

2017/2018
MEDIA PACK

BUSINESS & INNOVATION Magazine



THE NEW FACE of regional business

supported by rockthecotswolds™



BUSINESS & INNOVATION *Magazine*

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Welcome to Business & Innovation Magazine, published by NK Media Ltd. Your essential source for business and industry news, networks and information covering Gloucestershire, Oxfordshire, Worcestershire, Warwickshire and North Wiltshire.

Business & Innovation magazine, published by NK Media Ltd and run by two of the region's most experienced and well-networked business personalities, will become the must-read publication for everyone who leads, works in or engages with businesses across the wider region.

Business & Innovation Magazine will target a huge B2B, corporate and commercial audience. Published to engage with business leaders, directors and senior business professionals, it will also support small and medium sized enterprises, entrepreneurial and ambitious young business people and showcase innovation and new ideas. It will support the regional business 'eco system', providing opportunities for businesses to meet and build new networks, offering a wider showcase for the region's business diversity.

The magazine's unique content will include quality editorial covering a broad range of industries, insightful sector-driven features, news, business innovations and timely interviews with leading business figures.

The team behind Business & Innovation Magazine are passionate about supporting the local economy and showcasing established and up-and-coming regional businesses, large and small. They have an unrivalled business network from which they source unique editorial content, and offer a targeted business approach to distribution.

The publication will be punchy and informative, revealing essential business news and offering coverage opportunities for the region's major business activities and events.

Our magazine will connect the business community across: Gloucestershire, Oxfordshire, Worcestershire, Warwickshire and North Wiltshire, and be as perfect for boardroom referencing, as it will be for an insightful and worthwhile evening read.

Our independent publishing company, NK Media Ltd which will print Business & Innovation Magazine, exists to promote good business and enterprise and support a diverse cross-section of business industries and sectors.



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DISTRIBUTION AND AUDIENCE

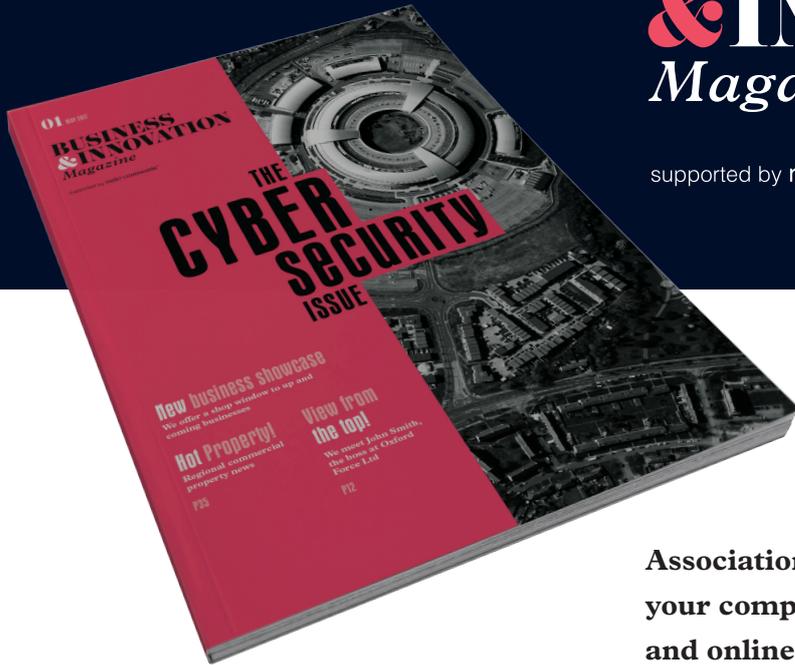
10,000 copies of each issue will be mailed directly to our B2B targeted business and industry database. They will be delivered directly to key decision makers, senior business leaders, business innovators, public business locations and entrepreneurs across the region, as well as distributed at key high profile business and industry events.

The magazine offers every business, large and small, advertising opportunities to promote their company to a wide range of business people from a cross-section of job roles, including many of the most influential and powerful decision makers in the region, as well as aligning your company alongside many other dynamic and professional organisations.

Business & Innovation Magazine will be supported by Rock the Cotswolds, the high profile social enterprise that showcases the diversity of career and lifestyle opportunities available across the Cotswolds to young people and skilled people, seeking successful careers outside the UK's big towns and cities.

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Association with the magazine instantly positions your company as leaders in their field. Our print and online exposure, along with face to face networking opportunities, will provide a unique return-on-investment.

Using the magazine to profile and highlight your company, your services, staff, ambitions and business expertise, is the most effective way to engage with your target audience.

We work with organisations to find the most effective marketing solution for them, often tailoring a complete package that can include advertising in print and online, sponsored content, editorial features, direct marketing and sponsored event collaboration.

A MULTI-PLATFORM OFFERING

Would you like to feature your business event, launch or party in Business & Innovation Magazine?

Add importance and relevance to your business event with the attendance of our official photographer and a page of full colour photographs in Business & Innovation Magazine, with the full set of images provided for your use.

Your event will feature within Business & Innovation Magazine as a business social page, including a short report on the event. You will receive a PDF of the page to use on your website, social media and share with your guests, along with copies of the magazine.

COST £700

www.businessinnovationmag.co.uk



‘Printed magazines are a powerful driver of brand equity.’

‘Printed magazines present a stronger opportunity for brands to express relevancy.’

‘Magazine media achieves deeper more meaningful connections with consumers and that’s what delivers strong brand KPIs.’

‘Campaigns with magazine display and advertorial/native are almost 20% more impactful than display alone.’

*<http://magnetic.media/insight/spark-2016-metrics-that-matter>

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MAGAZINE ADVERTISING WORKS

Market research*, published in October 2016, offers compelling evidence that magazines work well on long-term brand perception.

Magazines also deliver well in terms of return on investment for advertiser spend. For every £ an advertiser spends on advertising in magazines they receive £12 revenue in return.

ADVERT & BUSINESS ADVERTORIAL RATES

Double Page Spread	1 Issue £2,310	2 Issues £2,070	4 Issues £1,840	6 Issues £1,610
Full Page	1 Issue £1,250	2 Issues £1,140	4 Issues £1,010	6 Issues £880
Half Page	1 Issue £690	2 Issues £620	4 Issues £550	6 Issues £480
Quarter Page	1 Issue £370	2 Issues £330	4 Issues £290	6 Issues £250

Prices are subject to vat and per issue

www.businessinnovationmag.co.uk



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2017/18 PUBLICATION AND DEADLINE DATES

ISSUE 2017/2018	Design Required Advert Deadline	Supplied Artwork and Final Print Deadline	Delivery Date
MAY	Thursday 30th March	Monday 3rd April	25th April
JULY	Thursday 8th June	Monday 12th June	30th June
SEPTEMBER	Thursday 17th August	Monday 21st August	12th September
NOVEMBER	Thursday 12th October	Monday 16th October	3rd November
JANUARY 2018	Thursday 30th November	Monday 4th December	22nd December
MARCH	Thursday 8th February	Monday 12th February	1st March

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Business & Innovation Magazine will be the leading voice of business in the region with magazine publishing and event management as its principle activities. It is a brand owned by NK Media Ltd and supported by Rock the Cotswolds.

NK
Media &
Publishing