

AYCLIFFE BUSINESS



MEDIA PACK 2022

AYCLIFFE BUSINESS



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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.

Almost 200 businesses and organisations 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.

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 9,000+ followers and reaches on average 40,000 people every month.
- > Our Twitter page has 8,500 followers and averages 80,000 impressions a month.
- > Our LinkedIn and Instagram accounts also reach thousands more.

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



9,000+
followers
40,000
monthly reach
10,000
monthly engagements



8,500
followers
80,000
monthly impressions



1,400+
followers
and growing



700+
followers
20,000
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
Gregg Little Testing Centre
Greystone Legal
Growth Funders
Hall Garth Hotel
Hardwick Hall Hotel
Harlands Accountants
Heighington Bay Horse
Hewitts Solicitors
High Impact Development
Hitachi Rail
Holiday Inn Express
HSBC
Husqvarna
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	£495
Double page Advertorial	£795
Front page Feature, including 4 page spread	£995

Save £270 and spread the cost over 12 months when you take advantage of our 6 issue full page advertorial package.
£225 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	£195
Half Page	£295
Full Page	£495

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	£95 per month
Half Page	£145 per month
Full Page	£245 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

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Design • Install • Maintain

Unique Electrical Engineers are professional, fully qualified and accredited electricians in your area, offering the full range of electrical services across County Durham, North Yorkshire and the rest of the UK. Our team of professional, fully trained and qualified electricians can service your needs whether it be for commercial premises or domestic users.

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SMART City of Guilds LOCAL BUSINESS DBS CHAS

Uniquely Electrical Engineers

Social media workshops hit the back of the net

RESULT!

Thrive is delighted to be sharing its mojo with a succession of well-received social media and digital marketing workshops in recent months.

As a long-standing digital marketing agency, Thrive has long held the key to the secrets of the world of social media management, engagement and advertising.

With numerous Aycliffe Business Park-based businesses benefiting from its expertise over the years.

However, the digital landscape is changing. As Thrive has recognised, and one year on from launching its social media training sessions with in-house specialists, Rachael Poles, the company is meeting and updating its workshop agenda and having no doubt, results for customers.

Seven years ago, two former Enterprise House tenants, Felix Graphics and Au Pair, decided to merge to form Thrive, as it remains today in its new local Centre location.

With Felix Graphics offering graphic design and web design expertise, Au Pair brought social media and digital marketing expertise to the table, meaning it has been at the edge of social media developments for a considerable time.

Having to respond to the changes in the social media landscape both always one and a step ahead, local generation and PPC and kept growth areas for businesses, social media has fallen in its credibility as a need to have service.

In-house companies are keen to bring social media management in-house and Thrive is only too happy to support their decision by offering, but advice for getting up and running, managing it, or looking up to house.

Thrive offers a variety of digital marketing solutions, as well as in-house design and website support, for organisations across Newton Aycliffe and beyond. Speak to them for advice and guidance about building your digital presence.

Improving their in-house specialists.

More recently, Rachael has delivered a workshop for looking over business, James Craddock, Football Academy, run by former Middlesbrough FC footballer, Steve Cookhead.

Steve says "As a start-up business the workshop was very useful for me, and Rachael's delivery of the content was excellent."

"It has given me lots of insights that I'm already planning on putting into action when I get properly up and running."

The workshop has been delivered as part of a start-up business package introduced by Thrive for 2020 to support local start-ups, offering the essential marketing elements required by most small businesses to get their online presence up and running.

Stuart Bates, digital marketing manager at Thrive, says "As we moved through the early part of 2020, we've been lucky to have the opportunity to review and refine our company's offering and future growth goals, ensuring we're delivering the latest services and support that adds genuine value for organisations of all sizes and in all industries."

"Our digital marketing team is making real waves in the inbound marketing and PPC arenas, ensuring we're building an exciting future for the business, proven, not least, by Rachael's enthusiasm and value-adding workshop programme."

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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	Booking deadline	Content deadline	Print date
55 (Feb 2022)	4th February	11th February	18th February
56 (April 2022)	25th March	1st April	8th April
57 (June 2022)	13th May	20th May	27th May
58 (July-August 2022)	8th July	15th July	22nd July
59 (Sept-Oct 2022)	26th August	2nd September	9th September
60 (Nov-Dec 2022)	21st October	28th October	4th November

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