

# 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](http://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:

### Front Cover Banner

**Size:** 255x30mm  
No Bleed, Landscape

### Full Page Advert Inside Border

**Size:** 252x360mm  
No Bleed, Portrait

### Full Page Advert Outside Border

**Size:** 275x375mm  
3mm Bleed, Portrait

### Half Page Advert Landscape

**Size:** 252x180mm  
No Bleed, Landscape

### Half Page Advert Portrait

**Size:** 126x360mm  
No Bleed, Portrait

### Quarter Page Advert

**Size:** 123x180mm  
No Bleed, Portrait



**TARGET  
KEY  
DECISION  
MAKERS**

## 2023 Deadline Dates:

MONTH OF ISSUE	DEADLINE
January	Wed 14 Dec 22
February	Fri 13 Jan 23
March	Wed 15 Feb 23
April	Wed 15 Mar 23
May	Fri 14 Apr 23
June	Mon 15 May 23
July	Fri 16 Jun 23
August	Fri 14 Jul 23
September	Wed 16 Aug 23
October	Fri 15 Sep 23
November	Mon 16 Oct 23
December	Wed 15 Nov 23
January 24	Thur 14 Dec 23
February 24	Mon 15 Jan 24

## New Advertiser Package

### Editorial and Advert

Quarter page advert:

123x180mm (portrait)

PLUS: 350-word editorial  
and photograph.

**CALL 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](mailto:sales@pulsegroupmedia.co.uk)** Read previous editions online at [www.businessmk.co.uk](http://www.businessmk.co.uk)

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## Digital Media Pack

[www.businessmk.co.uk](http://www.businessmk.co.uk)

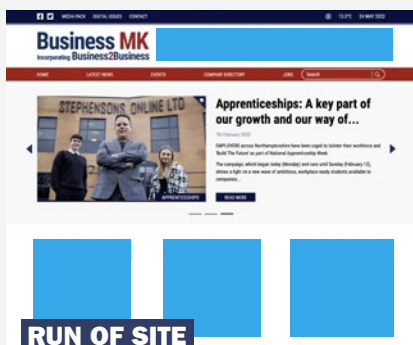
Our monthly newspaper and popular website will help **connect you with other businesses, build influence in the area and promote your brand to key decision makers across Milton Keynes, Buckinghamshire and Bedfordshire.**

- 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



**95% of readership is based around Buckinghamshire and Bedfordshire**

## Advertising Options



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

### Need help with copy or advert artwork?

Call for details.

### SPONSORED ARTICLES

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



### 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 2023

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](mailto:news@pulsegroupmedia.co.uk)

### JANUARY

#### **GREAT EXPECTATIONS**

As we move into 2023 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 2023 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/BUSINESSMKSIGNUP>

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## Distribution Map



BEDFORD  
BOROUGH COUNCIL



Sign up to  
receive a **free copy** of  
Business MK every month at:

[https://bit.ly/  
BUSINESSMKSIGNUP](https://bit.ly/BUSINESSMKSIGNUP)

## Delivered to 5,000 business owners locally

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or **email [sales@pulsegroupmedia.co.uk](mailto:sales@pulsegroupmedia.co.uk)** Read previous editions online at [www.businessmk.co.uk](http://www.businessmk.co.uk)

# YOURBusinessExpo

**We introduce people. We connect businesses.**

Organising two shows a year in Milton Keynes and Northamptonshire, our **business exhibitions** are **free to attend** events to help professionals and local businesses meet, network, learn and build on our business community.

**Your Business Expo** brings businesses both large and small, start-ups and local organisations together to encourage networking, collaboration, support, conversations and partnerships.

Exhibitors, workshops, networking events, free seminars and keynote speakers focus on helping you with sales, marketing, innovation and growth.

Whether you've been in business for a long time or you have just started, you will find a wealth of opportunities to expand your knowledge, make new connections, be inspired and build your business at **Your Business Expo**. *Scan the QR code below for details about our upcoming shows.*

## Reach, engage and connect with the local business community

- Generate quality sales leads
- Connect with key decision makers
- Increase brand awareness
- Forge lasting relationships
- Meet vendors to help grow your business
- Attend workshops led by industry experts
- Expand your network



GENERATE  
LEADS



STRENGTHEN  
RELATIONS



RAISE YOUR  
PROFILE



NETWORK AND  
MEET

**FIND  
OUT  
MORE**

Scan the  
code below



SCAN ME

To book a stand or register  
for **FREE** tickets call **01908 465488**  
or visit **YourBusinessExpo.co.uk**  
[hello@yourbusinessexpo.co.uk](mailto:hello@yourbusinessexpo.co.uk)

Sponsored by:

**qoob**

**Business MK**

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