

# BUSINESS LINK

ADVERTISING  
INFORMATION  
2022

'the undisputed market leader since 1985'





## Why advertise in Yorkshire & Lincolnshire Business Link magazine?

It's been the undisputed market leader since 1985.

Why? Because it delivers results for advertisers, month after month.

For over 30 years, Yorkshire & Lincolnshire Business Link magazine has carved an excellent reputation for providing businesses in the region with intelligent research. It has become a must read publication for all those in industry and commerce; from boardroom executive to senior manager and professional advisors.

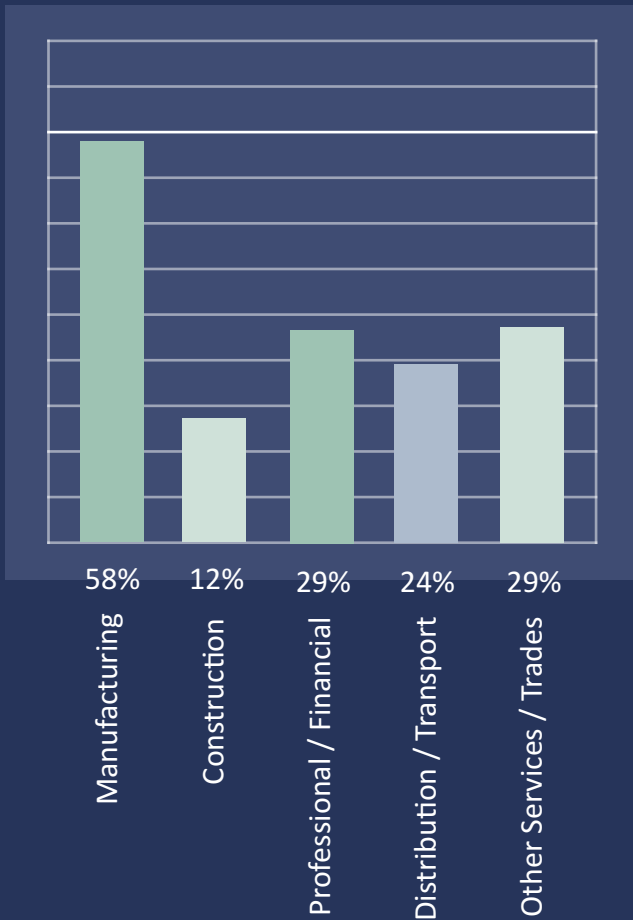
### Largest circulation

Yorkshire & Lincolnshire Business Link is a subscription magazine. It is read avidly every month by approximately 70,000 senior businessmen and women – almost all the region's companies, leading professional firms and public sector agencies.

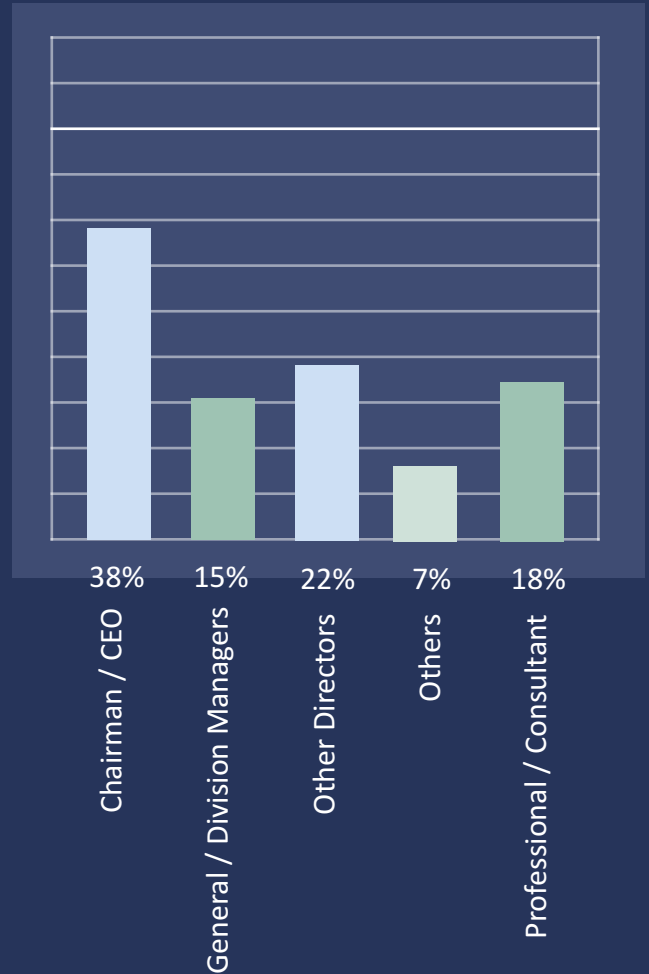
### Most influential readers

Business Link readers are varied. They comprise of Chairmen, Chief Executives, Directors and Senior Managers. The magazine has become a must-read publication for the most influential decision makers in the region.

### Industry / Sector



### Job Sector



### Profile

The most up-to-date analysis of subscribers to Yorkshire & Lincolnshire Business Link allows us an accurate picture of our readers.

The responsibility for purchasing decisions lies in the hands of different people in each organisation!

Yorkshire & Lincolnshire Business Link reaches many levels of decision makers and the magazine is often handed down to other departments as 'required reading'

*Totals exceed 100% as many subscribers' activities fall into more than one category*



### Achieving results for over 30 years

The fact that we've been helping advertisers for over 30 years speaks for itself, but check out the calibre of advertisers in Yorkshire & Lincolnshire Business Link.

Advertisers like Business Link because they know they can entrust us with their advertising campaigns, to deliver their message to the customers who matter. Furthermore, our high-quality format means Business Link is read, kept and passed on, working for you long after publication date.

And now Business Link is better value than ever, with an online edition of the magazine which is updated daily – advertisers can now take full advantage of e-commerce opportunities at no extra cost! Check out our online magazine at [www.blmforum.net](http://www.blmforum.net).

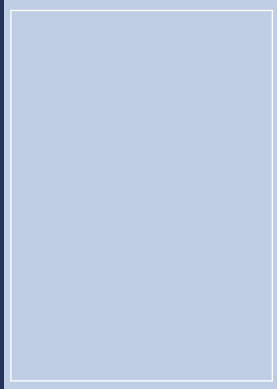
# Advertising Rates

Yorkshire & Lincolnshire Business Link is printed in 4 colour process using 130gsm art coat for text, and 300gsm art coat for cover, on sheetfed printing machines to ensure the highest quality.

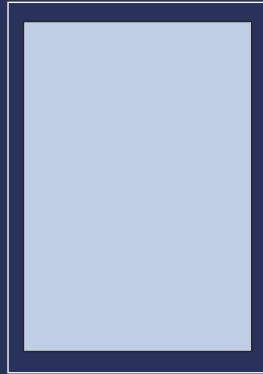
	Single	3 series -10%	6 series -20%	9 series -30%	12 series -40%
<b>Colour</b>					
Double Page Spread	£3,125.00	£2,812.50	£2,500.00	£2,187.50	£1,875.00
Full Page	£1,840.00	£1,656.00	£1,472.00	£1,288.00	£1,104.00
1/2 Page	£1,095.00	£985.50	£876.00	£766.50	£657.00
1/4 Page	£655.00	£589.50	£524.00	£458.50	£393.00
1/8 Page	£370.00	£333.00	£296.00	£259.00	£222.00
Back Cover	£1,965.00	£1,519.00	£1,572.00	£1,375.50	£1,179.00
Inside Front Cover	£1,895.00	£1,705.50	£1,516.00	£1,326.50	£1,137.00
Inside Back Cover	£1,870.00	£1,683.00	£1,496.00	£1,309.00	£1,122.00
Double Profile Page	£2,175.00	£1,957.50	£1,740.00	£1,522.50	£1,305.00
Full Profile Page	£1,260.00	£1,134.00	£1,008.00	£882.00	£756.00
Full Page PSE	£1,210.00				
1/2 Page PSE	£660.00				
<b>Mono</b>					
Double Page Spread	£2,525.00	£2,272.50	£2,020.00	£1,767.50	£1,515.00
Full Page	£1,500.00	£1,350.00	£1,200.00	£1,050.00	£900.00
1/2 Page	£814.00	£732.60	£651.20	£569.80	£488.40
1/4 Page	£445.00	£400.50	£356.00	£311.50	£267.00
1/8 Page	£275.00	£247.50	£220.00	£192.50	£165.00
Double Profile Page	£1,830.00	£1,647.00	£1,464.00	£1,281.00	£1,098.00
Full Profile Page	£990.00	£891.00	£792.00	£693.00	£594.00

*Please note: Prices for 3 series and over have no agency discount applicable and also PSE prices are not discountable. Prices are per insertion. 10% Agency discount applies only to recognised PPA register agencies with finished artwork. Full terms and conditions of advertising are available online and included with every order.*

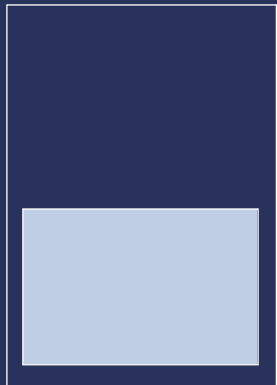
# Advertisement Sizes



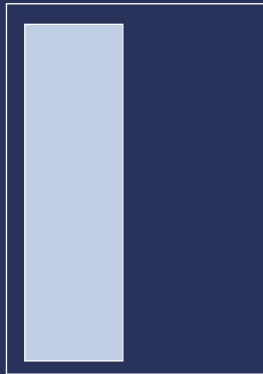
Full Page  
BLEED  
  
216mm width  
x  
303mm height  
  
*3mm each side  
will not be  
printed*



Full Page  
TYPE  
  
190mm width  
x  
277mm height



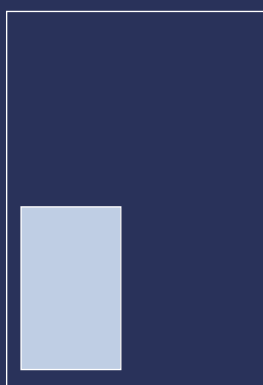
Half Page  
Landscape  
  
190mm width  
x  
135mm height



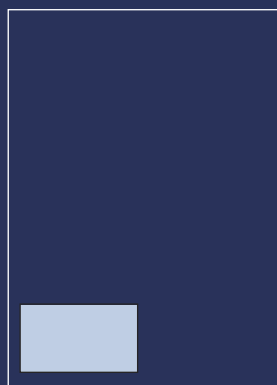
Half Page  
Portrait  
  
93mm width  
x  
277mm height



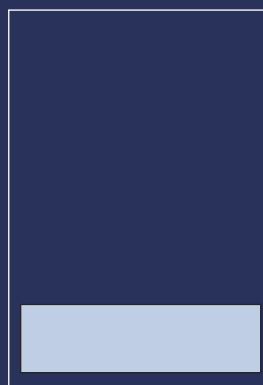
Quarter Page  
Landscape  
  
190mm width  
x  
65mm height



Quarter Page  
Portrait  
  
93mm width  
x  
135mm height



Eighth Page  
Landscape  
  
93mm width  
x  
65mm height



Third Pages  
  
190mm width  
x  
80mm height  
  
*Only available  
for certain  
features*

# Digital Artwork

Advertisements can be sent on CD or flash drives etc, through email (8mb max) or uploaded onto our FTP site (please ask your sales representative for details). JPG, TIF or PDF formats accepted.

Artwork should be sent 100% size @ 300dpi.

PDF documents must have all fonts, pictures & logos embedded. A printed SWOP approved proof should accompany all digital artwork.

In the event of not receiving a SWOP approved proof, we cannot be held responsible for any errors incurred in the reproduction of all or part of the document.

# Double Page Spreads



Please note when printing perfect bound magazines there is a 3mm trim in the centre. A further 6mm (approx) either side of the gutter should be allowed to avoid type running in the binding of the magazine.

For full specification sheet on double page spreads, please contact your sales representative.

## Special Reports

In addition to our Special Reports, every issue features news from across the region, as well as regular features devoted to commercial property, motoring and conferencing and exhibitions.



### 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
- Lincolnshire Show



## 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

# Advertising Online



Headers  
728x90 pixels

Sidebar rectangle  
300x120 pixels

Sidebar banner  
300x250 pixels

Sidebar buttons  
160x160 pixels  
160x300 pixels  
160x600 pixels

Inpage Banner  
300x250 pixels

Footer  
728x90 pixels

Inpage Banner  
728x90 pixels



		3months	6months	annually
<b>Site wide Advertising</b>				
Header	728x90	£600	£1000	£1500
Footer	728x90	£300	£500	£900

### Homepage Advertising

Inpage Banner	300x250/728x90	£400	£700	£1000
Inpage Side Banner	300x250	£400	£700	£1000
Sidebar Banner	300x250	£400	£700	£1000
Sidebar Rectangle	300x120	£300	£500	£900
Sidebar button	160x600	£500	£800	£1200
Sidebar button	160x300	£300	£500	£900
Sidebar button	160x160	£200	£400	£700

### Category Advertising

Sidebar Banner	300x250	£400	£700	£1000
Sidebar Rectangle	300x120	£300	£500	£900
Sidebar button	160x600	£500	£800	£1200
Sidebar button	160x300	£300	£500	£900
Sidebar button	160x160	£200	£400	£700

## Sponsorship of news categories

Exclusive sponsor to include Inpage Banner/Side (selected categories), top Sidebar banner on Categories page and ad newsletter in the relevant news section

£1,000 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 160 x 160 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.

#### THE NUMBERS

- Web traffic of over 5.5 million pageviews a year
- 800,000 visitors per year
- Average of 3.7 page view per user, 2 minutes spent on each channel
- In excess of 3,100,000 news emails per annum sent to key decision makers
- 45% of visits are driven from Business Link
- 55% arrive via search engines such as Google, Yahoo!, social media sites and other promotions such as exhibition attendances

## Email

As well as offering a platform to reach the region's decision makers in the magazine, did you know Business Link can also offer numerous opportunities electronically? In addition to publishing our own electronic newsletters, we can also give you the chance to access our impressive subscriber base with your own communications.

From just £350 + VAT, we can send your latest newsletter or promotion to all our subscribers who specify an email address – almost all of whom play an important role in the region's business scene. This offers a valuable opportunity to get the very 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.

Alternatively email sponsorship on a Business Link newsletter is available at a cost of just £100 + VAT for a 160x160 pixel box, accompanied by a hyperlink which can be directed to any part of your website.



## Digital Editions

You can now read Business Link on the go!

Now available on Smartphones and Tablets

Ideal for those who spend time away from their office



# Suppliers Guide

It's more difficult than ever to make a splash on the internet, but Yorkshire & Lincolnshire Business Link's Suppliers Guide is the definitive guide to the leading companies in the industry.

Yorkshire & Lincolnshire Business link is constantly expanding and updating its online presence, and now our newly developed suppliers guide - blmforum.net - is better value than ever and much simpler to navigate. it is the one-stop shop for our readers to source all of the leading suppliers throughout the region.

Our brand new guide is a fabulous resource, covering a large spectrum companies. including an increased range of categories you are also able to search by category, company name, city or contact name – allowing users to easily find the right company for their needs.

You also get your own page to showcase your products and services. As well as a logo on the search and category listings pages you also get your company logo, address and contact details, weblink, social media links, photos, map and full bio on your listing.

We can offer twelve months' inclusion in the Suppliers Guide from as little as £150 + VAT, ensuring valuable exposure for your company on a site regularly used by informed and interested visitors.





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