Business Time in Essex

Not just the county's only B2B magazine but, with Business Time in Essex online opportunities, the Business Time brand provides the ultimate one-stop shop for the Essex business community to share news, views and information with other businesses.
## Business Time in Essex

### The facts and numbers that matter...

<table>
<thead>
<tr>
<th>Category</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issues</td>
<td>Four issues per year, focused on business in Essex</td>
</tr>
<tr>
<td>Copies</td>
<td>8,000 copies per issue distributed to Essex businesses</td>
</tr>
<tr>
<td>Readership</td>
<td>25,000+ decision maker readership/visitors</td>
</tr>
<tr>
<td>Pages</td>
<td>72 pages of Essex business news and events</td>
</tr>
<tr>
<td>Portal</td>
<td>The largest business focused news portal in the county</td>
</tr>
<tr>
<td>Advertising</td>
<td>Competitively priced online and printed advertising</td>
</tr>
<tr>
<td>Wire</td>
<td>Business Wire In Essex to profile your news/announcements</td>
</tr>
<tr>
<td>Showcase</td>
<td>Business Showcase to feature your business (coming soon)</td>
</tr>
</tbody>
</table>
How we talk to the business community...

**Business Time in Essex**

**Business Wire in Essex**

**Business Showcase in Essex**

**Expand your business reach**

**BUSINESS TIME IN ESSEX MAGAZINE**
BTE is distributed to over 8000 decision making business owners, business organisations, networks and events around the county.

**FORUMS**
Communicate your views and ideas to the Essex business community via the BTE forum.

**DIRECT MARKETING**
News from businesses, local government and associations is distributed to the Essex business community.

**SOCIAL MEDIA**
Content is shared right across the business community using social media channels.

**BUSINESS TIME IN ESSEX MAGAZINE**
The largest business focused news and public relations portals in the county.

**90,000**
Businesses in Essex want to hear about your news.

**5.7 million**
Businesses in the UK want to do business in Essex.

**EVENTS**
With the many business events around the county, BTE expands your presence in the community.

**OTHER BUSINESS NEWS CHANNELS**
Our reach and engagement spreads far and wide across other business news channels who want to hear about the Essex Business Community.

**Open your network of opportunities**

**Business Time in Essex**

**Business Wire in Essex**

**Business Showcase in Essex**
Four ways to promote your business...

- The Magazine (ADVERTISING)
- The Web Portals (ADVERTISING)
- Business Wire (PR)
- Business Showcase (DIRECTORY)

Talk to us today about our advertising and PR packages!
Advertising in the magazine...

<table>
<thead>
<tr>
<th>Size</th>
<th>Single insertion</th>
<th>With 25% discount*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eighth-page</td>
<td>£145</td>
<td>£115</td>
</tr>
<tr>
<td>Quarter-page</td>
<td>£290</td>
<td>£225</td>
</tr>
<tr>
<td>Half-page</td>
<td>£495</td>
<td>£395</td>
</tr>
<tr>
<td>Full-page</td>
<td>£895</td>
<td>£695</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>£995</td>
<td>£780</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>£1,075</td>
<td>£820</td>
</tr>
<tr>
<td>Front cover quarter solace</td>
<td>£1,100</td>
<td>£800</td>
</tr>
<tr>
<td>Back cover</td>
<td>£1,500</td>
<td>£1,250</td>
</tr>
</tbody>
</table>

In addition to our display advertising, why not advertise in The Supply Line Directory for just £150/annum, or a convenient monthly payment of £15.

*Commit to four issues and you'll save a huge 25%!"
### Advertising online...

**You choose where...**

Advertise on Business Time in Essex or Business Wire in Essex... or both!

<table>
<thead>
<tr>
<th>Size</th>
<th>Quarterly</th>
<th>Annual (discounted)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Side Bar - Large (Main Pages)</td>
<td>£195</td>
<td>£702</td>
</tr>
<tr>
<td>Side Bar - Small (Main Pages)</td>
<td>£117</td>
<td>£421</td>
</tr>
<tr>
<td>Leader (animated section)*</td>
<td>£143</td>
<td>£514</td>
</tr>
<tr>
<td>Leader (static)**</td>
<td>£156**</td>
<td>£561**</td>
</tr>
<tr>
<td>Narrow Leader (static)</td>
<td>£130</td>
<td>£468</td>
</tr>
<tr>
<td>Side Bar - Large (Main page &amp; category)***</td>
<td>£273</td>
<td>£982</td>
</tr>
<tr>
<td>Side Bar - Large (category only)***</td>
<td>£104</td>
<td>£374</td>
</tr>
</tbody>
</table>

*Individual animated advertisements - spaces are limited, and these advertisements come with a 30% premium on the prices detailed above.*

*Animated section advertisements - your advert will be one of four advertisements that continually scroll. **For stand alone animated .gif advertisements, spaces are limited and a premium of 25% on the stated price is charged.***

***Category listings are limited to one category only per advertiser and based on availability (24 categories to choose from)***

**Ask us about combined packages (discounts available)**
Subscribe to Business Wire In Essex...

Subscription for Business Wire

- You can include links to your website and embed your contact details in your articles
- Submit up to 25 articles each year (maximum 3/month). Published on our search engine friendly portal
- All articles are published and shared on our e-newsletter feeds, social media channels and groups
- Business Wire Essex guarantees you local and targeted media coverage, with the ability for your content to be shared by other news channels around the region.
- Builds your brand, credibility and influence in the Essex business community

* By committing to signing up for the Business Wire on a monthly plan, you are committed to minimum 1 year subscription.

Sign up for an affordable monthly plan or save £100/annum with an annual subscription.

£50 pcm (+ VAT)
SIGN UP

£500 p/a (+ VAT)
SIGN UP

Are you a Marketing or PR company. Talk to us about advanced packages!
Showcase your business!

Showcase in Essex is your opportunity to put your business in the county’s largest business shop window at a remarkably cost-effective rate. Your Showcase entry is a 300-word description of your business with full contact information, including an embedded website address making it easy for interested parties to link up directly with you, plus up to three images. You can choose the category heading under which you’ll be included. When visitors click on your business name, your own page within the Showcase will open revealing all your information and images. It’s like having your own mini-website located in the midst of the county’s business community.

* By committing to signing up for the Business Showcase on a monthly plan, you are committed to a minimum 1 year subscription.

Ask us about combined advertising packages (discounts available)
Advertising deadlines & specification

THE MAGAZINE

Spring Issue
Published March 1st
Booking deadline, February 1st
Supplied artwork deadline, February 15th
Copy deadline, February 8th

Summer Issue
Published June 1st
Booking deadline, May 1st
Supplied artwork deadline, May 15th
Copy deadline, May 8th

Autumn Issue
Published September 1st
Booking deadline, August 1st
Supplied artwork deadline, August 15th
Copy deadline, August 8th

Winter Issue
Published December 1st
Booking deadline, November 1st
Supplied artwork deadline, November 15th
Copy deadline, November 8th

ONLINE
There are no deadlines for online advertising. Dependent on availability, your quarterly, six monthly and annual campaigns start on the day the advert is live on the website/s.

ONLINE SPECIFICATION
All advertisements to be supplied as either .gif, .jpg, .png or animated .gif files.

Leader Animated/Static
1180 pixels
120 pixels

Narrow Leader Static
880 pixels
120 pixels

Side Bar Large
500 pixels
370 pixels
500 pixels
For the Side Bar Small please supply your advertisement at 250 pixels deep
TECHNICAL SPECIFICATION

All advertisements are to be supplied to the stated dimensions below, plus a 3mm bleed.

Supplied artwork must be CMYK with outlined text and supplied in either JPEG, PDF OR EPS format.

Images should be at least 300 DPI

FULL PAGE
190 mm wide x 265 mm deep

HALF PAGE
190 mm wide x 131 mm deep

QUARTER PAGE
92 mm wide x 131 mm deep

EIGHTH PAGE
92 mm wide x 63 mm deep
DESIGN SERVICES (Printed and Online Advertising)

• Establish your value proposition to get you the best results from your advertising with us
• We provide graphic design services from the regions most accomplished creatives
• Animation services available
• A comprehensive creative service from start to finish

WRITING SERVICES (Business Wire)

• Establish your value proposition to Just give us an outline brief and the spokespeople and we’ll produce a professional, page-ready press release with a 24-hour turnaround.
• Does your press release need polishing? Let our experts work their magic to amplify your story.
• Need extra media coverage? We can research media outlets and distribute your story to targeted journalists in the regional and UK trade or consumer press.
• Get it online! We’ll produce a search engine optimised version for your website and social sharing.

Services start at just £75 + vat.
Talk to us today about your writing and design needs!
Get in touch!

Publishing Editor

Peter Richardson
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peter@pjrcomms.co.uk

BusinessTime in Essex is proud to be made entirely in Essex. Here are our valued partners, without whom, none of it would be possible.

Supported by Essex Chambers of Commerce, www.essexchambers.co.uk
Printed by Printwize of Witham, www.printwize.co.uk
Designed by Dean Allen Design of Colchester, www.deanallendesign.co.uk
Mailed out by Direct Solutions of Clacton, www.directsolutionsuk.co.uk
Websites by Elan Marketing of Great Bentley www.elancm.co.uk