

West & North
Yorkshire
Business

Media Pack

2025

Your platform for promotion

included in Chamber membership

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

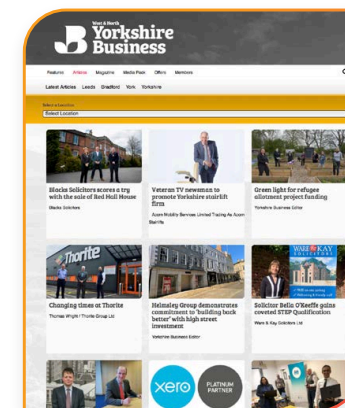
Expand your audience by sharing stories/articles on our website. Further shared on our social media channels, these publications are a great way to share your news with the business community and expand your reach across the region and beyond. Press releases come at no extra cost to your membership!

Please view our Press Release Guidelines for further information about what to include in your submission, along with some key points about what we specifically love to share in our Member News section. You can find other specifics here too, such as proposed word count, image guidelines, 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 Yorkshire Business 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
**Environment
& Sustainability**

CONTENT DEADLINE
1 March 2025

PUBLICATION
1 April 2025

Summer **Q2**

THEME
**International
& Trade**

CONTENT DEADLINE
1 June 2025

PUBLICATION
1 July 2025

Autumn **Q3**

THEME
**Heritage
& Culture**

CONTENT DEADLINE
1 September 2025

PUBLICATION
1 October 2025

Winter **Q4**

THEME
**Technology
& Skills**

CONTENT DEADLINE
1 December 2025

PUBLICATION
3 January 2026





Magazine

Published content typically includes features, profile pages, top tips guides and case studies from businesses around the region. Editorial opportunities allow these 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 Member News section of our website.

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

Executive and Patron Members receive allocated space each year as part of their membership.

This includes one Profile Page each year for Executive Members.

Patron Members are entitled to a four-page allowance to spread across our magazine issues throughout the year.

26 **West & North Yorkshire Business**

Welcome to the Knowledge Exchange at Leeds Beckett
What is knowledge exchange? And how could working with a university open the doors to business growth and innovation?

EDUCATION 23

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

26 PROFILE

THE GRAND YORK

YORK'S BEST ADDRESS
Dignified (and historic) The Grand York Hotel, The Grand York Restaurant and Terrace Lounge Bar

Profile

Raise your company profile, talk about your business and what makes 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

Important EU VAT changes for online sales

EU TRADE 17

Complying with EU VAT changes from 1 July
What is the Import One Stop Shop (IOSS)?

Naylor Wintersgill

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

12 WEST & NORTH YORKSHIRE NEWS

Driving ahead with change

All work and all play

Articles

Topical news articles on business subject from across the region.

MEMBERS NEWS
Chamber members only, selected by the Editor
Article : 50-125 words

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

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 Yorkshire Business magazine is distributed quarterly to all Chamber Members, raising the profile of local businesses who feature.

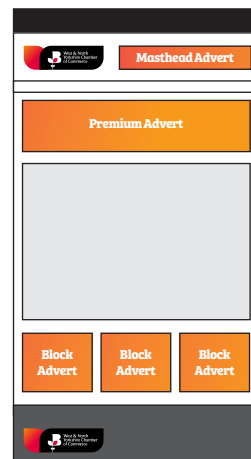
Magazine circulation also includes high profile venues across the region and partner organisations.

Subscriptions are available for non-members.

Other digital advertising opportunities are available.



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

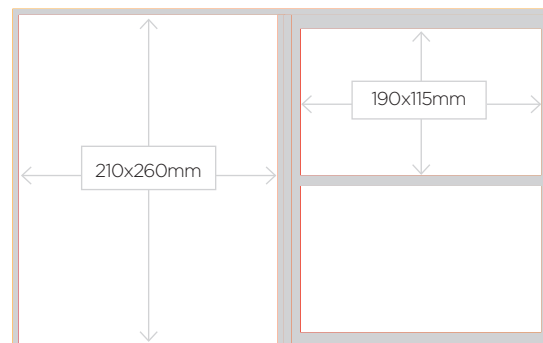
Print ready pdf, CMYK colour space, 300dpi images, with 5mm bleed on all edges and crop marks. Full page safe print area, allow 10mm from spine. All fonts embedded. Transparency flattened. Pdf is preferred, we will accept .tiff, .eps and .jpg if print quality.

HALF PAGE

Artwork - 190x115mm
No bleed

DOUBLE PAGE

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



PRICES EXCLUDE VAT

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

