

# Business Times

In print and online Business Times is published in Northamptonshire for the county's business community  
[www.Business-Times.co.uk](http://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

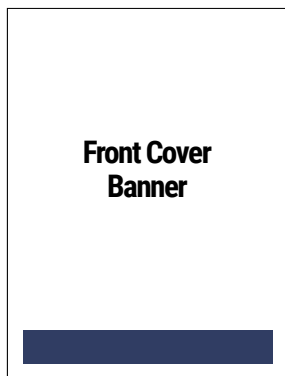
Founded in 1991, **Business Times** has grown and developed into what it is today – one of the most respected business publications in the region.

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.

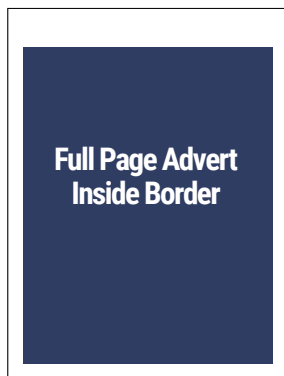
Through the good economic times – and the not so good – the focus of **Business Times** has always been to highlight the positive aspects of the business community, focusing on the optimism, hard work and drive that characterises Northamptonshire and its businesses.

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



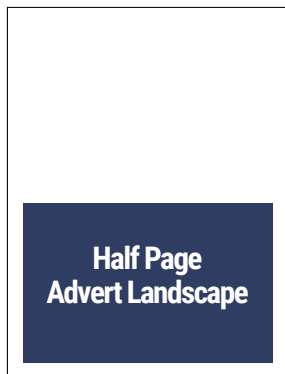
Size: 255x30mm  
 No Bleed, Landscape



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**

### 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 **£895 + VAT**. Prices for other weights are available, 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](mailto:sales@pulsegroupmedia.co.uk) [www.pulsegroupmedia.co.uk](http://www.pulsegroupmedia.co.uk)

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## Digital Media Pack

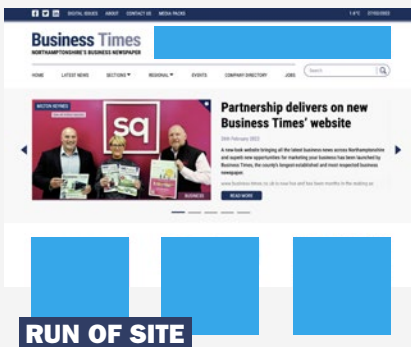
[www.business-times.co.uk](http://www.business-times.co.uk)

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 Northamptonshire.**

- > 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



## 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.

### 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.

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



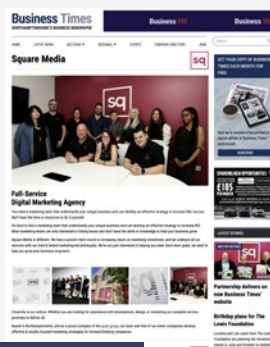
### SPONSORED ARTICLES

#### 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

#### 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 2023

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](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.

#### 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 2023 for Northamptonshire businesses, asking what it meant for them, how they have adapted to the challenges faced and what the coming year holds.

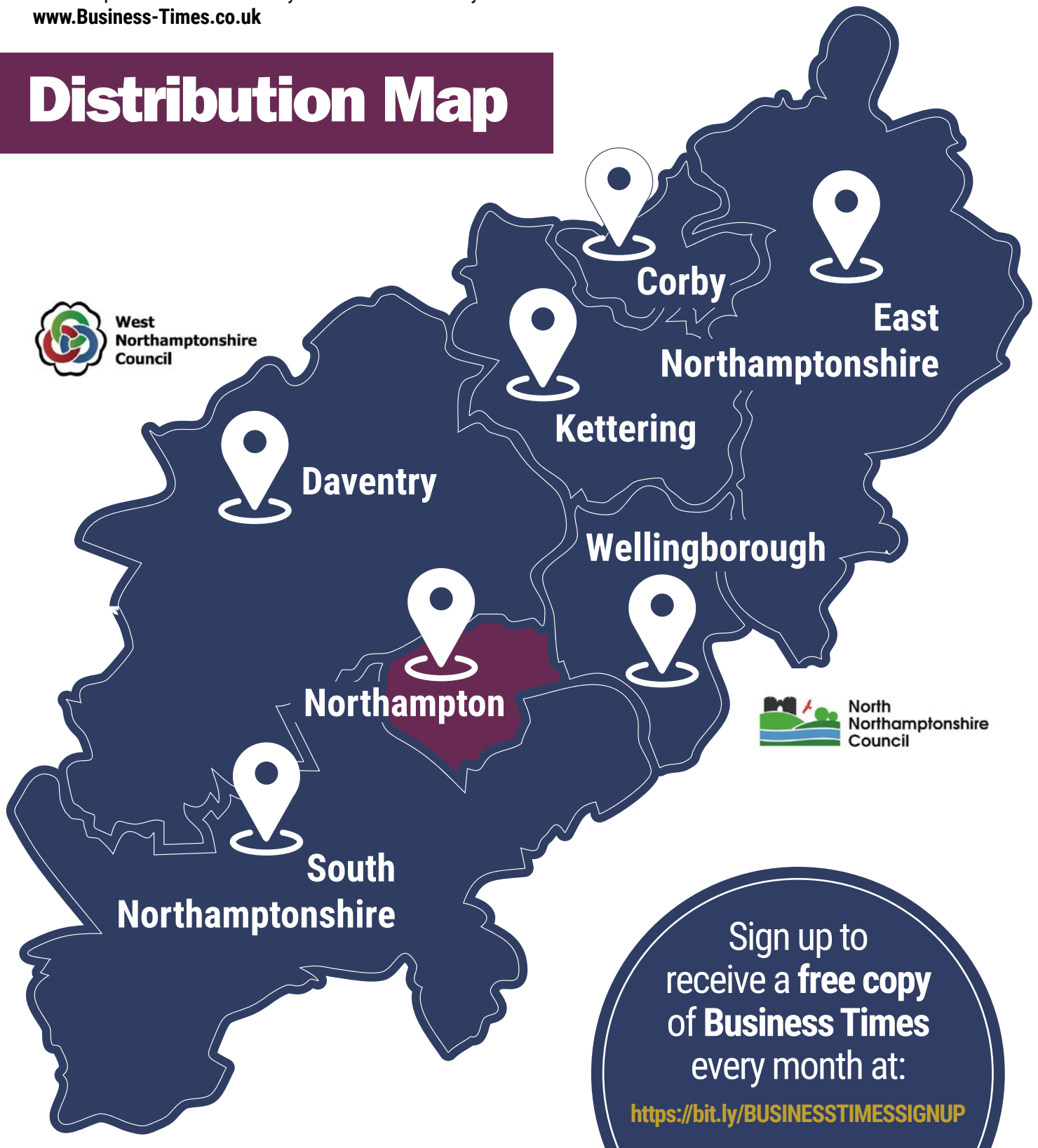
>>> Sign up to receive a free copy of Business Times every month at: <https://bit.ly/BUSINESSTIMESSIGNUP>

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## Distribution Map



**9,500 Businesses across Northamptonshire**

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# YOUR **BusinessExpo**

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

Organising two shows a year in Northamptonshire and two in Milton Keynes, 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



SCAN ME

To book a stand or register  
for **FREE** tickets call **01604 259900**  
or visit **YourBusinessExpo.co.uk**  
hello@yourbusinessexpo.co.uk

Sponsored by:

**qoob**

**Business Times**  
NORTHAMPTONSHIRE'S BUSINESS NEWSPAPER