



# **BusinessCloud**

*faster growth through tech*

MEDIA PACK | 2019

# Contents

<b>Introduction .....</b>	<b>3</b>
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## **Advertising**

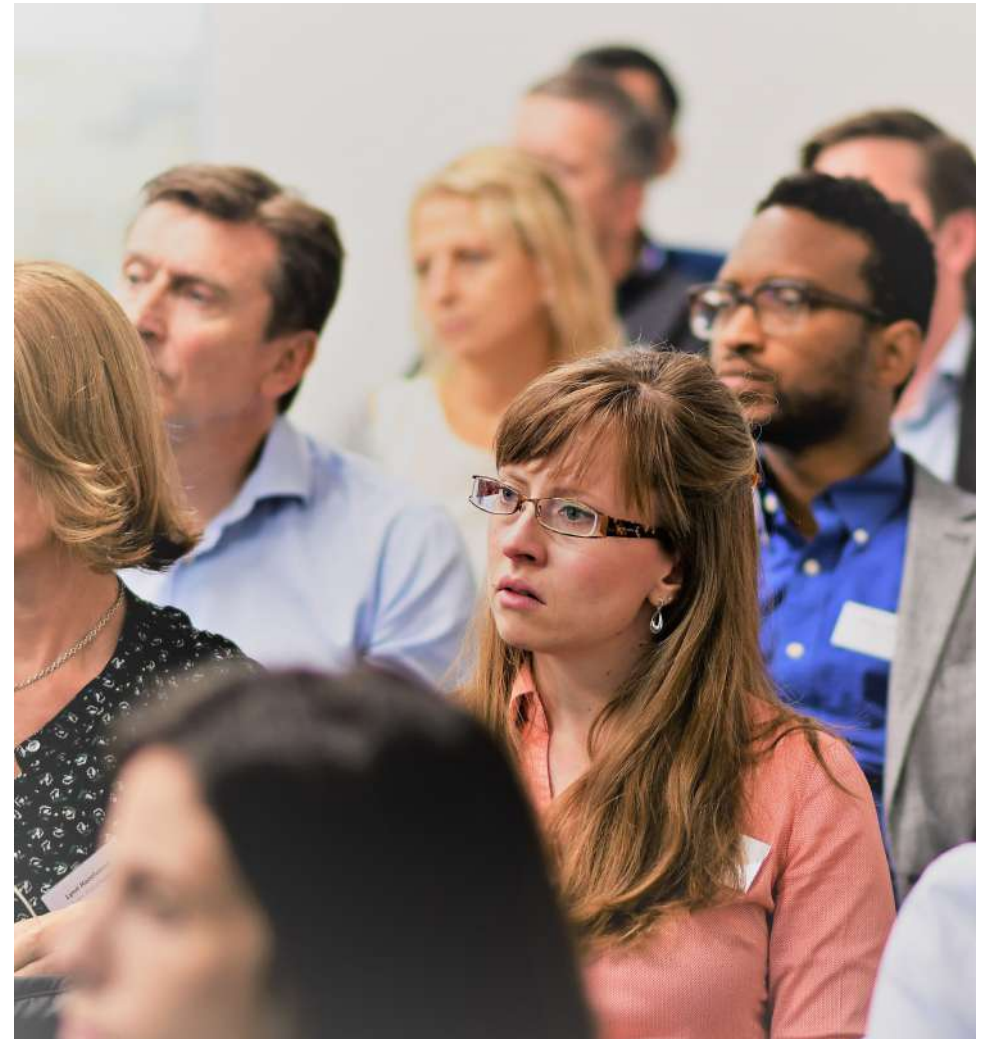
Magazine.....	5
Magazine advert prices.....	6
Magazine advert dimensions .....	7
Online .....	8
Online advert layout .....	9
Online advert prices .....	10
Newsletter.....	11
Newsletter advert layout.....	12
Sponsored content.....	13

## **Events**

Events create opportunities .....	15
Roundtable sponsorship .....	16
Roundtable event structure .....	17
Breakfast/evening sponsorship.....	18
Breakfast event structure .....	19
Evening event structure .....	20
Event reviews & feedback.....	21
Contact.....	23

# Introduction

BusinessCloud aims to demystify tech for a business audience, offering insight on everything from the Internet of Things and AI to the UK's digital clusters. Technology permeates every aspect of our lives and is now essential for companies seeking sustained growth. BusinessCloud's quarterly magazine, weekly newsletter and website are supported by public events and roundtable discussions.



# Advertising

# Magazine

Advertising in BusinessCloud will put your company at the forefront of the minds of SME business owners and key decision-makers in the tech industry; providing an opportunity to align your brand alongside quality content for a business audience harnessed by technology. The digital edition is emailed to all subscribers as well being available on the home page of the website. Any advert placed in the magazine will include a back link in the digital edition free of charge.

## Digital edition stats

- Digital Edition Impressions
- Unique users – 2,000+
- Page Views – 40,000+

## Print magazine stats

- 20,000+ Magazine circulation
- 4.5K to UKFast customers





# Advert Prices

Magazine	Price	2 x Issues (25% discount)	4 x Issues (50% discount)
Full Page	£1595	£2,392	£3,190
Two Thirds	£1095	£1,642	£2,190
Half Page	£895	£1,342	£1,790
3rd Page Column	£595	£892	£1,190
3rd Column Strip	£495	£742	£990
DPS	£2,595	£3,892	£5,190

# Advert Dimensions

## Full page

Bleed 303mm H x 216mm W

Trim 297mm H x 210mm W

Type area 267mm H x 178mm W

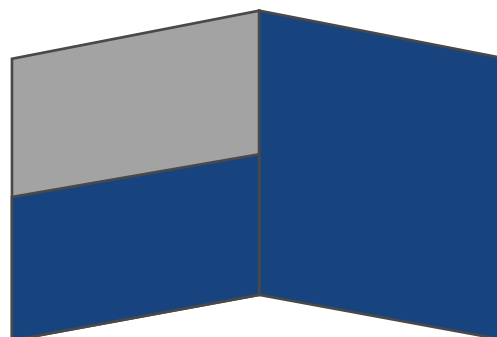
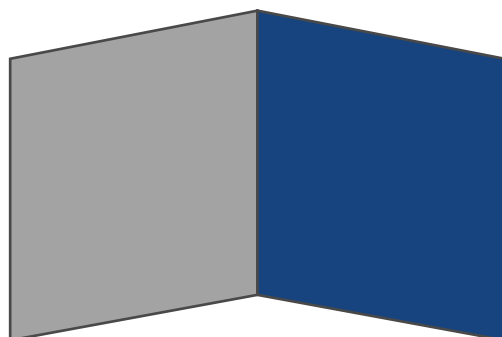
## Half page

Trim 127mm H x 184mm W

Type area 117mm H x 174mm W

## Strip Advert

Trim 15mm H x 184mm W



## Deadline for artwork

Q1 – Monday 11th Feb

Q2 – Monday 13th May

Q3 – Monday 12th August

Q4 – Monday 21st October

# Online

With continuously growing traffic, BusinessCloud's unique website is the ideal platform to advertise your business. The site caters to such a specific audience that you can guarantee your advert is being seen by the most relevant people. Our consistent stream of exciting news stories and updates encourage not only repeat visitors but new readers every day, resulting in an increasing audience of decision-makers and business leaders in the tech industry.

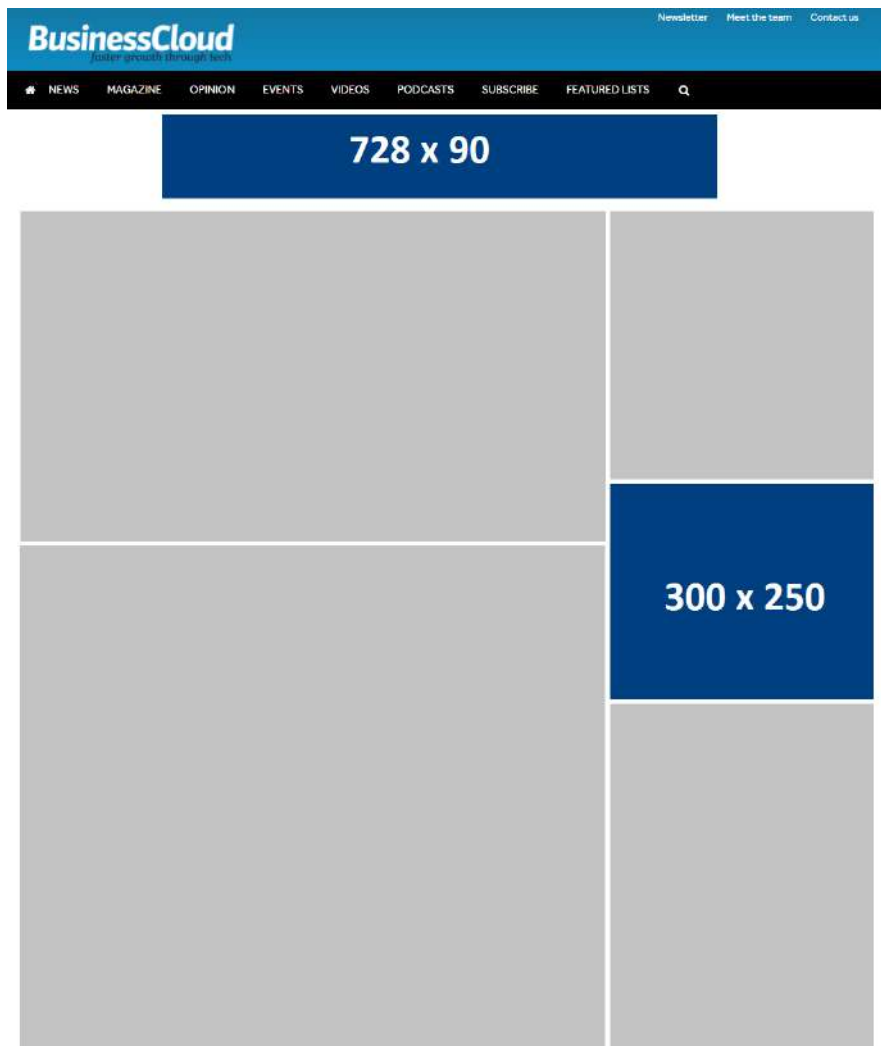
**1.2 Mil +**  
**Annual website**  
**page views**

**425k+**  
**Annual unique**  
**website users**

The screenshot displays the BusinessCloud website interface. The header features the BusinessCloud logo with the tagline "faster growth through tech" and navigation links for Advertising, Newsletter, Meet the team, and Contact us. A secondary navigation bar includes links for NEWS, MAGAZINE, EVENTS, VIDEOS, INSIGHTS, SUBSCRIBE, and FEATURED LISTS, along with a search icon. Below the navigation, a featured article by Hewlett Packard Enterprise titled "OPERATIONAL FRICTION CAN BE A MONSTER" is highlighted, with a sub-headline "Streamline IT operations and unleash speed with software-defined and hybrid cloud solutions." and a "Tame IT" button. The main content area features a large image of Professor Sonia Livingstone with the headline "Social media regulation 'needed to protect children'" and a sub-headline "Professor Sonia Livingstone OBE says we've set kids 'a near-impossible task' in understanding the context of online content and there is nowhere for them to...". To the right, the "UPCOMING EVENTS" section lists two webinars: "UKFast webinar - The importance of collaboration in tech" (16-01-2019) and "UKFast webinar - How mentoring helps you and your business" (23-01-2019). Below this, a section titled "(Y)OUR SPACE: Insights from the global workplace" is dated 30-01-2019. The "NEWS TAGS" section includes links for Sport, Podcasts, Tech For Good, 101 Tech Disruptors, Sponsored Content, Cryptocurrency, Deals, Infrastructure, Ecommerce, and Tech Manchester. The "OPINION" section features an article titled "Why are challenger banks so disruptive?" by Alistair Hardaker. At the bottom, a grid of news articles is displayed, including "Cyber security start-up opens US base", "New deal is music to ears of Sunderland fans", "PrettyLittleThing sales close on boohoo's", "AI and cloud top employees' tech wish-list", "Force24 acquires social media tech firm", and "Cutting-edge tech at Everton stadium to make it 'a fortress'".



# Advert layout



## Leaderboard - 728 x 90

Most prominent/premium advert - seen by all visitors

Main homepage and all content pages

Horizontal advert

## MPU - 300 x 250

Square advert

Can be found to the side or within online content

Largest website advert

# Advert prices

Online	Price per month	3 Months	12 Months
Leaderboard	£800	£2,100	£3,600
MPU	£700	£1,800	£3,000

## Advert dimensions

### Leaderboard

728 x 90 px

File type: gif, png, jped

Looping: Yes

### MPU

300 x 250 px

File type: gif, png, jped

Looping: Yes

# Newsletter

With daily updates on the latest stories in business and tech, BusinessCloud's fast-growing newsletter sifts through the most recent reports to deliver you today's top news. The newsletter is free to subscribe to and already has thousands of followers. There is also a weekly events newsletter that lists the best upcoming events in the business and tech sector.

**35%**  
**Newsletter click-through  
rate**

**4000+**  
**Daily newsletter  
subscriptions**

**2500+**  
**Events newsletter  
subscribers**

# Newsletter layout

## Leaderboard

Dimensions: 468 x 60

Price per month: £450

3 months: £1,200

## Banner

Dimensions: 468 x 60

Price per month: £350

3 months: £900

**BusinessCloud**  
accelerates business

NEWS | EVENTS | VIDEOS | PODCASTS | FREE MAGAZINE


**Leaderboard**

NEWS

**AccessPay secures £9m investment**

Manchester-based FinTech firm backed by transatlantic venture capital investor Beringea in a landmark deal for the North of England

[Fastest growing FinTech outside London](#)




NEWS

**Digital bank Tandem eyes IPO**

London-based bank planning hiring spree and intends to float on stock market within next five years

[Smashed expectations](#)




NEWS

**AI technology drives revenue growth at online giant**

Digital retailer enjoys nine per cent revenue boost after integrating IBM Watson's artificial intelligence technology into its chatbot

[Record Christmas period](#)



**Banner**

# Sponsored content

Sponsored content is a great way to advertise your business/service/product in a subtle but effective way. For just **£250** you can publish a 500 word article which even includes a back link to your chosen website! The article will have a premium fixed position on BusinessCloud homepage for 24 hours and then remain on the website indefinitely. It will also be featured in the daily newsletter.

## Package Deal 1

2 x Sponsored Content   £250 x 2

Total   £500

**Package Deal Price   £400**

## Package Deal 2

4 x Sponsored Content   £250 x 4

Total   £1,000

**Package Deal Price   £700**

## Editorial Criteria

- BusinessCloud reserves the right to vet all content
- All content has to be bespoke and exclusive to BusinessCloud
- Article needs to be by-lined and must include company name
- Sponsored content can make appropriate product mention(s) but mustn't be excessive
- The article will be featured in the most appropriate space on the website
- To comply with Advertising Standards Agency regulations, the article will be advertised as 'sponsored content' or some other appropriate description
- Articles should be circa 500 words in length
- Photos can be submitted for consideration

# Events



# Events create opportunities

Bespoke business and tech events with relevant audiences at competitive prices. Choose from a roundtable or breakfast/evening event to gain valuable leads, increase brand awareness and develop worthwhile contacts. For the ultimate brand exposure, speak to our award-winning team today.

## Types of events

### Breakfast or Evening Event

- 2-3 hours
- 60+ relevant attendees
- Maximum brand exposure
- Follow up coverage
- Great for developing leads
- £6,995

### Roundtable

- 1-2 hours
- 10-12 attendees
- Specific corporate individuals
- Follow-up coverage
- Fantastic opportunity to build relationships
- £4,295



\*Other event options available – please enquire for price

# Roundtable sponsorship

## Includes

- Place on the panel
- Input into the structure and content of the event
- Sign-off on speakers and panel members
- Guaranteed exclusivity
- Pieces to camera
- Dedicated account manager
- Sourcing of top quality, relevant panel members

## Premium branding

Logo and back link to website

- Before - On events page, newsletters & emails
- During - Material/goody bags
- After - On follow-up emails & website story

## Social media

- 10+ tweets before, during and post event
- 14k twitter followers
- 350,00+ twitter impressions every week
- # of your choice

## Online stories

A follow-up article after the event that will have a premium fixed position on the homepage of the website for 24 hours and then will remain on the website indefinitely. It will also be featured in the newsletter.

- 60,000 website page views every month
- 4,000 newsletter subscribers
- Back link included in each story

# Roundtable event structure

## Example Agenda

### 11.45 - 13.45

- 6 - 10 speakers
- We typically make sure 10+ are registered
- Time for food and drinks beforehand
- Each panel member will have an equal amount of time to speak
- Post roundtable there will be an opportunity for speakers to have a piece to camera

**11.45** Arrive - drinks and food

**12.05** Brief intro of panelists

**12.10** Discussions begin

**13.10** Discussions typically end in a talk about the future

**13.20** Opportunity for pieces to camera



# Breakfast/Evening sponsorship

## A breakfast/evening event running for up to 2 hours includes:

- Event space
- Catering
- AV & Lighting
- 2 x panel discussions
- Keynote speaker
- Q&A
- Hosting by Chris Maguire
- Opportunity for networking
- Optional filming of event
- Seats on the panel
- Personalised invite strategy
- Sourcing of relevant attendees
- 68% of our attendees are of CEO/Founder/Director/Manager level

## Premium branding

Logo and back link to website

- Before - On events page, newsletters & emails
- During - Material/goody-bags
- After - On follow-up emails & website story

## Social media

- 10+ tweets before, during and post event
- 4k twitter followers
- 350,00+ twitter impressions every week

## Online stories

A follow-up article after the event that will have a premium fixed position on the homepage of the website for 24 hours and then will remain on the website indefinitely.

- 100,000+ website page views
- 4,000 newsletter subscribers
- Back link included

# Breakfast event structure

## Example Agenda

### 07.30 - 10.00

- 10 min keynote speaker
- 2 x half hour panels of 3-5 members
- Q&A
- Networking post event

**7.30** Registration with tea, coffee and breakfast rolls

**8.00** Host intro

**8.05** Panel 1

**8.40** Keynote speaker

**8.50** Panel 2

**9.25** Closing remarks from host

**9.30** Networking till 10am with tea and coffee





# Evening event structure

## Example Agenda

### 17.45 - 20.30

- 10 min keynote speaker
- 2 x half hour panels of 3-5 members
- Q&A
- Networking post event

**17.45** Registration with drinks and canapes

**18.15** Host intro

**18.20** Panel 1

**18.55** Keynote speaker

**19.05** Panel 2

**19.40** Closing remarks from host

**19.45** Networking till 8.30pm with drinks and canapes





## Event reviews & feedback

"It was the best breakfast event I have been to all year. People genuinely did want to engage and I made some excellent contacts which will lead to new business for my company."

Kate Mayers - Themis Burnley

"By working with BusinessCloud, we were able to reach a whole new audience, both through their events and by having a presence in the magazine. We're an established developer but our association with BusinessCloud has helped us grow our profile."

Tim Heatley - Capital & Centric

"I really enjoyed the fact that it was dynamic: the changes in the speakers kept our attention and it brought different opinions! Thanks again!"

Scriba

## Event reviews & feedback

"Chris the host was fantastic and held the space really well. The speakers were diverse, varied and there were points of discussion from lots of different angles and view points which created a 'coming together' of minds in order to bring the subject matter to the forefront."

Anon

"Excellent event. Very informative and had some great conversations in the networking period."

Anon

"Your events are the best in Manchester, we are trying to spread the word amongst our clients to get involved."

Bermans

# Contact

To discuss further, please get in touch at any time.

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