

West & North Yorkshire Business Media Pack

2024

Your platform for promotion

included in Chamber membership

Publish your articles on the Yorkshire Business website and tell the world about your success.

Articles are posted and shared on social media, further expanding your audience. The Yorkshire Business website is a great space for sharing news with the business community and expanding your reach across our region & beyond – promoting your products and services for others to see at no extra cost to your membership.

Please view our Press Release Guidelines for a more detailed explanation of what to include in your submissions, along with some key points about what we specifically would like to publish on the Yorkshire Business Articles page. All requirements are listed here too for your reference, including proposed word count etc.

Send us your press release

Email marketing@wnychamber.co.uk with your press release and images.

We select the best articles for publication in the quarterly magazine which is distributed to all members and our partners. This comes at no additional cost to you as a member.



Magazine schedule

Spring Q1

THEME
SUSTAINABILITY

CONTENT DEADLINE
1 March 2024

PUBLICATION
1 April 2024

Summer Q2

THEME
SKILLS

CONTENT DEADLINE
1 June 2024

PUBLICATION
1 July 2024

Autumn Q3

THEME
DIGITAL

CONTENT DEADLINE
1 September 2024

PUBLICATION
1 October 2024

Winter Q4

THEME
CULTURE

CONTENT DEADLINE
1 December 2024

PUBLICATION
3 January 2025



West & North
Yorkshire Chamber
of Commerce



Magazine

Magazine content includes features, profiles, top tips and case studies from businesses around the region. Editorial opportunities allow businesses to raise their profile while sharing knowledge, trends and business insights.

We may choose to include your content in our magazine, including news articles taken from the Yorkshire Business website.

Standard members can take advantage of reduced fees for paid articles and advertising.

Executive & Patron members receive allocated space each year as part of their membership.

Executive members receive 1 profile page per year.

Patron members receive a 4-page allowance to spread across our magazines throughout the year.



Feature

Spread your message over several pages, with in-depth interview, insightful article and business commentary.

COVER FEATURE

£4,000

Front cover plus four pages, one can be an advert

FEATURE SPREAD

£2,000

Two pages : 700-800 words with full page photograph

Profile

Raise your company profile, talk about your business and what make your offering unique and relevant.

PROFILE PAGE

£1,000

One page : 300-400 words, one photograph and logo with company information

CASE STUDY

£2,000

Two pages, 500-800 words, up to 5 photographs

Top Tips

Share your expertise with a guide, top tips or insight on a specialist subject.

TOP TIPS PAGE

£1,000

Article : 300-500 words

TOP TIPS FEATURE

£2,000

Two pages : 700-800 words with photograph

Articles

Topical news articles on business subject from across the region.

Articles are selected from members news articles posted on Yorkshire-Business.com

MEMBERS NEWS

Chamber members only, selected by the Editor

Article : 50-125 words

NEWS ARTICLE

£1,000

Article : 100-150 words

West & North Yorkshire Business

The magazine for business professionals in Yorkshire.

Rub shoulders with the biggest brands in Yorkshire, without breaking your budget.

Advertising

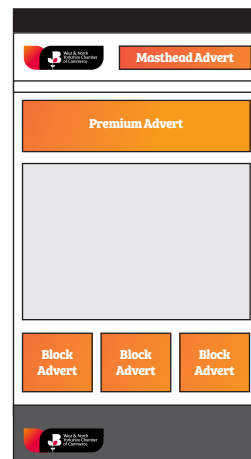
The West & North Yorkshire Business magazine is distributed quarterly to all Chamber members, raising the profile of local businesses.

Magazine circulation also includes high profile venues around the region and partner organisations.

Subscriptions are available for non-members.



WEBSITE



ESHOT



Digital Advertising

WEBSITE

Adverts are for one week, in a pool of up to five advertisers. Adverts are random on each page view. Impressions and clicks are tracked. Discounts available for multiple weeks.

Advert	Size	Full Price	Member Price
Masthead	468x60	£100	£50
Blocks	300x250	£50	£25
Premium	960x300	N/A	£500

ESHOT

Bi-weekly round up to over 6,000 subscribers.

Advert	Size	Full Price	Member Price
Eshot	600x300	£300	£150

Artwork specification

SINGLE PAGE

Artwork - 210x260mm
Bleed (5mm) - 220x270mm

LEFT / RIGHT PAGE

Full page safe print area,
allow 10mm from spine.

PRINT SPECIFICATION

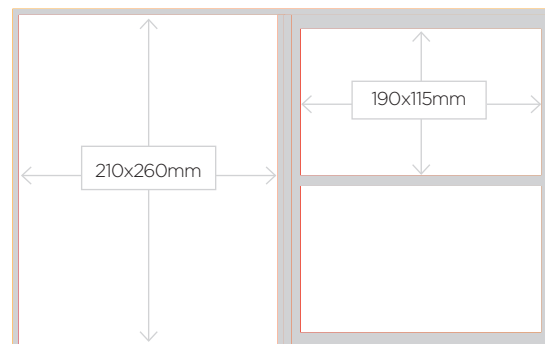
Print ready pdf, CMYK colour space, 300dpi images, with 5mm bleed on all edges and crop marks. Full page safe print area, allow 10mm from spine. All fonts embedded. Transparency flattened. Pdf is preferred, we will accept .tiff, .eps and .jpg if print quality.

HALF PAGE

Artwork - 190x115mm
No bleed

DOUBLE PAGE

Artwork - 420x260mm
Bleed (5mm) - 430x270mm



Magazine Advertising

Advert type	Price	Member
Single Page	£1,000	£500
Half Page	£500	£250
Back Cover	£1,500	£750
Inside Front	£1,300	£650
Inside Back	£1,200	£600



PRICES EXCLUDE VAT