

the  
business  
magazine

# Media Pack

South East edition

The region's  
most influential  
B2B magazine



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





# Welcome to The Business Magazine

Published by Black Ox, The Business Magazine, in-print and online with a mission to Inform, Connect and Promote businesses in the South and South East. It is the region's most authoritative and trusted source of business news

The Business Magazine offers a comprehensive regional perspective and reveals the entrepreneurial humanity, driving business across the region, - and the CEOs, entrepreneurs and business personalities behind them. We reveal the latest new innovations, alongside showcasing growing SME businesses, plus report on emerging sectors and industry trends.

## Connect with senior business leaders and influencers

The Business Magazine provides engaging business content. The editorial team know our readers well and deliver unique content across all devices to match the needs and interests of business leaders across the region.

We publish news covering the regional business landscape, from company success stories, deals done, new appointments and promotions, award wins and in-depth reports that put key industry sectors across our region under the spotlight.

Our printed magazine is supported by a dynamic daily news website, weekly e-newsletters and targeted social media activity and comprehensive events programme.



businessmag.co.uk



Print and Digital

# Regional Coverage

## Business opportunities don't stop at county boundaries.

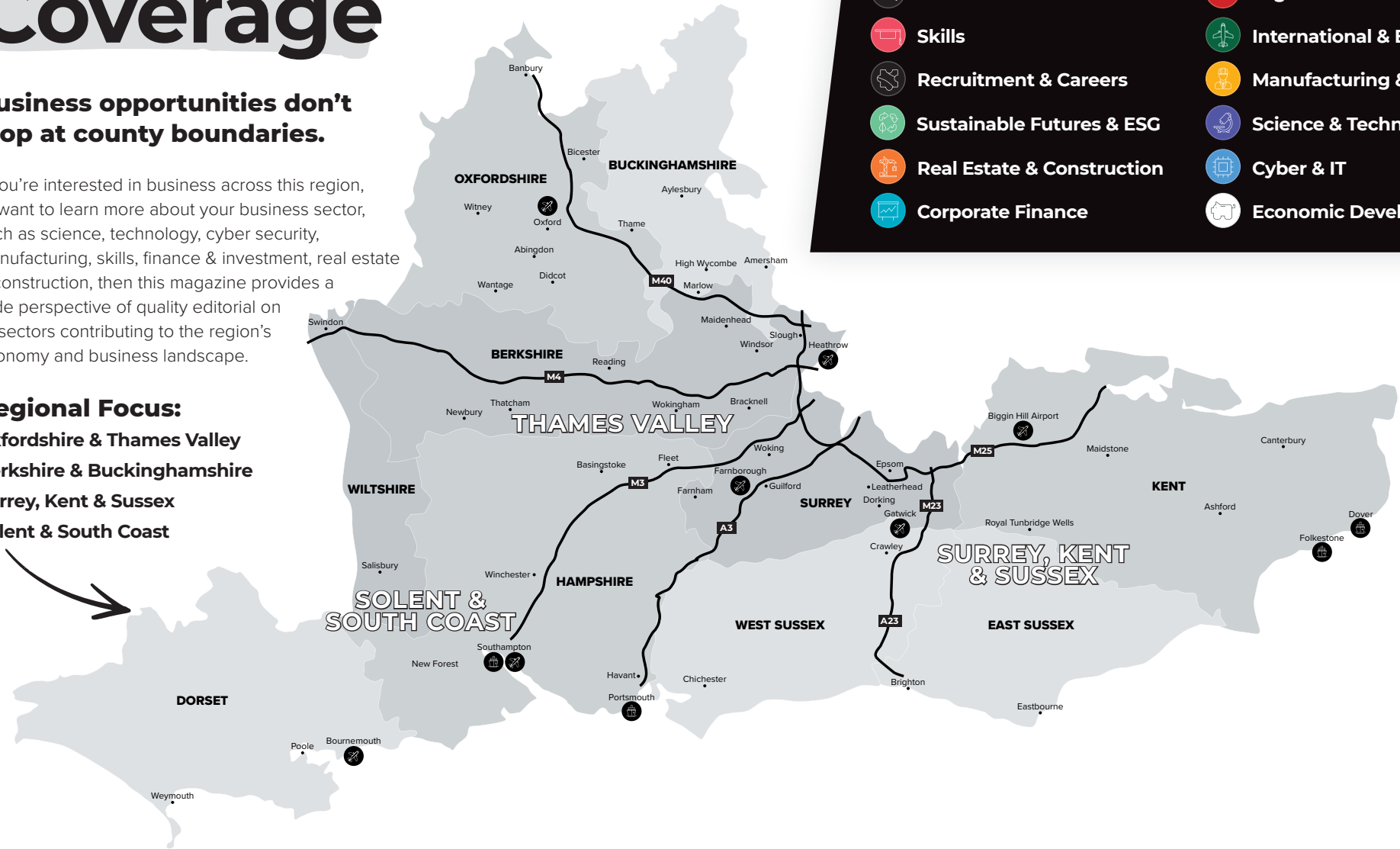
If you're interested in business across this region, or want to learn more about your business sector, such as science, technology, cyber security, manufacturing, skills, finance & investment, real estate & construction, then this magazine provides a wide perspective of quality editorial on all sectors contributing to the region's economy and business landscape.

### Regional Focus:

- Oxfordshire & Thames Valley
- Berkshire & Buckinghamshire
- Surrey, Kent & Sussex
- Solent & South Coast

### Sector and Industry Focus:

-  Ambitious Leader Interviews
-  Skills
-  Recruitment & Careers
-  Sustainable Futures & ESG
-  Real Estate & Construction
-  Corporate Finance
-  Legal & Professional
-  International & Export
-  Manufacturing & Engineering
-  Science & Technology
-  Cyber & IT
-  Economic Development



# Brand Reach



## Our readers:

The Business Magazine is the region's must-read B2B publication for company owners, directors, senior business professionals, entrepreneurs and the next generation of ambitious business people. Our up-to-date, unrivalled business and industry database is made up of individual director-level key decision makers, senior business leaders and business innovators.



**7,000**  
printed copies  
Printed bi-monthly



**85%**  
of readers  
are from companies with turnover  
between £5m and £3bn



**6,000+**  
connections  
LinkedIn connections



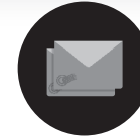
**70%**  
content  
editorial ratio



**30,000**  
article views  
monthly page views



**6,500**  
followers  
Social media followers



**24,000+**  
newsletter  
readers each month



**>70%**  
of our audience  
are C-Suite, Director, Partner  
or Head of Department



**17%**  
interactions  
e-newsletter click-through rate



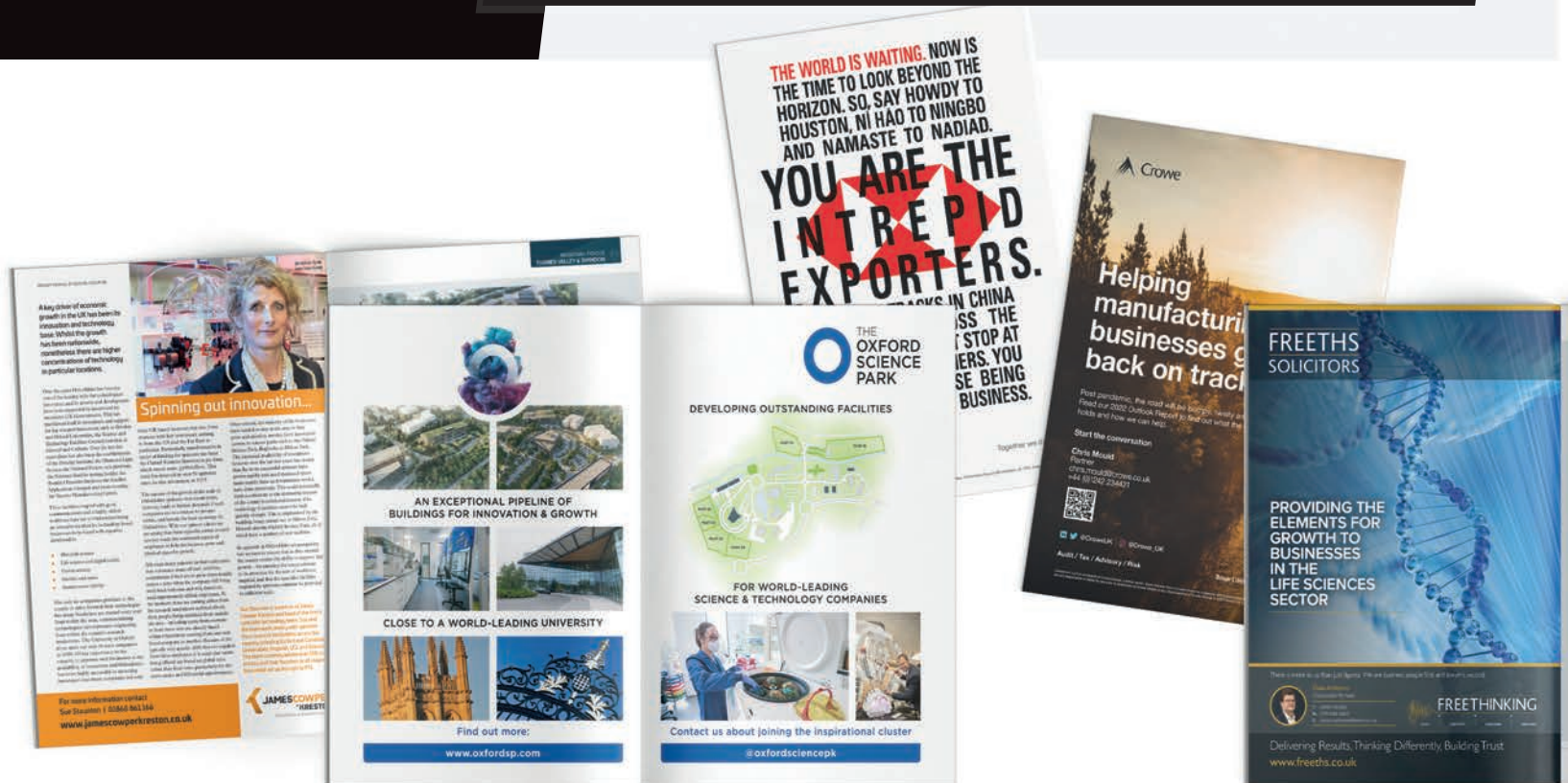


# Why Advertise

With a targeted B2B readership, The Business Magazine is the perfect platform to make sure your business is regularly in front of senior executive level audience decision-makers.

## A platform for business growth...

The Business Magazine offers advertisers and sponsors the best regionally-focussed opportunity to appear in front of company directors, business owners, entrepreneurs, and senior corporate executives. We enable companies and organisations to advertise in our magazine, and on our website, with brand adverts, advertorials, and thought leadership articles, supported by email and social to help your business reach an even wider audience.



# Advertising & Sponsorship



## Print

You can't beat the readership gained from a quality print magazine. With 7,000 copies printed bi-monthly, profiling your company in The Business Magazine gives your company the opportunity to engage with the business community by telling your business story, showcasing your teams expertise or sharing your company news with CEOs, directors and senior business leaders.



## Sponsored editorial features

Editorial feature sponsorship can help you align your business alongside content that is researched and written exclusively by our editorial team. Sponsored features showcase your company as leaders against a targeted topic and wrap your business message within content aimed at your chosen sector, industry or business group.



## Digital

Our digital marketing packages can help put your brand directly in front of senior business leaders wherever they are. Our website offers the opportunity to profile your business geographically or against key sectors using our mix of digital brand adverts, engaging sponsored article content and social media promotion.



## Inserts

If you have already produced leaflets or sales literature we can distribute it with The Business Magazine inserted within the poly bag and posted to our readers



# Advertising in print

Feature in The Business Magazine across 6 issues per year, and benefit from series booking rates and added digital exposure.

## Showcase your business with...

- Thought leadership articles
- Meet the team features
- Project updates
- Case study articles
- Company update articles
- Anniversary profiles
- Product launch profiles
- Brand adverts

## Print advert or article feature rates:

Size	Single issue	3 issues (price per issue)	6 issues (price per issue)
Double Page Spread	£1,700	£1,550	£1,450
Full Page	£1,090	£990	£890
Half Page	£690	£590	£500
Premium Position - Inside Front Cover	£1,550	£1,450	£1,350
Premium Position - Inside Back Cover Double Page Spread	£1,800	£1,650	£1,550
Premium Position - Back Cover	£1,850	£1,750	£1,600

Prices are +vat and include artwork design.

## Inserts rates

Prices are based on weight (grams) of item and if design is required. Please enquire for a quotation.





# Publication Dates and Deadlines

2022/2023 Issue Date	Advertiser Design Required Copy Deadline	Advertiser Supplied Complete Artwork Deadline	Delivery Date
NOVEMBER 2022 Winter issue	Thursday 20th October	Tuesday 25th October	Wednesday 9th November
JANUARY 2023 New Year issue <i>(**Note Prints December 2022)</i>	Thursday 8th December 2022	Tuesday 13th December 2022	Wednesday 11th January 2023
MARCH 2023 Spring issue	Thursday 16th February	Tuesday 21st February	Wednesday 8th March
MAY 2023 Spring/Summer issue	Thursday 20th April	Tuesday 25th April	Wednesday 10th May
JULY 2023 Summer issue	Thursday 15th June	Tuesday 20th June	Wednesday 5th July
SEPTEMBER 2023 Autumn issue	Thursday 17th August	Tuesday 25th August	Wednesday 6th September
NOVEMBER 2023 Winter issue	Thursday 19th October	Tuesday 24th October	Wednesday 8th November
JANUARY 2024 New Year issue <i>(**Note Prints December 2023)</i>	Thursday 7th December 2023	Tuesday 12th December 2023	Wednesday 10th January 2024

## For advertising:



### Peter Laurie

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### Nathan Inns

Regional Business Manager  
Thames Valley region  
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### Alan Lindstrom

Regional Business Manager  
South Central and South Coast  
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### Kirsty Muir

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## For editorial:



### Stephen Emerson

Managing Editor  
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### Nicky Godding

Print Editor  
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The Business Magazine is the leading voice of business in the region with magazine publishing and event management as its principle activities. Published by and owned by Black Ox Ltd.  
Registered Office: 24 Bell Lane, Blackwater, Camberley, Surrey, England, GU17 0NW

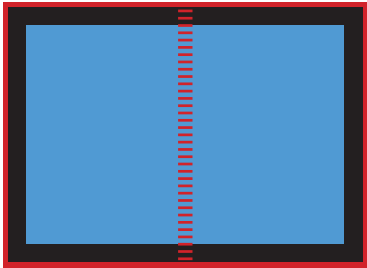
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# Print advert design specification



## Double Page Spread (28x8)

Requirements:

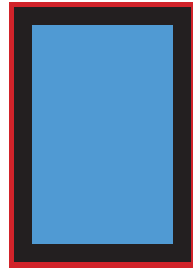
3mm on all sides, CMYK, 300dpi

Type Area: 380mm x 270mm

Trim Size: 426mm x 297mm

Bleed Size: 432mm x 303mm

Gutter: There is a 40mm gutter at the centre of a double page spread, you should avoid using this area for text and important imagery as this may be lost in the fold when printed.



## Full Page with Bleed (28x4)

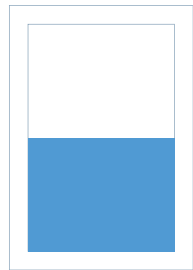
Requirements:

3mm on all sides, CMYK, 300dpi

Type Area: 190mm x 270mm

Trim Size: 210mm x 297mm

Bleed Size: 216mm x 303mm



## Half Page Horizontal (14x4)

Requirements:

CMYK, 300dpi

Type Area: 190mm x 133mm

Advert Area: 190mm x 133mm

Bleed Size: n/a



## Sponsor Page Banner

Requirements:

CMYK, 300dpi

Type Area: 177mm x 25mm

Advert Area: 177mm x 25mm

Bleed Size: n/a

## Minimum Requirements

**PDF 1.3:** PDF Format in version 1.3.

**Colour:** Cyan, Magenta, Yellow and Black - the four "process" colours. RGB, Pantone, Lab, Index or spot colours cannot be used.

**Images :** 300 dpi in CMYK.

**Fonts:** Embedded, PostScript Type1, OpenType, TrueType. Multiple Master fonts cannot be used.

**Black Text:** Black text must be specified as 100% black only and should not be made up of composite colours.

**Transparency:** All transparency and layers need to be flattened to avoid 'stitch lines'. TAC: Magazine TAC 300% is the maximum.

### PLEASE NOTE ARTWORK TO BE SUPPLIED AS PDF.

Anything above PDF v1.3 is not supported. CMYK colour only, RGB images will automatically be colour corrected to CMYK when going to print. We cannot accept any responsibility or liability for any unforeseen colour shifts caused by this process. No transparency or layers. Text sent as a Jpeg will reproduce poorly. Microsoft Word, PowerPoint, Publisher, Excel and Pages for Mac are NOT suitable or compatible.

**DISCLAIMER** Adverts that have been set outside the recommendations detailed here are likely to reproduce poorly. Black Ox Ltd will not accept any claim for compensation for poor reproduction where these recommendations have not been met. Adverts that are set outside Black Ox Ltd's Publishing recommendations are accepted and run entirely at the advertiser's risk. Please be aware, it is the advertiser's responsibility to submit their advert on time and to specification. If we don't receive your advert by the deadline, we may fill your allocated space to enable the page to be released on time. In these circumstances, you will still be invoiced for the space.



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# Introducing Black Ox Media & Events

## Black Ox is the new owner of Business & Innovation Magazine.

We have a clear purpose to inform, connect and promote businesses through quality news and editorial, in-person events, multi-media brand campaigns and video production. Wherever you want to engage with your target audience, our team will help you put your brand and message in front of the region's business community.

### The Business Magazine

The Business Magazine reaches senior decision makers across the South East, in-print and online.

The Business Magazine is the region's must-read B2B publication for company owners, directors, senior business

professionals, entrepreneurs and the next generation of ambitious business people. Advertising with The Business Magazine can showcase your brand, team and expertise by telling your to thousands of business leaders and senior decision makers.

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### Business & Innovation Magazine

Business & Innovation Magazine was acquired by Black Ox in May 2022 and has joined the Black Ox group of companies. Under its new ownership Business & Innovation Magazine will continue to deliver quality news and features in-print and online, with ambitious expansion plan to launch new products and events, such as listing and awards, as well growing the magazines geographical reach with a regional edition strategy.

Business & Innovation Magazine is the region's must-read B2B publication for company owners, directors, senior business professionals, entrepreneurs and the next generation of ambitious business people. Advertising with Business & Innovation Magazine can showcase your brand, team and expertise by telling your to thousands of business leaders and senior decision makers.

BUSINESS  
& INNOVATION  
Magazine

[businessinnovationmag.co.uk](https://businessinnovationmag.co.uk)



Video Production

A highly experienced video production company, established in 1986, and acquired by Black Ox Media this year.

Video can bring your business and brand messages to life. The Sightline team offers professional video production, animation, interactive content and training videos, through to full TV and digital adverts.



[sightline.co.uk](https://sightline.co.uk)



Branded Content Solutions

Think of us as a branded content studio. The BOX:Labs team create and offer branded content solutions from engaging articles, video and podcasts, to documentaries that will bring commercial and brand narratives to life. We combine insightful journalism and creativity to deliver highly engaging campaigns, on topics your business cares about.



[black-ox.com/box-labs](https://black-ox.com/box-labs)



Listing Programmes

The Business Magazine offers annually published, comprehensive listings programmes, which identify and celebrate the top performing and growing companies across the South East. The listings programmes will be expanding into the South West.

The listings programmes provide access to key decision makers and offer unique networking opportunities.

Listings programmes includes:

- The Thames Valley 250
- Solent 250
- Surrey Kent Sussex 250
- Thames Valley SME 100 growth index
- Southern Tech 100
- Surrey Kent and Sussex SME 100 growth index

[businessmag.co.uk/listings](https://businessmag.co.uk/listings)



Events & Awards

Black Ox's regional publications run extensive awards and events throughout the year, bringing together business communities to connect, inform and promote business in the region.

Events includes:

- Thames Valley Property Awards
- South Coast Property Awards
- Thames Valley Deals Awards
- Solent Deals Awards
- Thames Valley Tech Awards
- South Coast Tech Awards
- Thames Valley Business Magazine Awards
- Solent Business Magazine Awards
- Manufacturing Live South West
- Manufacturing Live South East
- Round-table and panel debates
- Private networking and thought leadership events



[black-ox.com](https://black-ox.com)

Inform. Promote. Connect.

For more information on how Black Ox can help promote your business, contact **Ray Clark, Sales Director** at [ray.clark@black-ox.com](mailto:ray.clark@black-ox.com)