



Aycliffe Today Business.

MEDIA PACK 2020

Aycliffe Today Business – Our History



Aycliffe Today 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 Today 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.

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 Today Business* works for our clients

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

More than 120 companies have used *Aycliffe Today* 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 Today 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
Business Durham
Business Health Partners
Caring Caretaker
Certax Durham
Commercial Expert
Connect Property North East
Cornerstone Business Solutions
Cornforth Industrial Services
Crafter's Companion
D&J Franks Renewables
D&S Services
DH Recruitment
Driver Hire
Durham Lifting
DurhamWorks
Diamond Commercial Cleaning
Ebac
Elachi
Eldon Financial
Elphaba
Endeavour Partnership
Enterprise City
Europe Direct North East
Finley Structures
Fleet Recruitment
Flexspace
Formula Plastics

Future Business Magnates
GEM Partnership
Gestamp Tallent
Great Annual Savings
Great Aycliffe Town Council
Gregg Little Testing Centre
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
Lexus Teesside
Lingfield Point
Little Cubs Nursery
Local Motion
Lox of Love
Major Recruitment
Mandale Property
MCR Property
Metallink
MHP Coatings
Mill Volvo
M Seven Real Estate
NFU Mutual
OakLeaf Golf Club
Oktoberfest
OneGym
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
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

Our Rates

All our rates include any copy writing and pictures you may need for advertorial features, as well as design requirements for adverts. It's all part of the service!

- Quarter Page: £150
- Half Page: £250
- Full Page: £450
- Double Page: £695
- Front Page feature: £795

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SUCCESS WITH A SMILE

Founder of £44m global brand and youngest-ever TV Dragon Sara Davies, tells Aycliffe Today editor Martin Walker that you can be astute in business and be nice to people at the same time...

19 The magazine for Aycliffe Business Part 1

"The people of the North-East know how fantastic this region is, it's my home and it's where I built my business."

Pictures by Chris Booth

has clearly made her mark. "I've seen some people thought it'd be too easy to Dragon. Don't," she says. "Some of the guys who walk through that pit, you can see how nervous they are, mess up parts and stuttering their lines. I often see it from behind, you're doing great, keep it going. But that doesn't mean to say it's easy in their business."

"So the other dragons since realised I wasn't business when I had them up. They all have that same quality, but there are some businesses I was determined to start, and come I wasn't willing to share."

"Sara has revealed 60% of her own money in eight businesses during the series, including Debenhams. She's got staff jeans and Plus Esq, a food for Diners."

"We've already spent a lot of time with Sara on all existing businesses in their own right, and from the start of being in the business, she's been there."

"It's not just me, it does take time out of my diary. I still spend a lot of time in my own business and, of course, I have a young family."

"You know I have fantastic support around me."

Debenhams called Sara's Companion, a craft supply company, whilst at university in 2002. During a placement at a small craft company she spotted a gap in the market for a tool that could create bespoke accessories for handmade goods and, with help from her retired engineer father, she designed a product called The Evolver which she launched on the TV shopping channel last March, selling 20,000 units within six months.

By the time she graduated the business was turning over £300,000, and by the time she was 25, Sara had built a Cambridge craft business. Now, though, having created the huge USA market, Sara's Companion turns over £4M a year.

"After initially establishing the business in her hometown of Cauden - where her parents' farm shop and her brother's decorating shop still exist - Sara's moved to Aycliffe in 2016, taking over the former Hobbies and Novelties, and later that year she was awarded an MBE for services to the economy."

Sara has recently been named TV Entrepreneur of the Year in her hometown of County Durham.

"Father, I actually don't know where Sara is now, she's moved to the USA and to the USA but she has well thought of her and made it out of there."

"There's also a fantastic community here in Aycliffe Business Park - it's the perfect location for us."

Annual Packages

There are savings to be made by booking multiple ads with *Aycliffe Today Business*.

This gives you guaranteed and sustained coverage for a long-term period while reducing the cost and enabling you to plan your annual advertising budget.

Here are some of our annual packages available.

SME OFFER

Quarter Page in 6 x issues of *Aycliffe Today Business* (value £900)

Full Page advertorial feature in 1 x issue (value £450)

Only £75 per month!

Half page offer

A half-page advert or advertorial feature in 6 x issues of *Aycliffe Today Business* (value £1,500)

Cost: £99 per month (£1,188 a year)

Full page offer

A full-page advert or advertorial feature in 6 x issues of *Aycliffe Today Business* (value £2,700)

Cost: £199 per month (£2,388 a year)



Specifications & Publishing Dates

Advertising Specifications

DIMENSIONS

1/4 PAGE 98.5mm wide x 142mm high

1/2 PAGE 200mm 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
43 (Jan-Feb 2020)	17th January	24th January	7th February
44 (March-April 2020)	28th February	6th March	20th March
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

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Contacts

Aycliffe Today Business
Units 8-9 Parson's Court
Welbury Way
Aycliffe Business Park
DL5 6ZE
www.aycliffetoday.co.uk

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www.mantis-media.com

Business Manager: Sharon Hutchinson
M: 07940 870310
E: sharon@aycliffetoday.co.uk

