



# AYCLIFFE BUSINESS

## MEDIA PACK 2020

## AYCLIFFE BUSINESS – OUR HISTORY



*Aycliffe Business* is the business magazine for Aycliffe Business Park – the North-East’s largest business park, home to 500 companies and an estimated 10-12,000 employees.

Launched in November 2012, we provide firms with a unique platform to tell everyone about their services and success stories in our prestigious, high-quality publication.

With an estimated readership of more than 8,000, copies are mailed direct to every company on our database, and the rest are distributed by hand across the park as well as nearby hotels, restaurants and conference centres.

More than 120 firms have used *Aycliffe Business* for their marketing needs – whether it be for PR, brand awareness, direct advertising or for recruitment purposes.

Our team can look after all your requirements. Our trained journalists can write your advertorial features, we can take your pictures and design your ads, all as part of our service.

*See page 5 for our rates and page 7 for our publishing dates and specifications.*



**aycliffetoday.co.uk**  
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## AYCLIFFE TODAY ONLINE

aycliffetoday.co.uk is Newton Aycliffe's Number One website for a respected source of local community, business and sports news.

Our website averages 15,000 unique visitors a month and 20-30,000 page views a month.

All our publications are published online, which average 1,000 views, and all our magazine content is published online and promoted through our social media channels.

With a combined readership in print, online and social media of 40,000+, we provide Aycliffe businesses with the strongest and unrivalled local media platform, to put themselves in front of other businesses as well as thousands of local people.

## AYCLIFFE TODAY SOCIAL MEDIA

We have thousands of followers across our social media platforms – all of which are organic followers, and not acquired by third parties.

You only need to check the interaction we get, compared to other local media sources, to see that our followers are real.

- > Our Facebook page has 8,000 followers and reaches on average 15,000 people every week.
- > Our Twitter page has 8,500 followers and averages 80,000 impressions a month.
- > We're also developing our Instagram account, which currently has 1,200 followers.

All our advertisers benefit from our real social media following – all added value and part of the service.



8,000  
followers  
15,000  
weekly reach



8,500  
followers  
80,000  
monthly impressions



1,200  
followers  
and growing



## WHY AYCLIFFE BUSINESS WORKS FOR OUR CLIENTS

### ***Aycliffe Business* works for businesses... don't just take our word for it!**

Almost 200 companies have used *Aycliffe Business* to promote their services, goods and products, or to raise local awareness, promote their brand or help to recruit local people.

*Here's our A-Z of firms who have used **Aycliffe Business** since we launched in 2012.*

Accounting Solutions  
Advanced Handling & Storage  
Allan Oliver Reinforcing  
Air Compressors & Blowers (ACB)  
ALM Products  
Aspire Fitness Studios  
AS Training  
ATAG Cables  
Avec Partnership  
Aycliffe Physiotherapy  
Baltic Recruitment Services  
Beaumont Grounds Maintenance  
Bespoke Financial  
Burns Rowatt Photography  
Business Durham  
Business Health Partners  
Caring Caretaker  
Central Space  
Certax Durham  
Commercial Expert  
Connect Property North East  
Cornerstone Business Solutions  
Cornforth Industrial Services  
Crafter's Companion  
D&J Franks Renewables  
D&S Services  
Darlington Hippodrome  
Darlington Mowden Park  
DH Recruitment  
Driver Hire  
Durham Lifting  
DurhamWorks  
Diamond Commercial Cleaning  
Ebac  
Elachi  
Eldon Financial  
Elphaba  
Endeavour Partnership  
Enterprise City  
Europe Direct North East  
Excelpoint  
Finley Structures  
Fleet Recruitment  
Flexspace

Formula Plastics  
Future Business Magnates  
GEM Partnership  
Gestamp Tallent  
Great Annual Savings  
Great Aycliffe Town Council  
Greystone Legal  
Greystone Legal  
Growth Funders  
Hall Garth Hotel  
Hardwick Hall Hotel  
Harlands Accountants  
Heighington Bay Horse  
Hewitts Solicitors  
High Impact Development  
Holiday Inn Express  
HSBC  
Hydraquip  
Inkland  
ITEC North East  
Jackson's Coffee Shop  
Katell  
KMS Partners  
Learning Curve Group  
LemonTop Creative  
Lexus Teesside  
Lingfield Point  
Little Cubs Nursery  
Local Motion  
Lox of Love  
Lucid Technology Solutions  
Major Recruitment  
Mandale Property  
MCR Property  
Metallink  
MHP Coatings  
Mill Volvo  
M Seven Real Estate  
MT Print  
NBSL  
NFU Mutual  
OakLeaf Golf Club  
Oktoberfest  
OneGym



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Optimum Skills  
Oberlin Filters  
PD Ports  
Peaseway Medical Centre  
Pioneering Care Partnership  
Platinum Cleaning Products  
Premo Fabrications  
Planet Leisure  
Plastic Mouldings Northern  
Q-Dec Quality Painting  
Raisco  
Ramsey's Garage  
Razorblue  
Redworth Hall Hotel  
Robinson Engineering  
Roman  
ROF 59  
Sanderson Weatherall  
SCH Site Services  
Screentech  
SE Landscaping  
Sherwoods  
Solutions Recruitment  
South West Durham Training  
Sparta Security Group  
Stiller Warehousing & Distribution  
Sunderland University  
Teesside University  
The County  
The King's Arms  
The Work Place  
Thrive Marketing  
Tori Dargue Hair & Beauty  
Tyne Tees Packaging  
Upex Electrical Distributors (UED)  
Utility Alliance  
Water Cooler World  
Whitehead & Low Solicitors  
Whurk Recruitment  
Wilson Field  
Woodham Academy  
Workshop Supplies  
Xcel Centre



## LET US TELL YOUR STORY!

Our advertorial features enable you to connect with your audience in a unique way, sharing the message that is important to you. Perhaps you want to share a recent client win, a strong local partnership or even help your customers get to know you by sharing some of your personality. With professional copy writing and photography included, our advertorials will help you to achieve your marketing objectives.

Full page Advertorial	£450
Double page Advertorial	£695
Front page Feature, including 4 page spread	£895

Save £300 and spread the cost over 12 months when you take advantage of our 6 issue full page advertorial package.  
£200 per month

### A full page advertorial and 1/2 page ad in 6 issues - our best value package

Keep your business front and centre in the minds of your customers by taking advantage of our 12 month advertorial and advertisement package.

£300 per month



## OUR ADVERTISING RATES

Quarter Page	£150
Half Page	£250
Full Page	£450

## 12 MONTH PACKAGES

Benefit from a **free single page advertorial** (value £450) and spread the cost over 12 months at no extra charge when you take advantage of our 6 issue advertising package.

Quarter Page	£75 per month
Half Page	£125 per month
Full Page	£225 per month

## DIGITAL PROMOTION

### Website Advertising

Banner advertising on aycliffetoday.co.uk with guaranteed minimum of 5,000 views £99 (or £75 when taken alongside any Aycliffe Business Magazine 6 issue package)

### Sponsored Social Media Posts

100 words with pictures, posted on Aycliffe Today social media platforms (Facebook, Twitter, LinkedIn & Instagram). Boosted on Facebook.

£99 (or £75 when taken alongside any Aycliffe Business Magazine 6 issue package)

All prices exc. VAT



## SPECIFICATIONS & PUBLISHING DATES

### Advertising Specifications

#### DIMENSIONS

1/4 PAGE 93mm wide x 142mm high

1/2 PAGE 190mm wide x 142mm high

FULL PAGE (WITH BLEED)  
216mm wide x 303mm high

#### ACCEPTED FILE TYPES

- ✓ PDF
- ✓ TIFF
- ✓ JPEG (highest quality)

#### DESIGN CHECKLIST

- ✓ Fonts embedded (PDF)
- ✓ CMYK
- ✓ 300dpi Resolution
- ✓ Important text/info at least 3mm away from edges (8mm on 'Full Page with bleed')

### Our publishing/deadline dates

Issue	Booking deadline	Content deadline	Published
45 (May-June 2020)	24th April	1st May	15th May
46 (July-August 2020)	19th June	26th June	10th July
47 (Sept-Oct 2020)	21st August	28th August	11th September
48 (Nov-Dec 2020)	16th October	23rd October	6th November

# AYCLIFFE BUSINESS

## CONTACTS

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