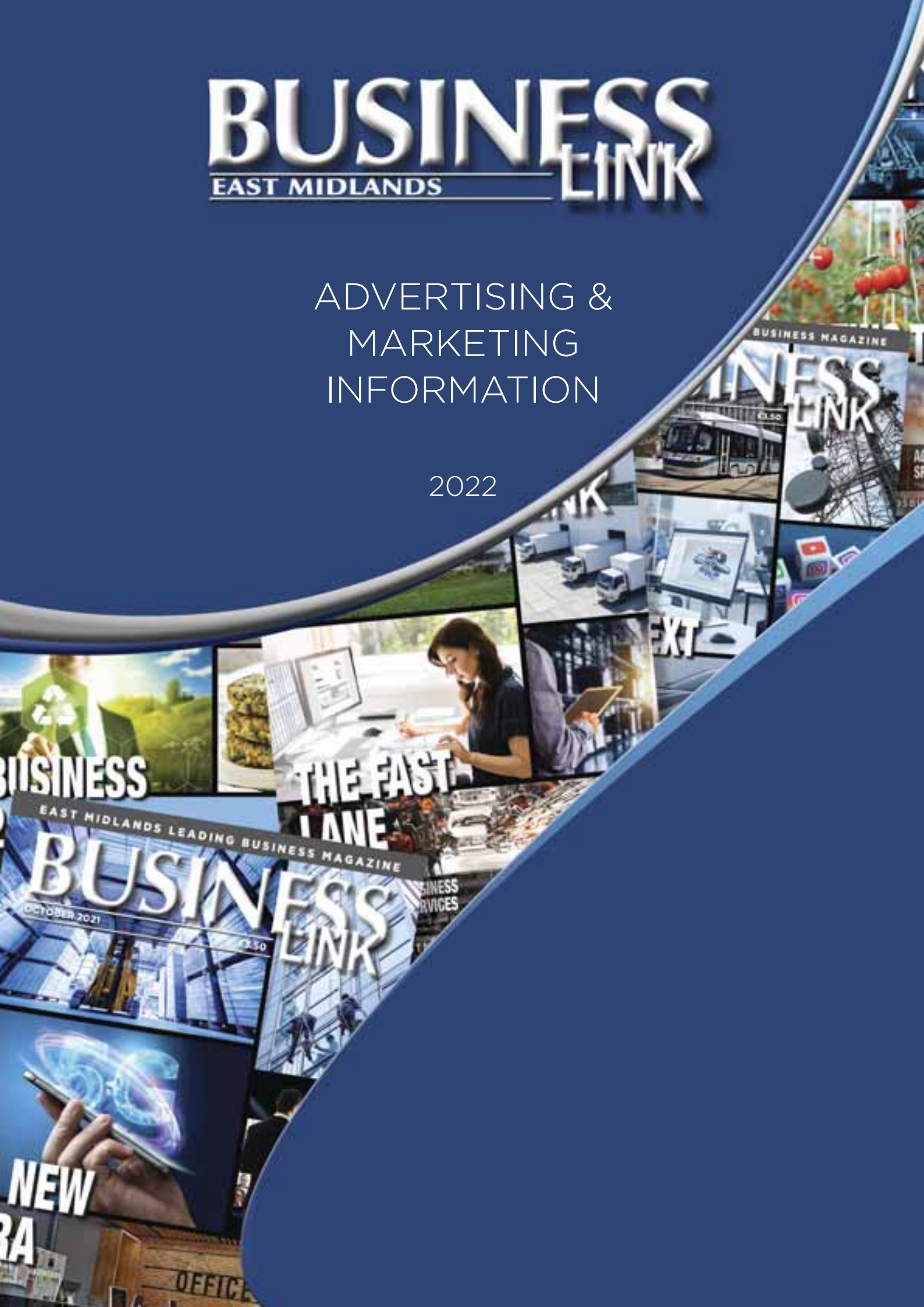


BUSINESS LINK

EAST MIDLANDS

ADVERTISING &
MARKETING
INFORMATION

2022



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.

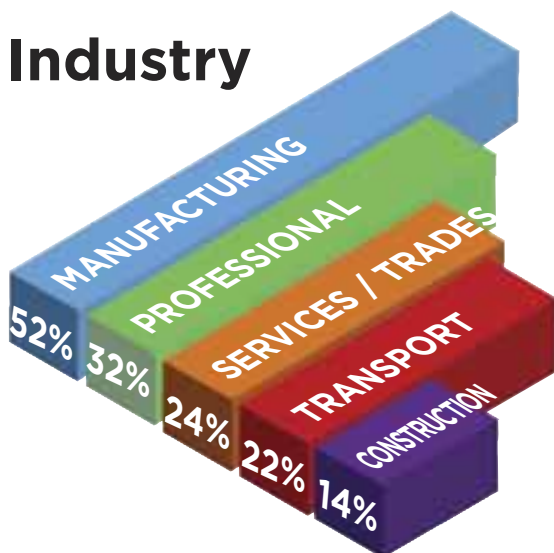
Profile

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'.

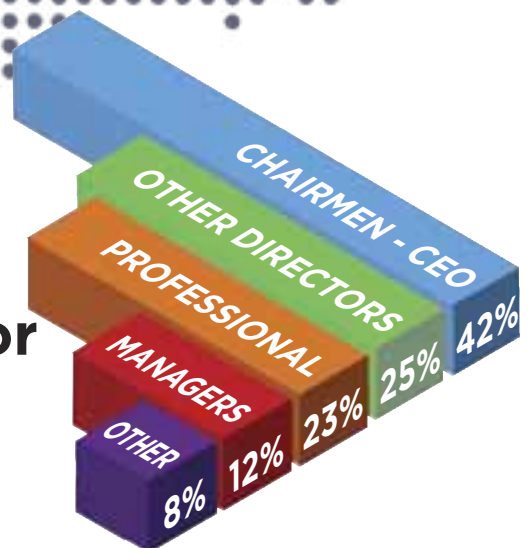
**OVER 200,000
MONTHLY
WEBSITE
VISITORS**



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



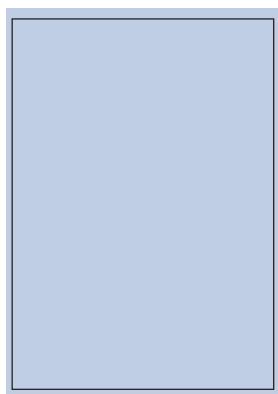
Advertisement Prices

	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

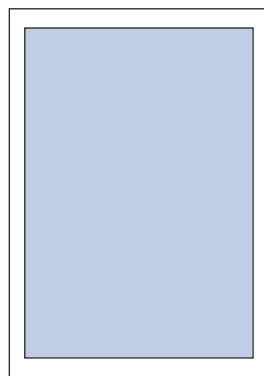
Advertisement Sizes



Full Page
BLEED

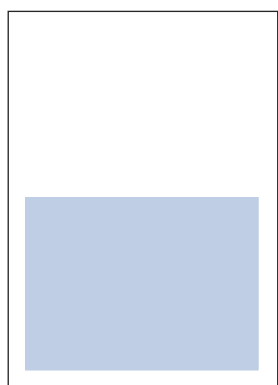
216mm width
x
303mm height

*3mm each side
will not be shown*



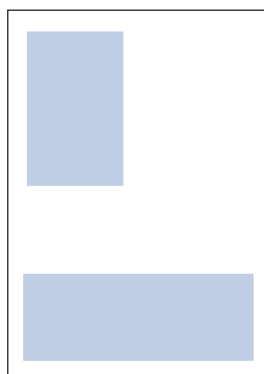
Full Page
TYPE AREA

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

- **Productivity & Efficiency In Manufacturing Spotlight**
- IT & Telecommunications
- Logistics & Transport
- Renewables
- Employment Law
- New Year New Suppliers

February

- **Engineering Spotlight**
- Business Travel & Leisure
- Printing & Packaging
- Meet the Experts
- Training & Apprenticeships

March

- **Petrochemical Spotlight**
- Freight, Storage & Movement
- Materials & Components
- Finance
- Legal Services

July

- **Health & Safety Spotlight**
- Design & Marketing
- Engineering
- IT & Telecommunications
- Petrochemical Industry
- Legal Services

August

- **Print & Packaging Spotlight**
- Business Services
- Supply Chain Management
- Anaerobic Digestion & Biomass
- Accountants Review

September

- **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



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