



# **inbusiness**

**NORTH WALES**

**MEDIA PACK  
2020**

**V.S.G**  
PUBLISHING

A man in a dark suit and tie is looking down, his face partially obscured by a semi-transparent orange rectangle. In the background, a city skyline with various skyscrapers is visible. The word "ABOUT" is written in large, white, bold, sans-serif capital letters across the middle of the image, partially overlapping the orange rectangle and the man's suit.

# ABOUT

*North Wales In Business* is the only business-to-business magazine purely for North Wales. Published by KSG Publishing – the founders of the popular lifestyle publication *North Wales Magazine* – *North Wales In Business* is the only B2B title for the region.

Aimed at every single business owner, no matter where they are on their business journey, *North Wales In Business* will not only have relevant editorial content from experts in their field, but will also provide great leads for any business owner looking to connect with other local firms.

With specific targeted distribution, we can guarantee that each and every one of the 10,000 copies that we print every issue is going to be eagerly picked up and enthusiastically read from cover to cover by local business professionals.

In addition, our ethos of a quality, editorially led magazine will ensure that *North Wales In Business* will soon become an essential resource for business owners throughout the region. If you'd like to see how advertising in *North Wales In Business* can help you build your business, then please drop us a line at [sales@ksgpublishing.co.uk](mailto:sales@ksgpublishing.co.uk)



North Wales In Business will cover a diverse range of topics, ensuring that there is genuinely something for every sector in each and every issue.

Specialising in 'dates for your diary' North Wales In Business will provide a comprehensive list of all of the networking events taking place throughout the region, as well as workshops and awards ceremonies.

We will also be the go-to publication for all business news stories, interviews and advice. Professional financial journalists will cover the latest stories, while our experienced editorial team and expert columnists will provide topical advice on an issue-by-issue basis.

If you have something that you think may be of interest to the editorial team, please email:  
[editorial@ksgpublishing.co.uk](mailto:editorial@ksgpublishing.co.uk)

# EDITORIAL CONTENT



*North Wales In Business* is printed on a bi-monthly basis, and has a specific targeted distribution via business centres, serviced offices, conferences, networking events, co-working spaces and business waiting rooms throughout North Wales.

A digital edition will also be available online, and will be emailed out to KSG Publishing's extensive business database – resulting in a readership of around 25,000 people per issue.

*North Wales In Business* will also have its own dedicated website which will be updated regularly with news and views, while our social media presence will ensure that you, as a reader, can always have your finger on the local business pulse...

# DISTRIBUTION





# RATE CARD

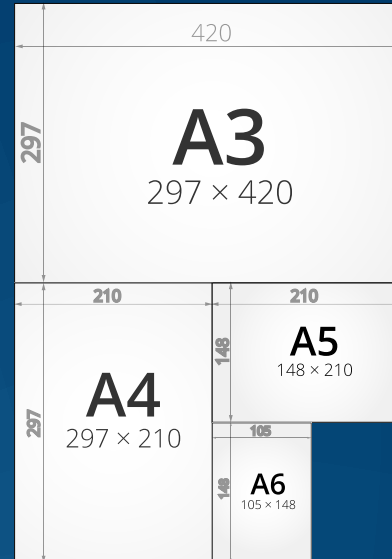
A purely independent publication, *North Wales In Business* delivers expert editorial with a regional twist. Our ethos is to deliver interesting features, articles and what's on listings to the high standard that appeals to local business owners. As a result, your advert will be exposed to a wide range of potential customers, therefore raising awareness of your product or service, and generating spontaneous enquires and purchases.

Size	x1	x 3	x6
Quarter Page	£130	£110	£90
Half Page	£225	£195	£165
Full Page	£380	£340	£300
Back Cover	£600	£550	£500
Double Page Spread	£650	£600	£550

*\* All prices quoted are per advert*

*\* VAT is charged additionally at the prevailing rate*

# ARTWORK



## Quarter page

A6 paper size: 105mm (width) x 148mm (height)

## Half page

Horizontal advert: A5 paper size – 210mm (width) x 148mm (height)

Vertical advert: 105mm (width) x 297mm (height)

## Full Page

A4 Paper Size: 210mm (width) x 297mm (height) – plus add 3mm to all sides for bleed

## Double page spread

A3 paper size: 297 mm x 420 mm – plus add 3mm to all sides for bleed

Our preferred format is Adobe Acrobat PDF. These must be hi-res (press-optimised) with the fonts embedded. All full-page adverts should have a 3mm symmetrical bleed (see the advertising sizes above for more information)

If you don't have your own artwork, or would like your existing advertising campaign to have a bit of a freshen up, then please feel free to use our bespoke design service. Our in-house design studio works with the latest technology in order to provide the highest quality adverts currently available.



# IMPORTANT DATES

## Issue

Jan/Feb  
March/April  
May/June  
July/August  
Sept/Oct  
Nov/Dec

## Artwork deadline

Friday 10th January  
Friday 28th February  
Wednesday 29th April  
Friday 26th June  
Thursday 27th August  
Friday 30th October

## On sale date

Wednesday 22nd January  
Wednesday 11th March  
Monday 11th May  
Wednesday 8th July  
Wednesday 9th September  
Wednesday 11th November

We are a pretty speedy bunch here at In Business, North Wales so, even if you don't have any artwork in place, then fear not we will be able to turn something around for you – no matter how close to deadline we are!

# CONTACT US

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