

# AYCLIFFE BUSINESS



## MEDIA PACK 2021

# AYCLIFFE BUSINESS

## AYCLIFFE BUSINESS – OUR HISTORY



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**aycliffetoday.co.uk**  
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*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.

Almost 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 artwork specifications.*



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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.



8,700+  
followers

40,000  
monthly reach

10,000  
monthly engagements



8,500  
followers

80,000  
monthly impressions



1,300+  
followers  
and growing



500+  
followers

5,000  
monthly impressions

## 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  
C&A Embroidery and Print  
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  
Growth Funders  
Hall Garth Hotel  
Hardwick Hall Hotel  
Harlands Accountants  
Heighington Bay Horse  
Hewitts Solicitors  
High Impact Development  
Holiday Inn Express  
HSBC  
Hydraquip  
Inkland  
Insight 6  
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 Milk Man  
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



**CLASS ACT**

**10 out of 10 as firm marks a decade of making a difference in schools**

A Newton Aycliffe-based company providing support services for schools is looking to expand as it looks ahead to its 10th anniversary. Peter Barron talks to the two ladies behind the success story...

A firm prepares to celebrate their tenth anniversary as business partners in the "challenging world of education," Sarah Smith and Julie Smith can take justifiable pride in passing the test with flying colours.

A decade on from launching Aycliffe-based Aves Partnership, the North East businesswomen employ around 40 staff and provide vital support services for hundreds of schools.

And, having grown the business every year since they started, Sarah and Julie are now looking to take the business to new heights after becoming part of national services provider Educational Personnel Management (EPM).

"In the end, it's all about supporting school leaders as they can have no giving pupils the best education possible," says Julie. "We know the difference we can make as, if we can go on growing, we can ultimately have a bigger impact on the life chances of more children."

The foundation of the pair's business venture can be traced back to the introduction in the 1980s of Local Management of Schools, which delegated control to governing bodies.

The friends found themselves working for Darlington Borough Council - Sarah as head of education finance, Julie as head of education human resources - and shared a passion for helping school leaders to manage change to an exciting but challenging new era.

"They formed a formidable natural partnership as the local authorities, copying their own expertise for the benefit of schools while building their experience, knowledge and commitment..."

"We were requested to develop services with a commercial angle and we always put the schools at the heart of everything we did - always asking how we could make a better for school leaders," says Sarah.

Their careers continued to develop, with Sarah becoming vice principal of the Education Village in Darlington, working under high-profile principal Dame Orla Walsh, and carrying out national work for the National College for School Leadership.

Meanwhile, Julie joined the School Improvement Team, working on workforce reform, which was unheard of at a time when she also worked for the Training and Development Agency for Schools.

After a period of "doing their own thing," they came back together to work on joint projects in 2008 and launched Aves Partnership in September of that year - taking the name for the firm's "will for work" to underpin their commitment to work side-by-side with school leaders.

"Being a school leader can be a lonely job and a lot of what we do is take the pain away, be a sounding board, and provide solutions. We are a critical friend," says Julie.

Smiths, Sarah and Julie would a recent at Central College, in Darlington, but by the beginning of 2011, Aves was gaining faster than expected momentum - winning its own contracts and having to recruit staff to manage the growing workload - so the company relocated to the newly refurbished Langfield Point business park.

Three years ago it moved again to new premises on Aycliffe Business Park and built back, despite being across from leaving Darlington. With clients everything from Northumberland to the East Riding, transport connections were crucial and the offices in Park's Court at Aycliffe found the full package.

The Express and Star/Mark P. 3

All prices exc. VAT



## SPECIFICATIONS

### 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	Dates	Booking deadline	Content deadline	Published
49	Jan-Feb	22nd January	29th January	w/c 15th February
50	March-April	12th March	19th March	w/c 5th April
51	May-June	7th May	14th May	w/c 24th May
52	July-August	2nd July	9th July	w/c 19th July
53	Sept-Oct	20th August	27th August	w/c 13th Sept
54	Nov-Dec	15th October	22nd October	w/c 8th November



## CONTACTS

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