Business Time in Essex

in association with Essex Chambers of Commerce

MEDIA PACK



Welcome to Business Time in Essex

BusinessTime in Essex offers un unrivalled means for businesses of all sizes and sectors to convey their message to a large yet targeted audience of business decisionmakers, both in print and online.



BusinessTime in Essex magazine: established in 2016, it is the county's premier B2B magazine with a 20,000-strong readership in print and online

Business Wire in Essex: an online news/PR platform which attracts 6,000+ visitors a month

Business Showcase in Essex: an online platform which enables you to showcase the very best of your business

Now let's put some meat on those bare bones…

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BusinessTime in Essex magazine:

BusinessTime in Essex offers an unrivalled total readership, in print and online each quarterly issue, of ***20,000*** business-focused decisionmakers across Essex, via our high-quality A4 printed magazine and our e-mag which sits on two online platforms, **www.businesstimeinessex.co.uk** and **www.businesswire-essex.co.uk**



Publication dates

March 1st, June 1st, September 1st and December 1st.

Our print readership

includes every member of Essex Chambers of Commerce, whilst our online readership includes every member of the Essex Federation of Small Businesses and every member of the Institute of Directors Eastern region.

Google and AI love the magazine.

Google Essex business news or Essex business scene or similar generic Essex business searches and you'll find BusinessTime in Essex dominates the rankings.

The debate over advertising versus PR

spend is easily resolved with *BusinessTime in Essex* magazine. We believe the two best work hand-in-hand, which is why every advertiser is offered additional free editorial space.

Here are prices:

Quarter-page advert with additional quarter-page editorial	£295 plus VAT
Half-page advert with additional half-page editorial	£590 plus VAT
Full-page advert with additional full-page editorial	£990 plus VAT
Inside front cover	£1,150 plus VAT
Inside back cover	£1,090 plus VAT
Back cover	£1,600 plus VAT
Front cover large area	£2,200 plus VAT
Front cover small area	£750 plus VAT



A powerful platform for Essex Businesses

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Business Wire in Essex



The Essex Business Coffee Shop

Business Wire in Essex – **www.businesswire-essex.co.uk** – is not just another business news/PR platform. When ChatGP was asked, what is the best website to find Essex business news, it answered:

> *If you're looking specifically for Essex-focused business news, **I would put Business Wire in Essex at the top of the list.** It is particularly strong because it is dedicated to the Essex business community, covering company news, business announcements, developments and views. It is also closely associated with **BusinessTime in Essex.***
>
> ***- ChatGP** (quoted response)*

Since 2020, we've built up ***www.businesswire-essex.co.uk*** with a constant flow of news stories from businesses across Essex. As a result, the platform now attracts 6,000+ visitors every month – businesspeople wanting to know what is happening on the business scene across the county. New articles are added daily so it's the perfect place to catch up with the very latest news and views from Essex. In fact, we now refer to it as the Essex business coffee shop – pour yourself a cuppa, pull up a chair and discover all that's going on across Essex.



Essex Businesses share news and views

Your article can:

- be any length you like
- include full interactive contact details including a link to your own website
- be a story about your own business *(eg, new member of staff, an award, new contract, change of premises)* or a comment/blog from yourself on anything you feel like sharing
- be accompanied by one landscape-shape image

You simply email us the article with supporting image and we do the uploading for you.

- To further boost visitor traffic to the platform, we email 1,000 key contacts a weekly round-up of that week's news with direct links to selected stories from that week.
- We also send out regular LinkedIn post promoting articles on our platform.

The price for submitting an article **£25** + VAT

If you think you might be a regular user of the platform, you can opt for an annual ***£500*** *plus VAT subscription, giving you 12 months' unlimited use of the platform.*

Magazine advertising artwork - technical specifications

CMYK • outlined text • JPEG, PDF or EPS • minimum 300dpi • add 3mm bleed

Full page	Half page	Quarter page	Eighth page
190 x 265mm	190 x 131mm	92 x 131mm	92 x 63mm

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Business Showcase in Essex



This is an amazing online membership platform designed to make your business much more visible.

You get a dedicated one-page business showcase, focused entirely on your business, your services and what makes you different, with interactive links to all your key contact points, website, brochures and your own social media platforms – even a video can play on the Showcase.

Your Showcase membership page sits on a bespoke section on our **www.businesstimeinessex.co.uk** website and will be shared and promoted across social media channels and in exclusive news pages in BusinessTime in Essex.

Our team does all the hard work, preparing your professional-looking Showcase for you.

Take a look at **www.businesstimeinessex.co.uk/showcase-members/** and you'll see what it offers your business and which other leading businesses are already signed up and enjoying increased visibility.

Your online Business showcase includes

- A dedicated one-page business showcase
- Interactive links to your key contacts points and website
- A place to feature your brochures and marketing material
- A video can also play on your Showcase
- Promotion across social media channels
- Inclusion in exclusive news pages in ***BusinessTime in Essex***

Just £295 + VAT per year

Less than £25 + VAT a month



So, there you have it....

Whether your marketing preference is print, digital or both, advertising or PR/editorial, we have it covered. Remember, we work very closely with Essex Chambers of Commerce, Essex FSB and the IoD Eastern Region - so if you're serious about working with the right people, work with us. **Nobody can put you in front of a bigger audience of business decisionmakers.**

Essex Chambers of Commerce | fsb Federation of Small Business | IoD Institute of Directors Eastern Region

For further information, contact Editor, **Peter Richardson,** on **07778 067614** or at **peter@pjrcomms.co.uk**