

# BUSINESS connect MAGAZINE

CONNECTING BUSINESSES ACROSS THE UK AND BEYOND!



# media information



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Welcome to

# BUSINESS connect MAGAZINE

Business Connect Magazine is a fast growing independent business to business bi-monthly magazine that is crammed full of news, articles, interviews and regular columnists.

The magazine has a national reach covering the UK and beyond, offering a detailed look at business life throughout multiple regions and sectors and is enjoyed by upwards of 45,000 business readers.

## Business Connect Publishing

Back in 2014, when Greater Manchester's rapidly unifying business community started to symbolise what became known as the Northern Powerhouse, two like-minded business owners decided that fantastic opportunities were available simply by connecting those businesses on a common forum under a new, independent publisher called Business Connect Publishing Ltd.

Trafford Business Connect Magazine was launched covering one borough, but soon changed up a gear becoming GM Business Connect magazine covering all 10 boroughs of Greater Manchester. When the pandemic hit, the appetite for connecting businesses and organisations across a common platform increased to a national level, with online networking bringing together people in business from many sectors and regions.

The flagship publication from Business Connect Publishing Limited reacted to this national direction and became Business Connect Magazine, covering the UK and beyond. Not simply a B2B magazine, the newly branded platform has become a strong networking tool bringing businesses together across multiple regions and sectors.



Paul Mirage has been in the media industry for over 25 years and has worked on daily, weekly and monthly publications as well as magazines during his career. He's published a successful tabloid newspaper in Hale, Altrincham and Sale, and is a member and trustee of several public organisations and charities. With years of experience in dealing with businesses, Paul sees the need for the community to network now more than ever.

Jon Cheetham has been involved in design and marketing for over 25 years, working for many of the largest advertising and marketing agencies in Greater Manchester. Currently working as a specialist marketing consultant, he brings a wealth of creative and design input into many areas of marketing, specialising in branding, advertising and a comprehensive range of printed marketing communications.



## Regular business news and reviews

As well as news articles that have impact over general business life across the UK, there are regular in-depth focus articles of a selection of successful businesses across a diverse range of sectors and regions in each edition. In addition, there are regular themed sector coverage including exporting and construction.

There are also professional analysis offered by columnists from many different areas of business, all geared to offer valuable leadership insight into issues affecting many businesses. In addition, a regular diary page is published featuring all important business and networking events.

## In PRINT and ONLINE

If you're looking to advertise your products or services within a fast growing business community, you must take advantage of the latest B2B platform that is geared to bringing a broad range of business sectors together across a common platform.

Published bi-monthly, both as a print edition and online, the magazine is full of news, features and in-depth business articles. The printed issue is supplement sized (330mm x 244mm) and has an impact that simply cannot be missed.

For many businesses their products and services appeal to a broad range of business sectors. As a B2B forum Business Connect Magazine is committed to bringing those different sectors together across a common platform for economic growth for all.



## Connecting over 45,000 business readers

Every two months the magazine is published simultaneously in print and online.

The 5,000 printed magazines are sent to a database of senior decision makers by Royal Mail, and arrives by post to each subscriber in a clear poly bag. What's more important is that each magazine goes to a separate business, dramatically increasing the readership figures and saturation.

In addition, the printed copies are distributed to over 250 business hubs, networking groups, businesses, conference and event facilities.

All this is supported by comprehensive social media and ongoing email marketing campaigns to signpost over 15,000 subscribers directly to our online published edition, raising our profile even further.

However, through affiliations with partner organisations like the Greater Manchester Chamber of Commerce, the Liverpool Chamber, pro.manchester, Shout Expos, Liverpool Business Fairs, The Growth Hub and BITA (British and Irish Trading Alliance), plus a growing range of business expos and events, the ongoing electronic distribution reaches over a further 25,000 email subscribers.

# Networking and key events

Business Connect Magazine is committed to supporting B2B Networking across the UK.

We are media partners and supporters of Shout Business Expos (North West, Lancashire, Merseyside and Cumbria), the British and Irish Trading Alliance, Business Fairs (Liverpool, Greater Manchester, Wirral & Chester, Halton & Warrington), plus DTX Manchester and London events, as well as sponsors of many regular networking events.

## Distribution to over 250 business centres

Business Connect Magazine has been rapidly expanding its distribution areas, looking outward from the North and across and beyond the UK:

Greater Manchester	London	Isle of Man
Blackburn	Wilmslow	Northwich
Preston	Leeds	Chester
Wigan	Merseyside	Sheffield
Midlands	City Region	Yorkshire
Lancashire	Hull	Stoke
	Cheshire	Birmingham



## Advertising/Editorial rates






Costs below cover both adverts and paid-for editorial features.

<b>Double Page Spread</b>	£1,840	<b>Full Page</b>	£1,050
<b>Back Cover</b>	£1,550	<b>Half Page</b>	£640
<b>Inside Back Cover</b>	£1,270	<b>Quarter Page</b>	£365
<b>Inside Front Cover</b>	£1,270	<b>Eighth Page</b>	£210
<b>Front cover</b>	Price on application		

Costs are exclusive of VAT. All full page and double page adverts must be full bleed.

All other formats must be sized as indicated below.

## Advert dimensions

<p><b>Double Page Spread</b></p> <p>Text Area: 290mm high x 460mm wide (please avoid running text over centre)</p> <p>Trim Area: 330mm high x 488mm wide</p> <p>Bleed: 5mm all around</p>	<p><b>Full Page</b></p> <p>Text Area: 290mm high x 216mm wide</p> <p>Trim Area: 330mm high x 244mm wide</p> <p>Bleed: 3mm all around</p>	<p><b>Half Page Landscape</b></p> <p>143mm high x 216mm wide</p> 	
<p><b>Half Page Portrait</b></p> <p>290mm high x 106mm wide</p> 	<p><b>Quarter Page Landscape</b></p> <p>69.5mm high x 216mm wide</p> 	<p><b>Quarter Page Portrait</b></p> <p>143mm high x 106mm wide</p> 	<p><b>Eighth Page Landscape/Portrait</b></p> <p>69.5mm x 106mm</p> 

## Artwork support

If you cannot supply print-ready artwork, in a hi-res CMYK pdf format, with all images 300dpi plus all text outlined, then we can provide a design and artwork service.

We are also **Media Partners** and **Supporters** of:



For more information or to discuss an advertising or editorial opportunity please contact



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[BusinessConnectMagazine.co.uk](http://BusinessConnectMagazine.co.uk)

@BusinessConnectMagazine

Unique, Independent, Wide-ranging

**B2B**

magazine featuring insight into the UK's business community and beyond

Published in **PRINT**  
and **ONLINE**

**5,000**

printed copies distributed to over

**250**

business hubs, networking groups, conference and event facilities and businesses

Sent by **Royal Mail**

to high profile business owners and decision makers

Estimated readership of over

**45,000**

business people across multiple sectors and regions

**330mm x 244mm**

High impact supplement sized printed magazine

**Ongoing Email Marketing**

to over

**15,000**

subscribers plus

**Social Media Support Campaigns**

Profile raising by connecting with thousands of businesses across multiple regions and multiple sectors