



# AYCLIFFE BUSINESS

## AYCLIFFE BUSINESS – OUR HISTORY



**aycliffetoday.co.uk**  
martin.walker@mantis-media.com  
01325 728024

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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.

More than 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.



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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 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



1,000+  
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  
BTS Facades & Fabrication  
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



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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  
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](http://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

### 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
61 (Feb 2023)	27th January	3rd February	10th February
62 (April 2023)	17th March	24th March	31st March
63 (May-June 2023)	5th May	12th May	19th May
64 (July-August 2023)	7th July	14th July	21st July
65 (Sept-Oct 2023)	25th August	1st September	8th September
66 (Nov-Dec 2023)	20th October	27th October	3rd November



## CONTACTS

Aycliffe Business, Units 8-9 Parson's Court  
Welbury Way, Aycliffe Business Park, DL5 6ZE  
**[www.aycliffetoday.co.uk](http://www.aycliffetoday.co.uk)**

Director: Martin Walker  
T: 01325 728024  
E: [martin.walker@mantis-media.com](mailto:martin.walker@mantis-media.com)

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by Mantis Media Ltd:  
[www.mantis-media.com](http://www.mantis-media.com)

Assistant: Karen North  
T: 07434 666099  
E: [karen.north@mantis-media.com](mailto:karen.north@mantis-media.com)

