographically or against key sectors using our mix of digital brand adverts, engaging sponsored article content and social media promotion.



Inserts

If you have already produced leaflets or sales literature we can distribute it with **The Business Magazine** inserted within the poly bag and posted to our readers



Sponsored events

Our B2B events include: Round-table debates, Private dinners, Sector events, seminars and conferences and Regional & Sector Business Awards and Listings Programmes. Please get in touch to enquire about our bespoke event sponsorships.

Print Campaign Rates

Feature in The Business Magazine across 6 issues per year, and benefit from series booking rates and added digital exposure.

Showcase your business with...

- Thought leadership articles
- Meet the team features
- Deal Tombstones
- Case study articles
- Company update articles
- Anniversary profiles
- Product launch profiles
- Brand adverts

Print advert or article feature rates:

Size	Single issue	3 issues campaign	6 issue campaign
Outside Back Cover Partner Premium Package Includes: Outside back cover full page, full page thought leadership article (in mag) and supporting media digital package D	NA	£2,750	£2,450
Premium Position - Inside Back Cover OR Inside Front Cover+ Full page thought leadership + supporting media digital package E	NA	£1,750	£1,575
Double Page Spread	£1,750	£1,650	£1,550
Full Page	£1,150	£1,050	£950
Half Page	£730	£660	£525

Prices are per issue and per edition + vat based on series bookings and include free of charge artwork design

Premium Packages

Upgrade digital to include sector or regional advertising tenancy (package D) for £500 per issue

Dual Edition Packages

Dual edition pricing packages are available please contact your regional business manager for more details



2024/25 Print Schedule

2023/2024 Issue Date	Advertiser Design Required Copy Deadline	Advertiser Supplied Complete Artwork Deadline	Delivery Date
MAY 2024 Spring/Summer issue	Wednesday 17th April	Tuesday 23rd April	Thursday 9th May
JULY 2024 Summer issue	Wednesday 19th June	Tuesday 25th June	Wednesday 10th July
SEPTEMBER 2024 Autumn issue	Wednesday 14th August	Tuesday 20th August	Thursday 5th September
NOVEMBER 2024 Winter issue	Wednesday 16th October	Tuesday 22nd October	Wednesday 6th November
JANUARY 2025 New Year issue <i>NB: Prints pre-Christmas</i>	Wednesday 4th December	Tuesday 10th December	Wednesday 9th January
March 2025 Spring issue	Wednesday 12th February	Tuesday 18th February	Wednesday 5th March

The Business Magazine is the Champion of Regional Business in the South of England in-print, online and in-person and is proudly owned and published by media and events company The Business Magazine Group Ltd. Registered in England number 13202910 at 24 Bell Lane, Blackwater, Camberley, Surrey GU17 0NW. VAT Number 372 6816 74

Advertising & Operations



Peter Laurie

Head of Client Relations – Thames Valley
peter.laurie@thebusinessmagazine.co.uk
Tel: 07780 717267



Alan Lindstrom

Regional Business Manager - South Central
alan.lindstrom@thebusinessmagazine.co.uk
Tel: 07305 582269



Richard Thompson

Chief Executive Officer
richard.thompson@thebusinessmagazine.co.uk



Stephen Emerson

Managing Editor
stephen.emerson@thebusinessmagazine.co.uk



Sam Pither

Editor Biz News
sam.pither@thebusinessmagazine.co.uk

Owen Thomas

South West & West Midlands
owen.thomas@thebusinessmagazine.co.uk



Jo Whittle

Operations Director
jo.whittle@thebusinessmagazine.co.uk



Editorial

Nicky Godding

Print Editor
nicky.godding@thebusinessmagazine.co.uk

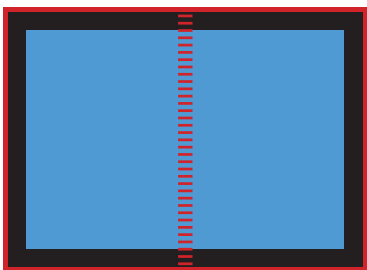


Dan Face

Reporter
dan.face@thebusinessmagazine.co.uk



Print Advert Design Specifications



Double Page Spread (28x8)

Requirements:

3mm on all sides, CMYK, 300dpi

Type Area: 396mm* x 248mm

Trim Size: 420mm x 297mm

Bleed Size: 426mm x 303mm

*Gutter: There is a 40mm gutter at the centre of a double page spread, you should avoid using this area for text and important imagery as this may be lost in the fold when printed.



Full Page with Bleed (28x4)

Requirements:

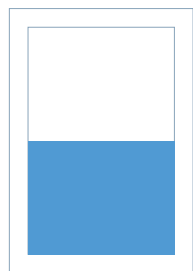
3mm on all sides, CMYK, 300dpi

Type Area: 178mm x 248mm

Trim Size: 210mm x 297mm

Bleed Size: 216mm x 303mm

Margins: Inside – 20mm; Outside – 12mm;
Top – 22mm; Bottom – 27mm



Half Page Horizontal (14x4)

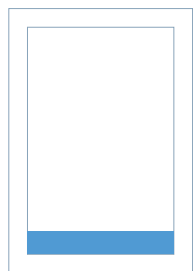
Requirements:

CMYK, 300dpi

Type Area: 178mm x 123mm

Advert Area: 190mm x 133mm

Bleed Size: n/a



Sponsor Page Banner

Requirements:

CMYK, 300dpi

Type Area: 174mm x 21mm

Advert Area: 178mm x 25mm

Bleed Size: n/a

Minimum Requirements

PDF 1.3: PDF Format in version 1.3.

Colour: Cyan, Magenta, Yellow and Black - the four "process" colours. RGB, Pantone, Lab, Index or spot colours cannot be used.

Images : 300 dpi in CYMK.

Fonts: Embedded, PostScript Type1, OpenType, TrueType. Multiple Master fonts cannot be used.

Black Text: Black text must be specified as 100% black only and should not be made up of composite colours.

Transparency: All transparency and layers need to be flattened to avoid 'stitch lines'. TAC: Magazine TAC 300% is the maximum.

PLEASE NOTE ARTWORK TO BE SUPPLIED AS PDF.

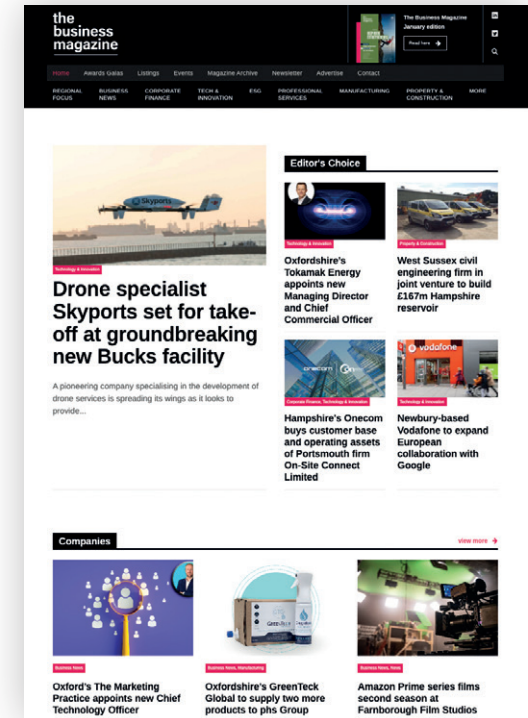
Anything above PDF v1.3 is not supported. CMYK colour only, RGB images will automatically be colour corrected to CMYK when going to print. We cannot accept any responsibility or liability for any unforeseen colour shifts caused by this process. No transparency or layers. Text sent as a Jpeg will reproduce poorly. Microsoft Word, PowerPoint, Publisher, Excel and Pages for Mac are NOT suitable or compatible.

DISCLAIMER Adverts that have been set outside the recommendations detailed here are likely to reproduce poorly. The Business Magazine Group Ltd will not accept any claim for compensation for poor reproduction where these recommendations have not been met. Adverts that are set outside The Business Magazine Group Ltd's Publishing recommendations are accepted and run entirely at the advertiser's risk. Please be aware, it is the advertiser's responsibility to submit their advert on time and to specification. If we don't receive your advert by the deadline, we may fill your allocated space to enable the page to be released on time. In these circumstances, you will still be invoiced for the space.

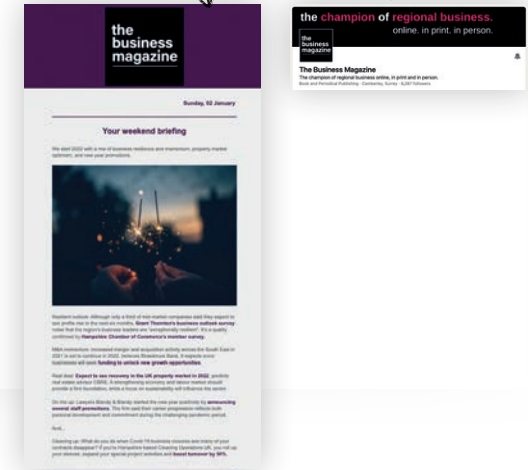
Digital Campaign Rates

Digital Packages:

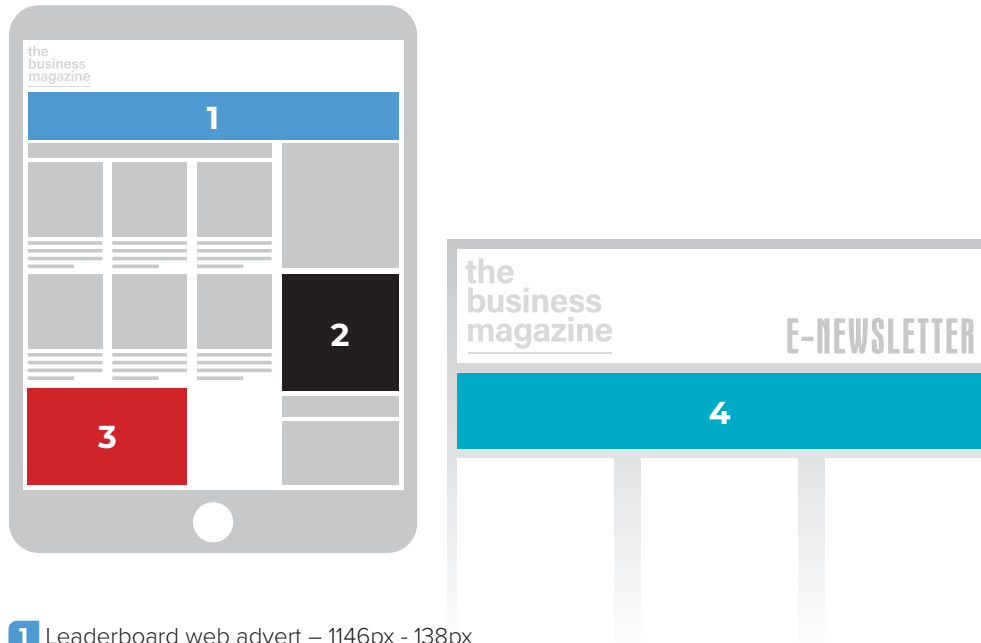
Digital Packages Include:	A Home Page £960 +vat per month	B Regional or Sector £750 +vat per month	C Regional or Sector £600 +vat per month	D Regional or Sector £500 +vat per month	E Content article £300 +vat per content piece
Top Leaderboard website advert	✓ Home page slot	✓	✓	✓	1 x content article
MPU website advert	✓ Home page slot	✓	✓	✓	Featured on website and e-newsletter
Footer website advert	✓ Home page slot	✓	✓	✓	Social media article sharing
Home Page feature article slot	✓				
e-newsletter banner adverts	4 (one per week)	4 (one per week)	2 (one per fortnight)	1 (one per month)	
Content articles	4 (one per week)	4 (one per week)	2 (one per fortnight)	1 (one per month)	
Social media article promotion	✓	✓	✓	✓	



Website ↗
 Newsletter ↘
 Social ↘



Digital Advertising Design Specification



- 1** Leaderboard web advert – 1146px - 138px
- 2** MPU web advert – 700px - 700px
- 3** Footer row web advert – 980px - 672px
- 4** e-newsletter advert banner – 640px - 150px

Minimum Requirements

All artwork must be supplied in a JPG, GIF or PNG format.

For animated banner adverts please use GIF format (maximum file size 150k).

All images should be supplied at minimum 72dpi (dots per inch/resolution) and using the RGB colour mode.

DISCLAIMER Adverts that have been set outside the recommendations detailed here are likely to reproduce poorly. The Business Magazine Group Ltd will not accept any claim for compensation for poor reproduction where these recommendations have not been met. Adverts that are set outside The Business Magazine Group's Publishing recommendations are accepted and run entirely at the advertiser's risk. Please be aware, it is the advertiser's responsibility to submit their advert on time and to specification. If we don't receive your advert by the deadline, we may fill your allocated space to enable the page to be released on time. In these circumstances, you will still be invoiced for the space.

Sector Based Gala Awards Progammmes

The Business Magazine has been delivering first class business events for over twenty years, celebrating and promoting the achievements of our business communities.

Sponsorship benefits include a position on judging panel, category sponsorship m branding and promotion, and a table for 10 at the awards gala event.

Deals Awards - Corporate Finance

Corporate finance advisers, lawyers, bankers, private equity investors, accountants, and funding specialists

Thames Valley	Q4	Reading FC Stadium Conference Centre
---------------	----	--------------------------------------

Solent	Q1	Hilton Ageas Bowl Ballroom
--------	----	----------------------------

Property Awards – Commercial and Residential Property

Agents, developers, planners, architects, consultants, property lawyers and dealmakers

Thames Valley	Q3	Pavilion Suite, Ascot
---------------	----	-----------------------

Solent & South Coast	Q2	Hilton Ageas Bowl Ballroom
----------------------	----	----------------------------

Tech & Innovation Awards – Technology related awards

Celebrating tech-focused businesses across multiple sectors from start-ups to leadership teams, innovation to growth

Thames Valley	Q3	Reading FC Conference Conference
---------------	----	----------------------------------

Solent & South Coast	Q4	Hilton Ageas Bowl Ballroom
----------------------	----	----------------------------

South West & W. Midlands	Q4	tba
--------------------------	----	-----

*Categories available on request

Category Sponsorship from £6,000

Supporting Packages from £2,500



Rankings

Giving Partners an exciting opportunity to engage and celebrate with the leading private companies in the region

The Business Magazine Rankings have been championing the top privately-owned businesses across the South of England since 1993. Our research team identify and analyse the constituents using trusted data sources and wherever possible fact checking with the companies themselves. We work closely with our corporate partners to recognise the contribution of the constituents across various sectors and activities such as ESG, Innovation, Technology, Diversity, Leadership, Exports and Growth. The rankings are published annually in print and online and generate significant and consistent brand exposure for our corporate partners over the life of the annual programme.

The Business Magazine regional 250 programmes include awards and an exclusive dinner with our partners and companies on the ranking and our SME Growth 100 programme includes roundtables and networking events.”

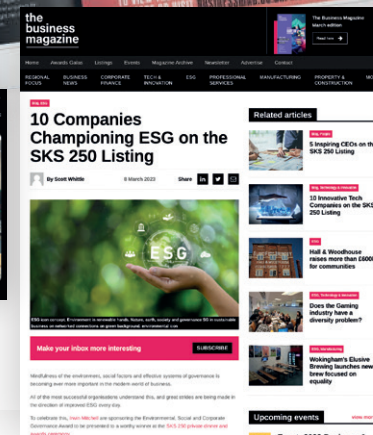
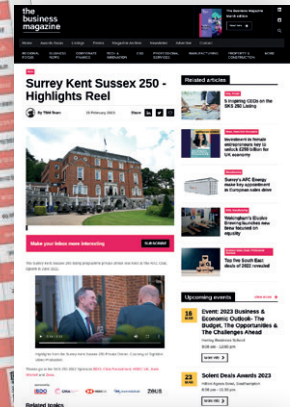


Rankings generate high ROI for corporate partners

Our corporate partners see that our content led approach and purpose positively impacts their business in any of a variety of ways

- 1) Brand building in the business community and across the South of England
- 2) Engagement with the most active privately owned businesses in the region
- 3) Content written to engage decision makers, that is appropriate for all Social Media Channels, and published consistently throughout the programme
- 4) Networking at awards, roundtables, seminars and private events
- 5) Compliments existing BD activities

Please enquire with your regional business manager for more details and prices.



Roundtables & Conferences

Curated discussion and targeted guest lists create maximum return on investment for our bespoke event.



Roundtable Events

10-12 attendees curated by The Business Magazine

Discussion topics and guest list created collaboratively with sponsor

Senior journalist or sponsor chaired event (or co-chaired)

1-2hrs discussion

Major feature write up in the Print edition of the magazine with photography

Online version published and promoted via social media channels

Sponsorship from £5,000

Conferences, Seminars & Briefings

40+ attendees curated by The Business Magazine Discussion topics and guest list created collaboratively with sponsor

Senior journalist or sponsor chaired event (or co-chaired)

Venue research

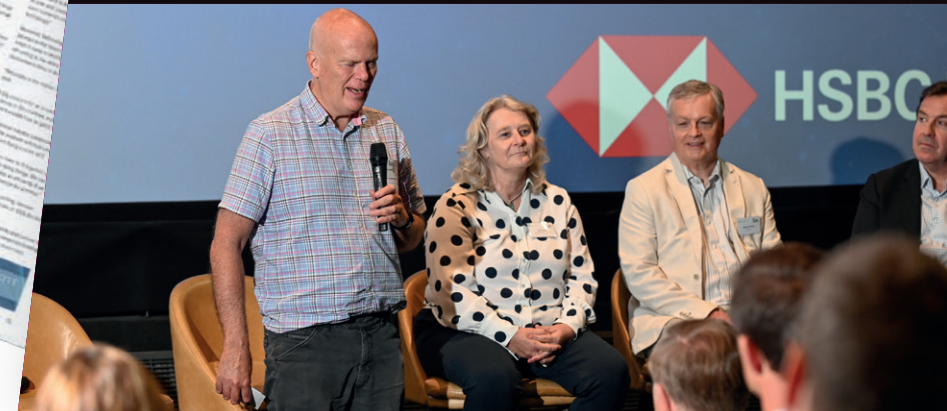
Marketing of Event

Full project management of event including guests and speakers

Major feature write up in the Print edition of the magazine with photography

Online version published and promoted via social media channels

Please enquire for quotation for your bespoke event



The Business Magazine Group



Branded Content Solutions



Event Management

The Business Magazine is the Champion of Regional Business in the South of England in-print, online and in-person and is proudly owned and published by media and events company The Business Magazine Group Limited. We have differentiated ourselves by pursuing a content led approach, constantly seeking to deliver timely and relevant business news for our audience, with programmes and events that add value, that inform and connect people and deliver high return on investment for our corporate partners.

The Business Magazine

The Business Magazine reaches senior decision makers across the South East, in-print and online.

The Business Magazine is the region's must-read B2B publication for company owners, directors, senior business

professionals, entrepreneurs and the next generation of ambitious business people. Advertising with The Business Magazine can showcase your brand, team and expertise by telling your to thousands of business leaders and senior decision makers.

the
business
magazine

thebusinessmagazine.co.uk



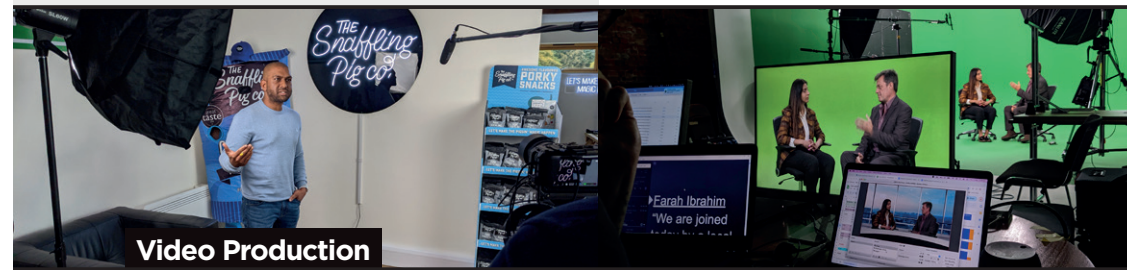
BizNews

BizNews is the regional business news service, fearlessly promoting SME businesses at a County level. The founding site is DorsetBizNews with plans to grow quickly across the UK.

With 32 separate news categories, as well as People and Biz Extra sections,

our aim is to provide interesting, lively and positive coverage of business within the county on a free-to-access website. We also champion businesses of all sizes, but especially small and medium sized enterprises, while backing Dorset as a great place to do business.

dorsetbiznews.co.uk hampshirebiznews.co.uk



Video Production

A highly experienced video production company, established in 1986, and acquired by The Business Magazine Group in 2022

Video can bring your business and brand messages to life. The Sightline team offers professional video production, animation, interactive content and training videos, through to full TV and digital adverts.

Location or Studio Filming
Animation & Motion Graphics
Drone Videography
Green Screen Studio

Accessible Content incl. British Sign Language and Foreign language dubbing or subtitles

 sightline.co.uk

Promotional Videos & Corporate Communications (clients include: Yankee Candles, Bam Nuttall, Kier, Waverly Borough Council Travel & Tourism / Economic Development,

HR, Training & Recruitment Videos
Situational evaluation and Specialty training video content (clients include: NHS England, World Health Organisation, London Ambulance Service, Surrey Police, Metropolitan Police, Bam Nuttall, Frankie Foundations, Amazon)

Property & Housing Sector Videos
- Welcome to your new home
- How to fix...
- Maintenance & Engineering team training videos (clients include: L&Q Housing, Camden Borough Council, Wates, Affinity Sutton, Barratt Homes, Hyde)

Contact us at (+44) 01483 813311