

Business MK

Incorporating Business2Business

In print and online **Business MK**, incorporating **Business2Business**, is published in **Milton Keynes, North Bucks and Bedfordshire** for the area's business community www.businessmk.co.uk

Circulation:

5,000

NEWSPAPERS DELIVERED VIA ROYAL MAIL EVERY MONTH TO BUSINESSES ACROSS BUCKINGHAMSHIRE AND BEDFORDSHIRE

Readership: 10,000

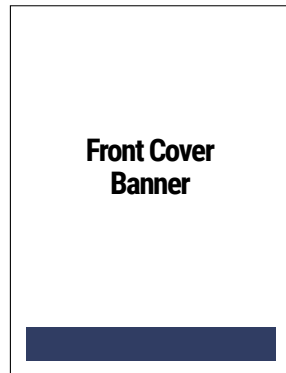
About Business MK

Founded in 1999, Business MK is one of the most respected business publications in the region. More than 5,000 business decision-makers and opinion-formers subscribe to receive Business MK every month, which is securely wrapped and sealed prior to distribution by Royal Mail during the first week of every month.

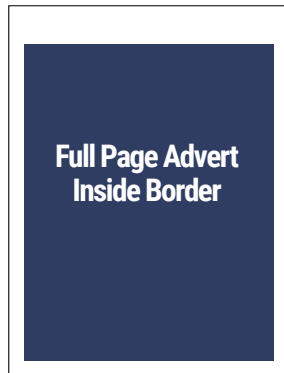
Expert columnists from local business complement a comprehensive news and features round-up, alongside display advertising, company profiles and sponsored editorial. The focus of Business MK has always been to highlight the positive aspects of the business community, focusing on the optimism, hard work and drive that characterises Milton Keynes and its businesses.

Regular platforms for the financial, legal and property sectors are complemented by a focus on the towns and boroughs that all play their own, important part in the county's economy, and on specific sectors that boast some of the best and most talented companies and individuals in the region's.

Advertising Rates:



Size: 255x30mm
No Bleed, Landscape



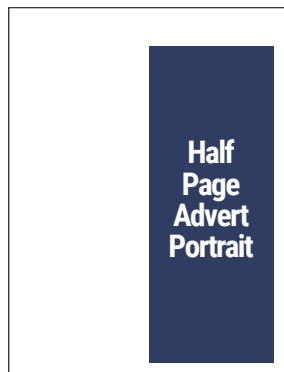
Size: 252x360mm
No Bleed, Portrait



Size: 275x375mm
3mm Bleed, Portrait



Size: 252x180mm
No Bleed, Landscape



Size: 126x360mm
No Bleed, Portrait



Size: 123x180mm
No Bleed, Portrait



2022 Deadline Dates:

MONTH OF ISSUE	DEADLINE
January	Tue 14 Dec
February	Mon 17 Jan
March	Wed 16 Feb
April	Fri 18 Mar
May	Mon 18 Apr
June	Wed 18 May
July	Wed 15 Jun
August	Mon 18 Jul
September	Wed 17 Aug
October	Mon 19 Sep
November	Mon 17 Oct
December	Thu 17 Nov
January 23	Wed 14 Dec
February 23	Mon 16 Jan 23

New Advertiser Package

Editorial and Advert

Quarter page advert:
123x180mm (portrait)
PLUS: 350-word editorial
and photograph.

Contact for prices.



LEAFLET DELIVERY

Our direct mailing service

We can distribute your leaflets, brochures, newsletters and even wall planners direct to decision makers. The service we offer is accurate and guaranteed, as well as being around one third of the cost of going direct to Royal Mail.

Our service is based on weight but as an example an insert weighing no more than 20g costs just **£495 + VAT**. Prices for other weights are available, please call us for an accurate quote.

To book space in a future edition or talk to us about your advertising plans call **01908 465488** or email sales@pulsegroupmedia.co.uk Read previous editions online at www.businessmk.co.uk

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Digital Media Pack

www.businessmk.co.uk

Our monthly newspaper and popular website will help **connect you with other businesses, build influence in the area and promote your brand to key decision makers across Milton Keynes, Buckinghamshire and Bedfordshire.**

- > 1,700 unique users every month
- > 34% of users come direct to the site
- > 53% come from organic search
- > 39% of traffic from mobile devices
- > 5,000+ social media followers across LinkedIn, Facebook & Twitter



MORE THAN
80,000
PAGE
VIEWS

MORE THAN
40,000
VISITORS

95% of readership is based around Buckinghamshire and Bedfordshire

Advertising Options



RUN OF SITE

Appearing on rotation across website throughout the month*

All sizes to be supplied:

- 728x90 (Leaderboard at the top of the page)
- 336x280 (Large rectangle)
- 160x600 (Wide skyscraper)
- 250x250 (Square)

*Note, you will only show in areas of the site where a specific Sponsor has not already taken the slot. Availability will vary.

*Minimum 12 month booking

EMAIL CAMPAIGN TO OUR SUBSCRIBERS

Send your message direct to our digital subscribers. We can help you create an impactful and engaging message to suit our readers' demands and convey your campaign effectively, as part of our regular email. **Ask for pricing details.**

- > More than 15,000 digital subscribers
- > Also hosted on business-times.co.uk
- > Posted via social networks of more than 5,000 friends/followers

SPONSORED ARTICLES

Editorial on the website:
Article supplied by you, and approved by our editors. Featured on the homepage for one month.

Need help with copy or advert artwork?

Ask for details.



PREMIUM BUSINESS LISTING

Price for 12 Months*

Including: enhanced company profile, relevant articles linked to your profile, back-links to your website and premium presence on our site.

We will require:

- Editorial for your company introduction
- Up to six photos
- Contact Information such as: postal address, web address, telephone number and email address
- Your company Logo

*Minimum 12 month booking

WE ALSO OFFER

Home Page Takeover

Including design time required to setup the takeover.

>> Ask for pricing details

Search Page Takeover

Including design time required to setup the takeover.

>> Ask for pricing details

Section Takeover

Business, Finance, Legal, Recruitment, Food & Drink, Education, Property, Logistics, Technology.

>> Ask for pricing details

Additional Page Sponsorships:

Jobs Section
Events Section
Company Directory

>> Ask for pricing details

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Forward Features List 2022

Features published in Business MK are designed to inform the area's business community of new developments, trends and offer insight into specific areas of business. Our features are themed by market sector and/or topicality.

Authoritative articles are commissioned from market leaders and our monthly features also serve as a platform for locally based companies to contribute interesting and informative articles.

Feature editorials should be sent to news@pulsegroupmedia.co.uk

JANUARY

GREAT EXPECTATIONS

As we move into 2022 we look at how businesses have adapted to a new way of working and thoughts on the year ahead.

FEBRUARY

TELECOMS, COMMUNICATIONS & INFORMATION TECHNOLOGY (IT)

This sector enables communication on a global scale. We look at the local firms keeping us connected.

MARCH

ECONOMIC ADVICE & SOLUTIONS

In business, there's always scope to find more efficient and cost effective ways of working. We pass on useful advice from a wealth of experts from our thriving community.

APRIL

MANUFACTURING & EXPORT

A look at some of the companies making the goods that keep the local economy healthy and those who help make their overseas transaction a success.

LEGAL & FINANCIAL SERVICES

Two key drivers of business growth, this feature profiles that expertise and highlights the knowledge waiting to support your business.

MAY

RECRUITMENT, TRAINING AND APPRENTICESHIPS

How to find the right people to work with your company and develop their skills to drive your business forward.

JUNE

ENVIRONMENTAL UPDATE

Some of the services and products available to help reduce your environmental impact.

CONSTRUCTION AND COMMERCIAL PROPERTY

Milton Keynes and Buckinghamshire forms a key part of the Oxford-Cambridge Arc, which the government has highlighted as the growth corridor that will lead the UK's economic recovery. This feature profiles the developers, surveyors, construction companies that are building the UK's economic future.

JULY

STARTING & STAYING IN BUSINESS

Organisations offering helpful advice for business owners and decision makers, as well as established businesses sharing their experiences for those starting out.

AUGUST

CREATIVE MARKETING

Marketing must be at the forefront of any business planning in order to affirm your position in the market place. We look at the means available to market your product, your service and your successes, and speak to some of the firms that are geared up to help grow your business.

SEPTEMBER

LOGISTICS, FREIGHT & TRANSPORT

A look at some of the companies making the goods that keep the local economy healthy and those who help make their overseas transaction a success.

OCTOBER

TELECOMS, COMMUNICATIONS & INFORMATION TECHNOLOGY (IT)

Because of this sector, communication is possible on a global scale. We look at the local firms keeping us connected.

NOVEMBER

FOOD, DRINK AND LEISURE

Introducing the culinary corner of the county and some of the key players who make up this tasty sector.

DECEMBER

RECRUITMENT, TRAINING AND APPRENTICESHIPS

How to find the right people to work with your company and develop their skills to drive your business forward.

WHAT A YEAR

A look back over 2022 for local businesses, asking what it meant for them, how they have adapted to the challenges faced and what the coming year holds.

>>> Sign up to receive a free copy of Business MK every month at: <https://bit.ly/BMKSIGNUP>

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Distribution Map



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Delivered to 5,000 business owners locally

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