

BUSINESS LINK

EAST MIDLANDS

ADVERTISING & MARKETING INFORMATION

2025

Published monthly, East Midlands Business Link provides monthly news round-ups from across the region alongside interviews and comment from business leaders, entrepreneurs, business owners and professional advisors.

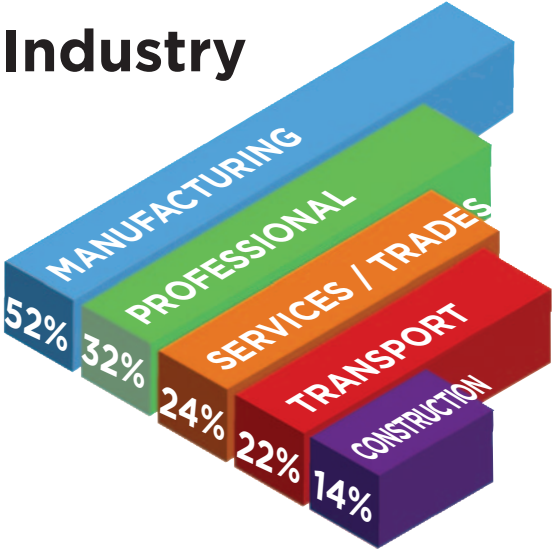
In-depth features and reports explore business issues, success stories and the development of the region's landscape and built environment. It also raises important topical questions that today's growing businesses want answering.

Profile

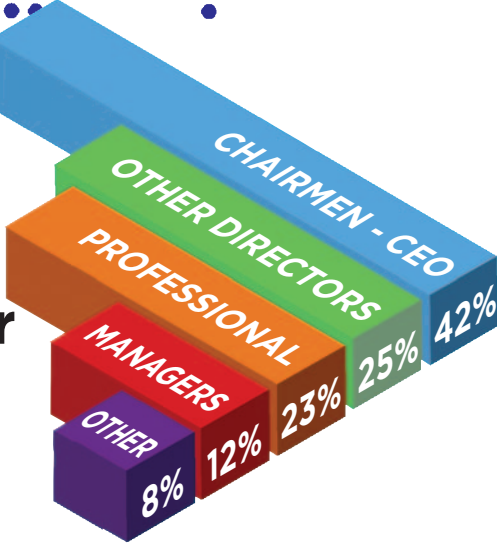
Thanks to an up-to-date analysis of subscribers, we have an accurate picture of our readers. The responsibility for purchasing decisions lies in the hands of different people in each organisation. East Midlands Business Link reaches many levels of decision makers, and the newsletter and digital version of the magazine is often emailed through to other departments as 'required reading'.

OVER 200,000
MONTHLY
WEBSITE
VISITORS

Industry



Job
Sector



Totals exceed 100% as many subscribers' activities fall into more than one category

Background

www.eastmidlandsbusinesslink.co.uk has carved an excellent reputation for providing businesses in the region with intelligent research. It has become a must-read resource for all those in industry and commerce; from boardroom executive to senior manager and professional advisors

The online service furthers our commitment to providing up to the minute news as it breaks.

MARKETING OPPORTUNITIES

There are a number of ways we can help you promote your company, draw increased web traffic to your site, strengthen brand recognition and, ultimately, improve sales.

Business Link Magazine also organises a number of major high-profile awards and events and offers exciting sponsorship packages to leading companies in the region. For further details please keep an eye on our events pages or contact our events team direct.



Homepage



Headers
728x90 pixels

Inpage Banner
728x90 pixels

Sidebar banner
300x250 pixels

Sidebar rectangle
300x120 pixels

Sidebar buttons
160x160 pixels
160x300 pixels
160x600 pixels

Inpage Banner
300x250 pixels

Website Statistics

- Over 200,000 monthly visitors
- Average monthly pageviews of over 1.6 million
- Superfast load time of 2.22 seconds
- Average of 1.31 minutes spent on each visit
- In excess of 3.8 million newsletters per annum sent to key decision makers
- 50.91% of readers viewed the website on a desktop

| | Size | 3 months | 6 months | annually |
|------------------------------|----------|----------|----------|----------|
| Site wide Advertising | | | | |
| Header | 728x90px | £900 | £1500 | £2250 |
| Footer | 728x90px | £450 | £750 | £1350 |

Homepage Advertising

| | | | | |
|--------------------|-----------|------|-------|-------|
| Inpage Banner | 728x90px | £600 | £1000 | £1500 |
| Inpage Side Banner | 300x250px | £600 | £1000 | £1500 |
| Sidebar Banner | 300x250px | £600 | £1000 | £1500 |
| Sidebar Rectangle | 300x120px | £450 | £750 | £1350 |
| Sidebar button | 160x600px | £750 | £1200 | £1800 |
| Sidebar button | 160x300px | £450 | £750 | £1350 |
| Sidebar button | 160x160px | £300 | £600 | £1000 |

Category Advertising

| | | | | |
|-------------------|-----------|------|-------|-------|
| Sidebar Banner | 300x250px | £600 | £1000 | £1500 |
| Sidebar Rectangle | 300x120px | £450 | £750 | £1350 |
| Sidebar button | 160x600px | £750 | £1200 | £1800 |
| Sidebar button | 160x300px | £450 | £750 | £1350 |
| Sidebar button | 160x160px | £300 | £600 | £1000 |

Sponsorship of news

Exclusive sponsor to include Inpage Banner/Side (selected categories), top Sidebar banner on Categories page and newsletter advert in the relevant news section
£800 per month

Each sponsor gets a 728 x 90px or 300 x 250px on Homepage (selected categories) 300 x 250px Sidebar banner on Section page and 160 x 160px advert on the newsletter.

Simple animations can be done in house and are free of charge. Artwork supplied needs to be flat jpg or gif (animated or not), no more than 50k. SWF files can be used, please embed link.

All prices are subject to VAT.

Newsletter Advertising

Daily news coverage from across the East Midlands.

Read by the Managing Directors, Finance Directors and senior management of the regions SMEs, OMBs and family owned business.

Top banner
£1,000 per month

Mid-box banner
£800 per month

Side buttons
£500 per month

Tower
£600 per month

Skyscraper
£800 per month

Base banner
£600 per month



Solus Newsletters

East Midlands Business Link is well-regarded as the voice of the region's business community. As well as the numerous advertising opportunities we provide in our own newsletters and digital magazine, we also offer the chance to access our impressive subscriber base with your own communications.

We can send your latest newsletter or promotion to our subscribers - almost all of whom play an important role in the region's business scene - in a unique, individual email. This offers a valuable opportunity to get the latest news from your company - whether this is a special offer, a major contract win or the launch of a new service - across to an informed and interested audience.

Cost £550

STREETS
CHARTERED ACCOUNTANTS

The Budget 2014

Is this about not disappearing completely? View it in your browser

Budget

There was more to the Budget than leaked or first thought...
by James Pinchbeck, Marketing Partner, Streets Chartered Accountants

You might be forgiven for not knowing it was the Budget yesterday. Certainly the lack of media hype and build up was in line with the thoughts of others, not least tax advisers and the accountancy profession, that the Budget 2014 was going to be a quiet one. Given the continued material from government that there are still difficult decisions to take, and despite continued signs of improvements in our national economy, austerity measures are still two words very much in the fray. Perhaps more cynically too, in prosperity, the announcement of the significant increase in export finance of £30m from government must be good news. Those looking to develop overseas business will also benefit from a lower rate of air duty on long haul flights. Equally supportive was the announcements around the increase in R&D tax reliefs and SEIS. No doubt and not least, many small businesses will welcome the one off £2,000 cash allowance available through employers' National Insurance Contributions. Retailers too will benefit from a £1.00 reduction in business rates.

Was it all rosy?
No, and not least for tax professionals and accountants advising their clients. Whilst tax evasion has always been unacceptable, the Treasury over recent years, has sought to close tax schemes which seek to reduce a personal and corporate tax liability. Avoidance however is not frowned upon as much as evasion. The underlying trend is that you will have to pay the tax which is due and seek to reduce any such liability by consultation with the Revenue afterwards. This and the proposed announcement to increase Revenue power and resources means that the ability not to pay what is due is to become a rare occurrence. The fear from the tax profession is that clients will believe that there is nothing they can do, however experience shows that increasingly simple, effective, and acceptable tax planning is being overlooked. Perhaps then whilst the Budget was talked not to have a 'wow' factor, it does with its individual elements impact on all of us. For businesses and individuals alike the danger will be to fail to really assess its impact and how best we can take the advantages and disadvantages it presents. Certainly as we approach the end of the last and the start of the next financial year it must be a good time to take stock and seek professional advice.

For more Budget comment and Budget Summary, visit www.streetsweb.co.uk

Copyright © 2014 Business Link Magazine Group. All rights reserved. This newsletter is the property of Business Link Magazine and is not to be reproduced in any form without the prior written permission of Business Link Magazine.

Our mailing address is:
Business Link Magazine Group
Advertising House
One Market Street
Leicester LE1 1DF
United Kingdom

www.businesslink.co.uk

unsubscribe from this list | update subscription preferences

<http://www.businesslink.co.uk> <http://www.fsb.org.uk> <http://www.lincoln.ac.uk>

GROW YOUR BUSINESS & NETWORK!

Event: Internships & how they can benefit your business
8th October 2014, 08:30 - 11:00
Enterprise Lincoln Building, Regent Walk, Lincoln

Presented by Lesley O'Donnell, Employment Information Manager at the University of Lincoln
with case studies from Zoe Essey and Will King at Epix Media and Apostolos Papadopoulos at Crop Intellect Ltd

[Click here to register](#)

Research shows that many businesses understand the value of Graduate Internship Schemes, which offer them an opportunity to create low risk job opportunities. It allows businesses not only to attract talented graduates, but also to benefit from the energy, optimism and the best and brightest graduates.

ing commitment to its students, graduates and the local ng and successful Graduate Internship Scheme. The re then has generated more than 400 opportunities for nging and fluctuating labour market. The scheme adds ice of university graduates, while also promoting and raduate talent retention.

hemes as a means to achieving competitive advantage, it element of their business strategies.

nd retain top graduate talent that can help you to head and grow.

rowing your business' event, and find out how you help you recruit fresh talent.

e for you to network with likeminded business owners, ll completely free!

is organised by University of Lincoln and B&G HR ith Federation of Small Businesses (FSB).

PAPER | PACKAGING | SOLUTIONS

It takes time to improve your business.

About two or three minutes should do it.

Watch our stories about innovation, forward thinking and collaboration to see how our packaging solutions can change the shape of your business.

Improving your business is usually a long and demanding process. However, Smurfit Kappa the world's leading producer of paper-based packaging has condensed the process to a maximum of three minutes.

By turning our innovative insights into a bite-sized series of short-form videos, Smurfit Kappa has captured the essence of how companies around the world have revolutionised their performance and improved their interaction with customers.

Watch our online stories now at openthefuture.info

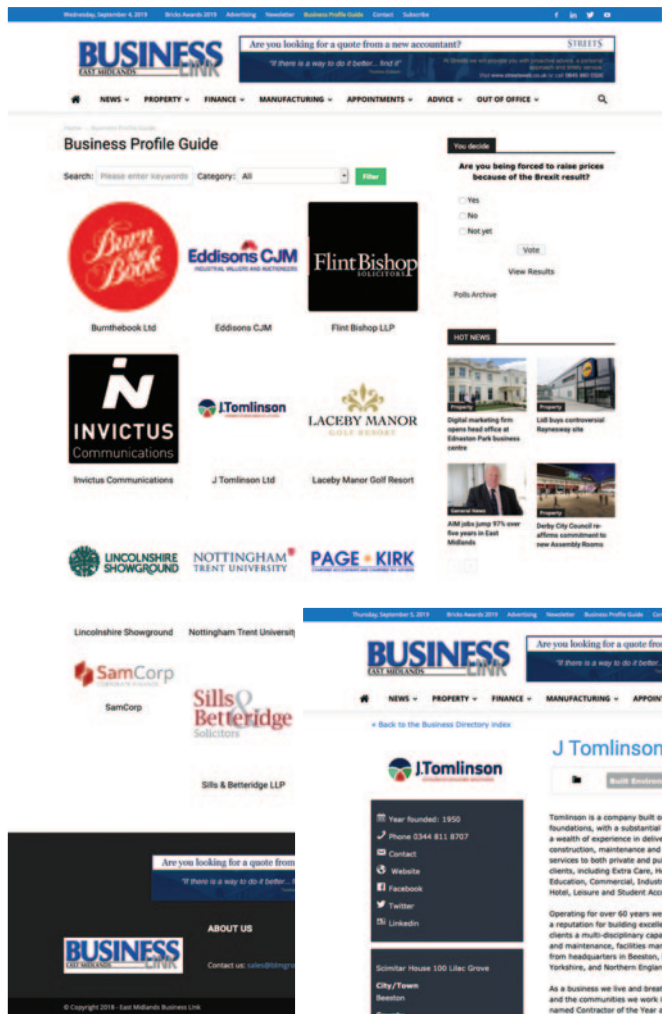


Email: Marketing.Mailbox@smurfitkappa.co.uk

Open the future

Smurfit Kappa

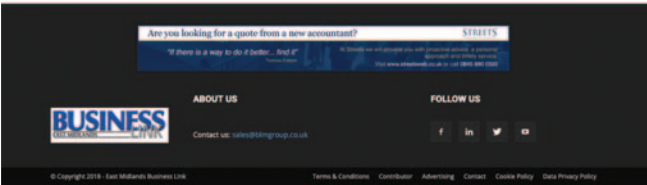
Business Profile Guide



It can be difficult to cut through the noise on the internet, but our Business Profile Guide is the definitive guide to the leading companies in the region.

As you can imagine we receive thousands of Press Releases each week, we are always grateful for content but also will favour the ones we receive from paying clients. A 'Business Profile' will guarantee inclusion.

For only £60 + VAT per month, you receive a Profile Page with logo, photos, details of your company as well as contact details, including web, email and social media. We will publish up to 5 press releases each month on our website, as well as featuring them on our social media, with links to your Profile page.



Advertisement Prices

| | Single | 3 series | 6 series | 9 series | 12 series |
|--------------------|-----------|-----------|-----------|-----------|-----------|
| Double Page Spread | £3,125.00 | £2,812.50 | £2,500.00 | £2,187.50 | £1,875.00 |
| Full Page | £1,840.00 | £1,656.00 | £1,472.00 | £1,288.00 | £1,104.00 |
| 1/2 Page | £1,095.00 | £985.50 | £876.00 | £766.50 | £657.00 |
| 1/4 Page | £655.00 | £589.50 | £524.00 | £458.50 | £393.00 |

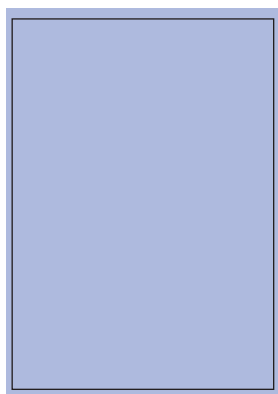
Advertorials:

| | |
|-----------------|-----------|
| Advice Column | £200.00 |
| Q & A | £550.00 |
| Meet the Expert | £250.00 |
| Full Page PSE | £1,000.00 |
| Profile Page | £1,250.00 |

Cover positions:

| | |
|--------------------------------|-----------|
| Back Cover | £1,965.00 |
| Inside Front Cover - Full Page | £1,895.00 |
| Inside Back Cover - Full Page | £1,895.00 |
| Inside Front Cover - Half Page | £1,095.00 |
| Inside Back Cover - Half Page | £1,095.00 |

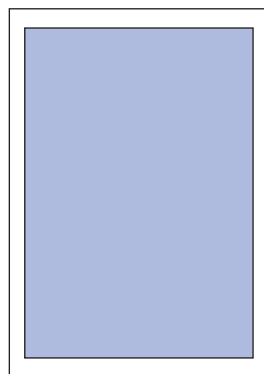
Advertisement Sizes



Full Page
BLEED

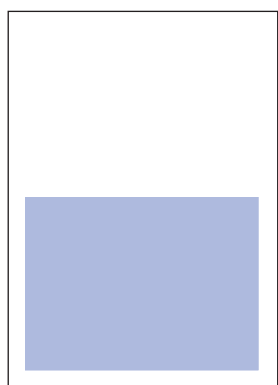
216mm width
x
303mm height

*3mm each side
will not be shown*



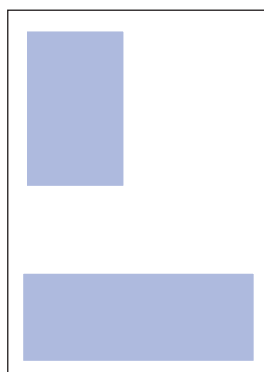
Full Page
TYPE AREA

190mm width
x
277mm height



Half Page
Landscape

190mm width
x
135mm height



Quarter Page
Portrait
93mm width
x
135mm height

Landscape:
190mm width
x
65mm height

Artwork

Advertisements can be sent through email (12mb max) or WeTransfer.com PDF format.

Artwork should be sent 100% size @ 300dpi.

PDF documents must have all fonts, pictures & logos embedded.

Video

Videos can also be played within advertisements, simply provide the advertisement using the above details and provide us with the 11 digit YouTube reference for the video.

POA



Special Reports

Monthly news roundup from across the region, interviews and comment from the East Midlands' Business leaders, entrepreneurs, business owners and professional advisers. Regular features and interviews, discussing the region's business issues and sectors

| January | February | March |
|--|---|---|
| <ul style="list-style-type: none">• Productivity & Efficiency In Manufacturing Spotlight• IT & Telecommunications• Logistics & Transport• Renewables• Employment Law• New Year New Suppliers | <ul style="list-style-type: none">• Engineering Spotlight• Business Travel & Leisure• Printing & Packaging• Meet the Experts• Training & Apprenticeships | <ul style="list-style-type: none">• Petrochemical Spotlight• Freight, Storage & Movement• Materials & Components• Finance• Legal Services |
| July | August | September |
| <ul style="list-style-type: none">• Health & Safety Spotlight• Design & Marketing• Engineering• IT & Telecommunications• Petrochemical Industry• Legal Services | <ul style="list-style-type: none">• Print & Packaging Spotlight• Business Services• Supply Chain Management• Anaerobic Digestion & Biomass• Accountants Review | <ul style="list-style-type: none">• Food & Drink Industry Spotlight• Finance• Office Solutions• Recycling & Waste Management• Education & Training• Family Business |



April

- **Factory Automation Spotlight**
- Office Solutions
- Healthcare
- Refrigeration
- Family Business

May

- **Pharmaceuticals Spotlight**
- Corporate Finance
- Relocation & Inward Investment
- Energy & Environmental Management
- Health & Safety
- Security

June

- **Agri-Business Spotlight**
- Christmas In June
- Construction Machinery & Equipment
- Insurance
- Logistics
- Meet the Experts

October

- **IT & Telecommunications Spotlight**
- Legal Services
- Warehousing & Distribution
- Supporting Business Growth
- Facilities Management

November

- **Manufacturing Spotlight**
- Materials Handling
- Water Efficiency & Treatment
- Education & Training
- Business Development
- Men's Health Awareness Month Charity Special

December

- **End Of Year Success Stories**
- Invoice & Finance Solutions
- Health & Safety in Construction
- Engineering
- Logistics



east.midlands@blmgroup.co.uk

www.eastmidlandsbusinesslink.co.uk



BLMEastMidlands



BLMEastMidlands



BLMEastMidlands



east-midlands-business-link