



inbusiness

NORTH WALES

**MEDIA PACK
2022**

V.S.G
PUBLISHING



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 5,000 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



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

EDITORIAL CONTENT



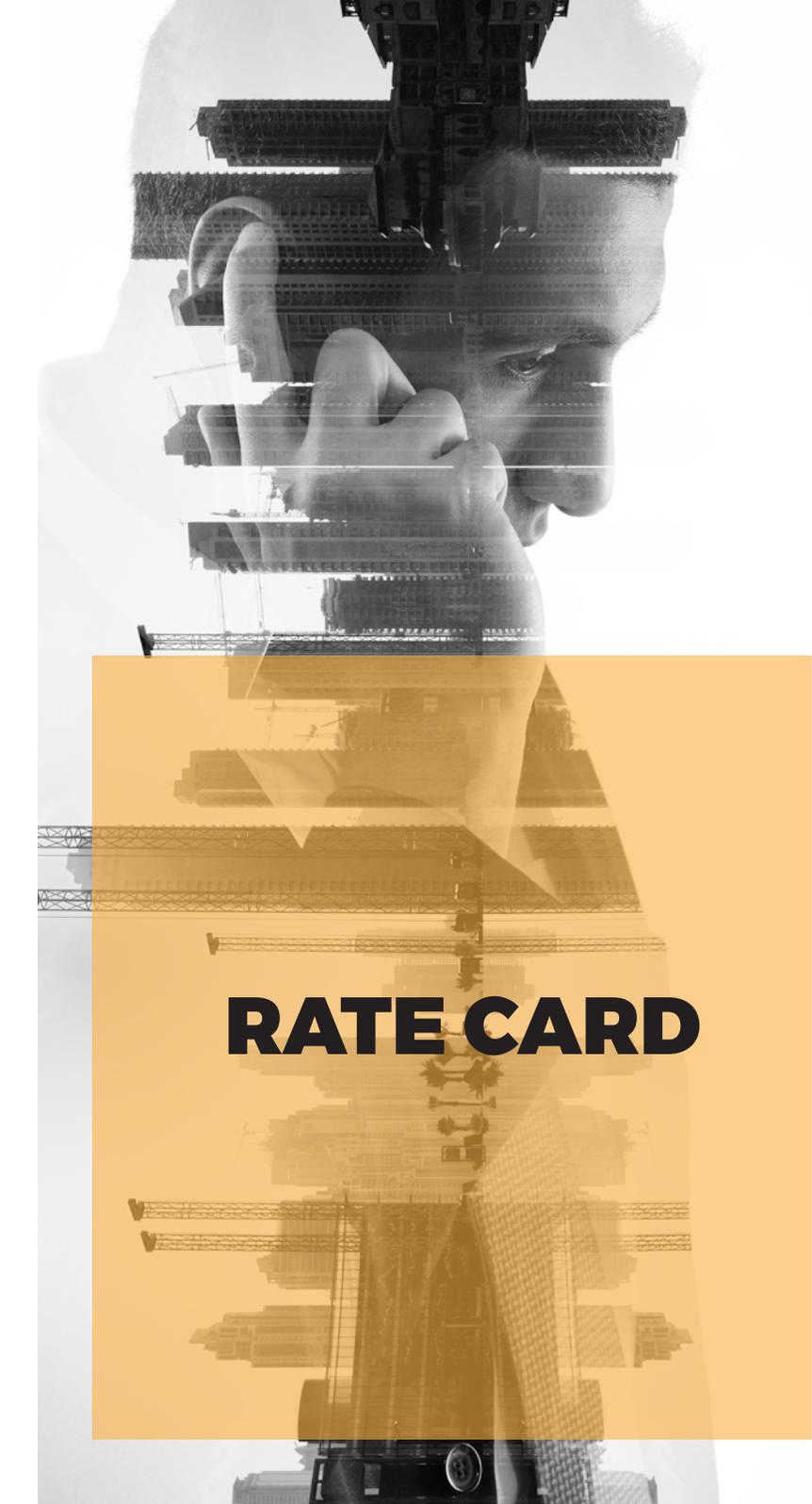
North Wales In Business is printed on a bi-monthly basis, and has a specific targeted distribution via business centres, serviced offices, conferences, networking events, co-working spaces and business waiting rooms throughout North Wales.

A digital edition will also be available online, and will be emailed out to KSG Publishing's extensive business database.

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

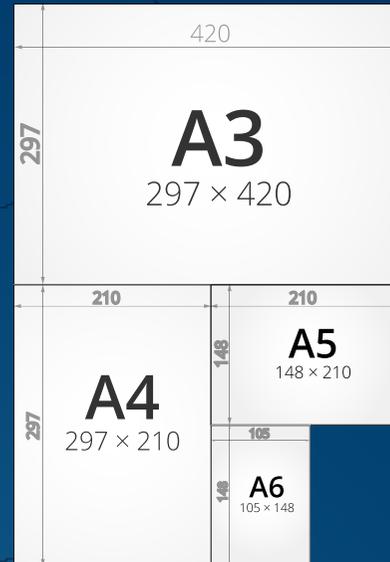
A purely independent publication, *North Wales In Business* delivers expert editorial with a regional twist. Our ethos is to deliver interesting features, articles and what's on listings to the high standard that appeals to local business owners. As a result, your advert will be exposed to a wide range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

Size	x1	x3	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.



CONTACT US

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