

BUSINESS LINK

EAST MIDLANDS

ADVERTISING &
MARKETING
INFORMATION

2019



Published in the first week of the month, 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.

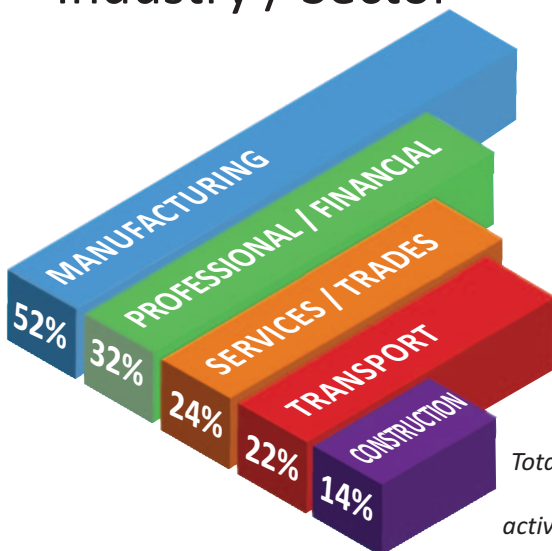
In-depth features and reports explore business issues, success stories and the development of the region's landscape and built environment. It also raises important topical questions that today's growing businesses want answering.

Profile

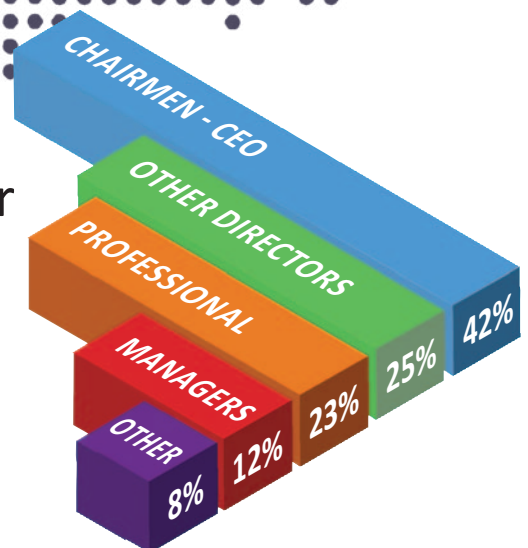
Thanks to an up-to-date analysis of subscribers, we have an accurate picture of our readers. The responsibility for purchasing decisions lies in the hands of different people in each organisation. East Midlands Business Link reaches many levels of decision makers, and the newsletter and digital version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

**OVER 200,000
MONTHLY WEBSITE
VISITORS**

Industry / Sector



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 online 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.



Advertising Rates



Headers
728x90 pixels

Sidebar rectangle
300x120 pixels

Sidebar banner
300x250 pixels

Sidebar buttons
160x160 pixels
160x300 pixels
160x600 pixels

Inpage Banner
728x90 pixels

Inpage Banner
300x250 pixels

Footer
728x90 pixels

		3months	6months	annually
Site wide Advertising				
Header	728x90	£900	£1500	£2250
Footer	728x90	£450	£750	£1350

Homepage Advertising

Inpage Banner	300x250/728x90	£600	£1000	£1500
Inpage Side Banner	300x250	£600	£1000	£1500
Sidebar Banner	300x250	£600	£1000	£1500
Sidebar Rectangle	300x120	£450	£750	£1350
Sidebar button	160x600	£750	£1200	£1800
Sidebar button	160x300	£450	£750	£1350
Sidebar button	160x160	£300	£600	£1000

Category Advertising

Sidebar Banner	300x250	£600	£1000	£1500
Sidebar Rectangle	300x120	£450	£750	£1350
Sidebar button	160x600	£750	£1200	£1800
Sidebar button	160x300	£450	£750	£1350
Sidebar button	160x160	£300	£600	£1000

Sponsorship of news categories

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 250 px Sidebar banner on Section page and 350 x 50 px 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 35k. SWF files can be used, please embed link.

All prices are subject to VAT.

Website Statistics

- Over 80,000 unique visitors per month
- Average monthly pageviews of over 1.5 million
- Average of 15,000 readers per news item

- Average of 57.2 pages per visitor, 2 minutes spent on each visit
- In excess of 4 million newsletters per annum sent to key decision makers
- 50.4% of newsletters are opened on an iPhone

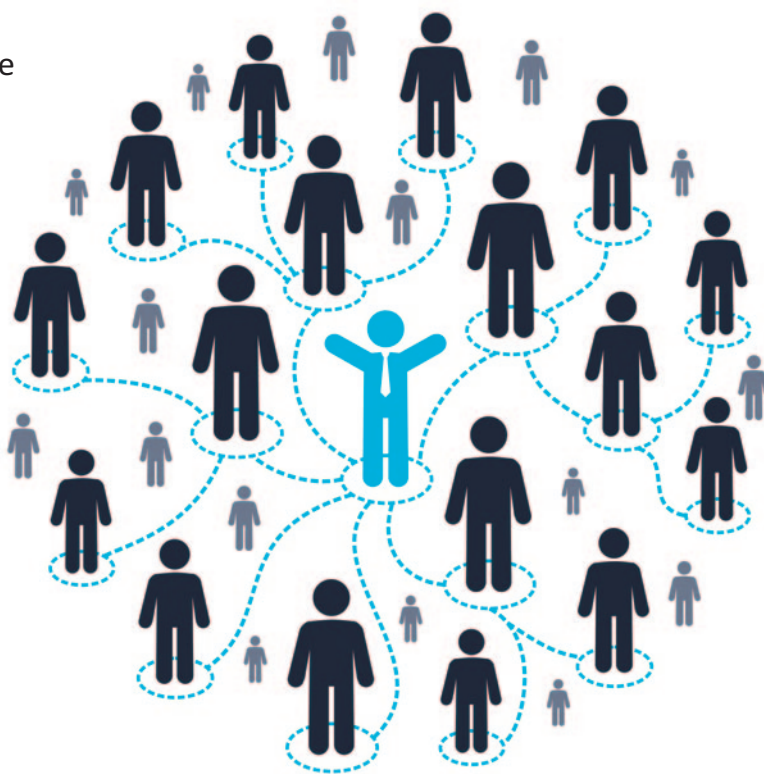
Networking Events

An opportunity for your team to network with up to 70 targeted guests, discussing the regions big issues HS2, regional corporate finance activity, talent pool, property, devolution, growth etc.

Working with carefully chosen co-sponsors and inviting the regions business owners and managers, these events enable you to profile key individuals and your company as thought leaders.

Sponsorship is sector exclusive

Coverage in the online edition of EMBL, the newsletter and website to include, logo branding, a full page advert in the online mag plus a side button on the newsletter for one month



Cost £1,200



Roundtable Events



Taking ownership of a business issue affecting your clients.

Debating the topic with a specifically targeted guest list, providing you with the opportunity to be seen as thought leaders.

Coverage in the online edition of EMBL, the newsletter and website to include, logo branding, a full page advert in the online mag plus a side button on the newsletter for one month

POA

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.

Delivered Monday to Friday to over 11,000 inboxes

Top banner
£1,000 per month

Mid-box banner
£800 per month

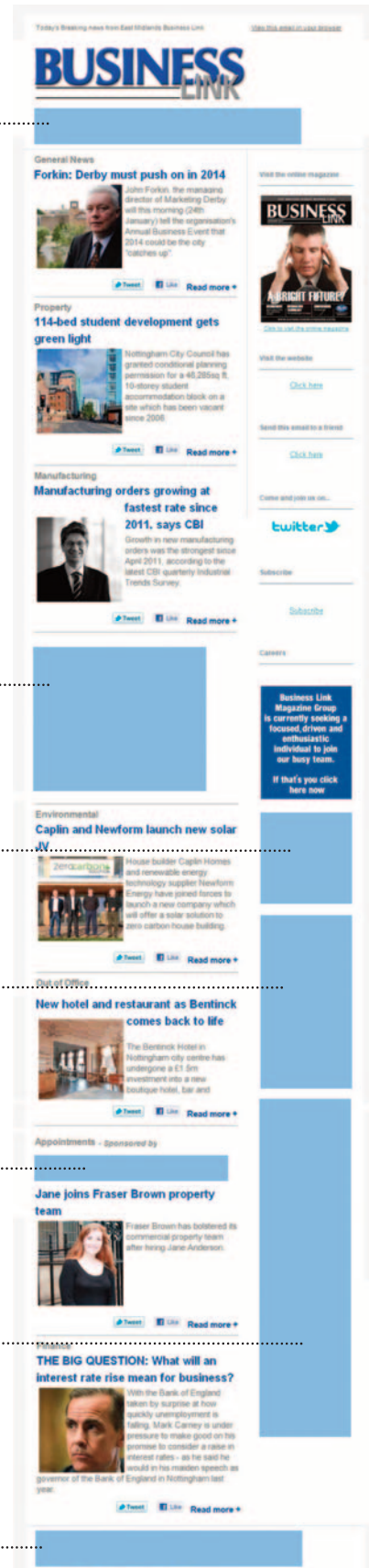
Side buttons
£500 per month

Tower
£600 per month

Sponsored by advert: *Part of the sponsorship of news categories*

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

Business Profile

It's more difficult than ever to make a splash on the internet, but our Business Profile 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 £50 + 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.



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 regions 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

April

Factory Automation Spotlight

- Carbon Footprint
- Healthcare
- Ports
- Refrigeration

May

Pharmaceuticals Spotlight

- Training & Apprenticeships
- Relocation & Inward Investment
- Energy & Environmental Management
- Security

June

Agri-Business Spotlight

- Christmas In June
- Construction Machinery & Equipment
- Insurance
- Ports & Logistics

July

Health & Safety Spotlight

- Design & Marketing
- Engineering
- IT & Telecommunications
- Meet the Experts

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

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

December

End Of Year Success Stories

- Invoice & Finance Solutions
- Health & Safety in Construction
- Engineering
- Ports & Logistics



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

Advertisement Sizes



Full Page
BLEED

212mm width
x
299mm height

*1mm each side
will not be
shown*



Full Page
TYPE

190mm width
x
277mm height



Half Page
Landscape

190mm width
x
135mm height



Half Page
Portrait

93mm width
x
277mm height

Artwork

Advertisements can be sent through email (8mb max) or uploaded onto our FTP site (please ask your sales representative for details). PDF format.

Artwork should be sent 100% size @ 150dpi.

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.



east.midlands@blmgroup.co.uk

www.eastmidlandsbusinesslink.co.uk



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