

# bw

BUSINESSWORKS



## MEDIA PACK

Embracing entrepreneurship in Hull and East Yorkshire



[www.bw-magazine.co.uk](http://www.bw-magazine.co.uk)



BUSINESSWORKS

BusinessWorks is a publishing and media brand championing entrepreneurship and success. We want to recognise those who lead the way and inspire more to follow in their footsteps, empowering business communities to embrace growth.

The high-quality quarterly BW magazine delivers a unique and refreshing mix of entrepreneurial interviews, opinion pieces and high-end lifestyle stories, aiming to showcase the Humber region as a vibrant place to live and work, and striving to be the area's top business publication.

“I had to learn, and learn fast, learn on my feet and on the job, listening to other people in similar situations”

Jo Fleming, Yorkshire Staffing Services

## PUBLICISING SUCCESS

By publicising the achievements of the individuals, companies and organisations that drive our local economy, we are providing a platform for businesses to raise their brand and profile, and reach the Humber region's most influential business leaders.



## ALL ABOUT US

Since BusinessWorks was launched by Helen Gowland in June 2018, we've been celebrating entrepreneurs across the Humber region through in-depth interview features accompanied by exciting photography that approaches subjects from a fresh angle.

The lead writer and editor is Hull-based journalist Sam Hawcroft, with images from City of Culture photographer Leo Francis; the magazine is designed by Craig Hopson, with production manager Steve Jessop ensuring everything runs smoothly.



“Our policy is, if you start a job and you commit to a date, then you achieve that date”

John Holland, CambridgeHOK



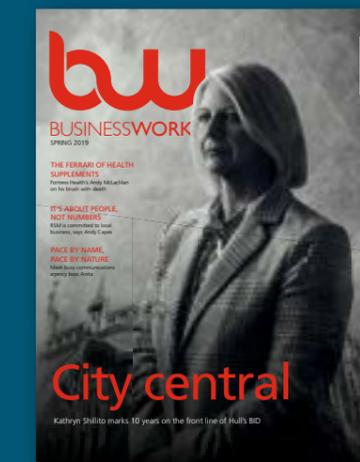
## CONNECTIONS

We are here to bring business leaders and entrepreneurs together to learn from one another. Everyone we feature in BusinessWorks has overcome various challenges and made significant sacrifices to achieve their dream – and through their stories we hope more budding entrepreneurs will be inspired to follow their lead.

Beyond the pages of the magazine, we also run popular networking events throughout the year.

“We’ve seen more and more schools come on board, and the students who take part really, really enjoy it”

Lucy Gray, Young Enterprise



## PRINT

### SPECIFICATIONS:

#### DOUBLE PAGE SPREAD

TRIMMED SIZE: 410mm wide x 260mm high

BLEED SIZE (3mm): 416mm wide x 266mm high  
(Ensure critical information is 20mm from all sides and gutter)

#### FULL PAGE

TRIMMED SIZE: 205mm wide x 260mm high

BLEED SIZE (3mm): 211 wide x 266mm high  
(Ensure critical information is 20mm from all sides)

#### HALF PAGE

175mm wide x 120mm high

Please supply all artwork in PDF format at 300dpi

### ADVERTISING RATES:

#### PREMIUM COVER POSITIONS

Outside Back	£1,795
Inside Front	£1,650
Inside Back	£1,500

#### RUN OF MAGAZINE

Double Page Spread	£2,295
Single Page	£1,350
Half Page	£795

#### MULTIPLE BOOKING DISCOUNTS

2 bookings	10%
3+ bookings	15%

### CIRCULATION

Total print run of 4,000 magazines

### DISTRIBUTION

Bulk dropped to MDs, CEOs and key locations throughout the region



## PRINT AND DIGITAL WORKING TOGETHER

### SPONSORSHIP PACKAGES:

#### OPTION 1 £10,000

- Logo on contents page
- Inside front, inside back or back page advert
- DPS run of magazine advert or advertorial
- 4 page company profile in one edition
- Monthly Let's Talk Business digital feature x 12
- An Appointment With digital feature each quarter

#### OPTION 2 £5,000

- Logo on contents page
- Early right hand page advert in 4 issues
- One page company profile in one issue
- Monthly Let's Talk Business digital feature x 12

### DIGITAL ADVERTISING RATES:

#### FEATURES

- An Appointment With... £150
- Let's Talk Business £150
- Rising Stars £150

#### SECTOR SPONSORSHIP

- One month £250
- Two months £475
- Three months £600

### GET IN TOUCH

We would be delighted to design a package to suit your business needs

[www.bw-magazine.co.uk](http://www.bw-magazine.co.uk)

T: 07854 442741

E: [helen@bw-magazine.co.uk](mailto:helen@bw-magazine.co.uk)

### TAKE IT ONLINE

In March 2019 we launched our new website, which carries regular stories from a wide range of sectors across the Humber region – and if you missed any of our print issues, they are all freely available on our website to read online or download.

There are further opportunities for businesses to be included in our special website features – An Appointment With, Let's Talk Business, and Rising Stars.

We welcome news releases from businesses across our region and we'll also share them across our growing social media feeds.

“ Take professional advice from someone to ensure you understand what it is that you are seeking to achieve ”

Adrian Smith, AS Rating





## WE WON'T BE BOXED IN

We take a different approach to other business titles out there – quite simply, we want BusinessWorks to be a great read that's also great to look at, and we want it to inspire people. We're not really into corporate jargon, dry press releases or pictures of people in suits sitting behind desks – instead you'll read interesting, inspiring stories from people you can relate to whatever sector you work in.

“I had to be absolutely at the top of my game to succeed because it really was all about building strong and lasting relationships”

Jan Brumby, For Entrepreneurs Only

## OUR REACH

The print run is 4,000 copies – going direct to MDs, CEOs and entrepreneurs, as well as key locations throughout the Humber region, covering public and private sector organisations, in addition to our digital version available free at [bw-magazine.co.uk](http://bw-magazine.co.uk).

Expected monthly readers in print and online are upwards of 10,000.

“I had a lot of offers of jobs that would have kept me politically involved but I didn't want to do that - 20 years as a MP was enough”

Alan Johnson, Former home secretary



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