

Business Times

In print and online Business Times is published in Northamptonshire for the county's business community
www.Business-Times.co.uk

Circulation:

9,500

NEWSPAPERS DELIVERED VIA ROYAL MAIL
 EVERY MONTH TO BUSINESSES ACROSS
 NORTHAMPTONSHIRE

Readership: 19,000

About Business Times

Founded in 1991, Business Times has grown and developed into what it is today – one of the most respected business publications in the region.

Holding Northamptonshire's most comprehensive and accurate database detailing the names and addresses of more than 9,500 key executives and decision makers who subscribe to receive the paper, Business Times is securely wrapped and sealed prior to distribution by Royal Mail during the first week of every month.

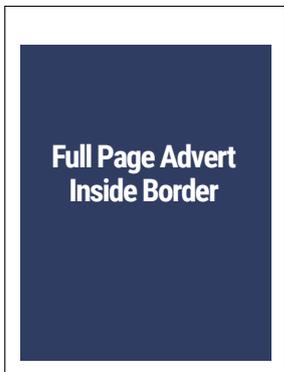
Through the good economic times – and the not so good – the focus of Business Times has always been to highlight the positive aspects of the business community, focusing on the optimism, hard work and drive that characterises Northamptonshire and its businesses.

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.

Advertisement sizes



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



TARGET KEY DECISION MAKERS

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.
ASK FOR DETAILS

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 - please call us for an accurate quote.

To book space online or in print, talk to us about your advertising plans **call 01604 259900**
 or email sales@pulsegroupmedia.co.uk www.pulsegroupmedia.co.uk

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MORE THAN
60,000
 PAGE
 VIEWS

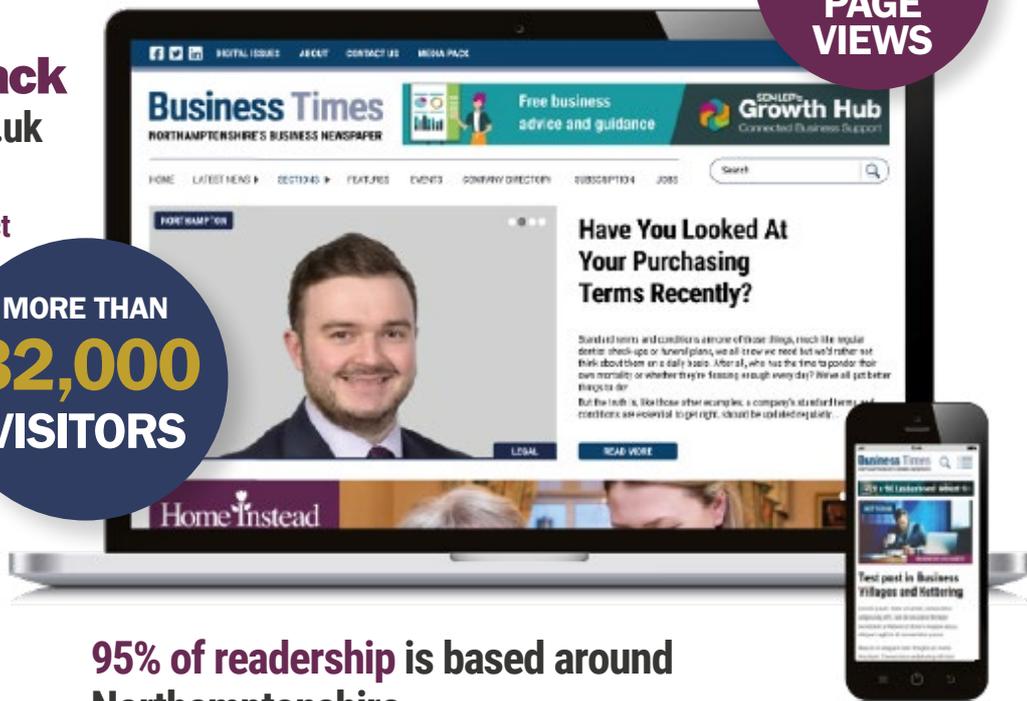
Digital Media Pack

www.business-times.co.uk

Our regular 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 Northamptonshire.**

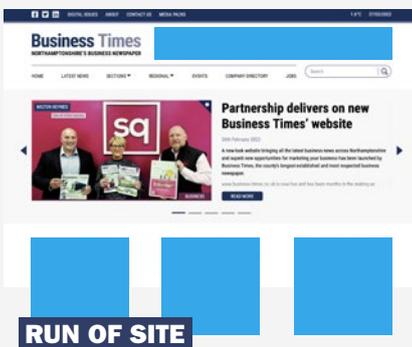
MORE THAN
32,000
 VISITORS

- > 2,600 unique users every month
- > 85% of users come direct to the site
- > 82% of readers are aged 25+
- > 46% of traffic from mobile devices
- > 5,000+ social media followers across LinkedIn, Facebook & Twitter



95% of readership is based around Northamptonshire

Advertising Options



RUN OF SITE

Appearing on rotation across website throughout the month*

All sizes to be supplied:

- 728x90 (Leader board 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.

EMAIL CAMPAIGN TO OUR SUBSCRIBERS

Create a bespoke email and send your message direct to our digital subscribers. We can help you create a beautifully engaging message to suit our readers' demands and convey your campaign effectively.

- > 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 to be supplied:
 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

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

WE ALSO OFFER

Home Page Takeover

Including design time required to setup the takeover.

>> Sold per month.

Search Page Takeover

Including design time required to setup the takeover.

>> Sold per month.

Section Takeover

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

>> Sold per sections/ category per month.

Additional Page Sponsorships:

Jobs Section
 Events Section
 Company Directory

>> Sold per sections/ category per month.

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Forward Features List 2022

Features published in Business Times are designed to inform the county's business community of new developments, trends and offer insight into specific areas of business.

Features are categorised by location, market sector and topicality proposition.

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.

FOCUS ON MOULTON PARK

A closer look at the varying businesses that make up this thriving industrial estate a few miles north of the town of Northampton.

MARCH

CORBRY

A spotlight on this booming borough and some of the firms that are part of the reinvention of the town and surrounding area.

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.

DAVENTRY DISTRICT

A focus on some of the businesses who thrive in the town and its surrounding area.

LEGAL & FINANCIAL SERVICES

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

MAY

WELLINGBOROUGH INDUSTRY

A look at Wellingborough's commercial and industrial scene and focus on some of the businesses helping build and maintain that thriving business community.

FOOD AND DRINK

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

JUNE

A FOCUS ON NORTHAMPTON

Continuing to power ahead, we shine a light on the Northamptonshire developers, decision makers and businesses that define the town and its thriving business community.

ENVIRONMENTAL UPDATE

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

CONSTRUCTION AND COMMERCIAL PROPERTY

Northamptonshire is 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

SOUTH NORTHAMPTONSHIRE

The diversity of business in the south of our county is enormous - from small firms based in business parks to those in towns and villages that define its unique rural character. We look at how south Northants' businesses boost the local economy.

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

Especially now, 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.

FOCUS ON EAST NORTHANTS

East Northants continues to grow and offer an increasing range of retail, business and leisure options. We focus on some of the firms that are part of its ongoing success.

SEPTEMBER

LOGISTICS, FREIGHT & TRANSPORT

With an excellent central position in the country the logistics sector has long played an important role in Northamptonshire's economy. We look at the companies thriving and those that contribute so much to the economic heart of the region.

BUSINESS IN KETTERING

Time to shine a spotlight on some of the businesses that play their part in Kettering's economic growth.

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.

BRACKMILLS, NORTHAMPTON BUSINESS PARK AND THE LAKES

Home to some of the county's leading businesses, we look at the business parks and their inhabitants that play such an important part in the economy of Northamptonshire.

NOVEMBER

DEVELOPING NORTHAMPTONSHIRE

A look at what's happening across the county with views from some of the companies that drive growth and shape Northamptonshire's regeneration.

RECRUITMENT, TRAINING AND APPRENTICESHIPS

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

DECEMBER

WELLINGBOROUGH INDUSTRY

A look at Wellingborough's commercial and industrial scene and the businesses helping build and maintain that thriving business community.

WHAT A YEAR

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

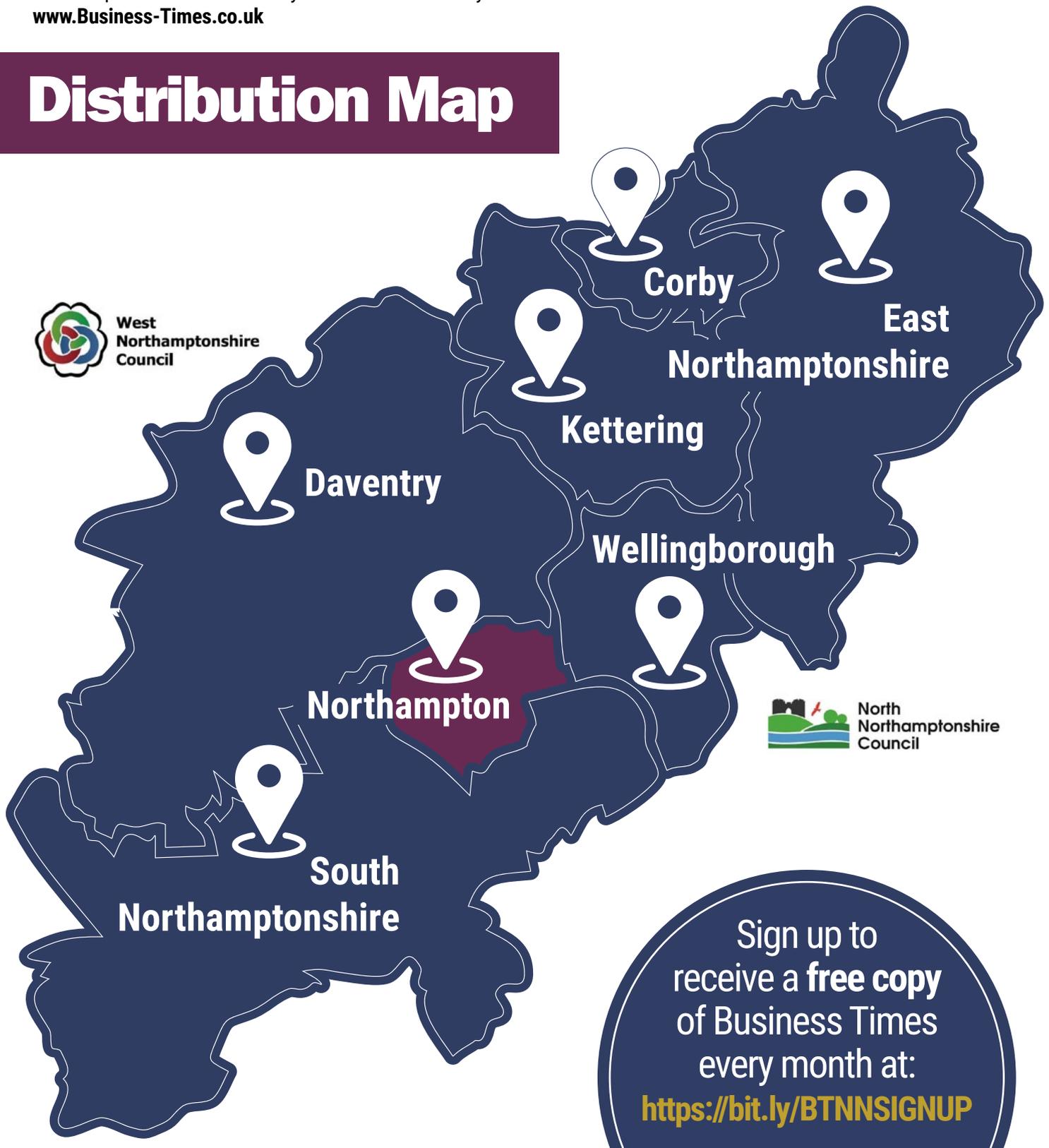
>>> Sign up to receive a free copy of Business Times every month at: <https://bit.ly/BTNNSIGNUP>

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Distribution Map



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