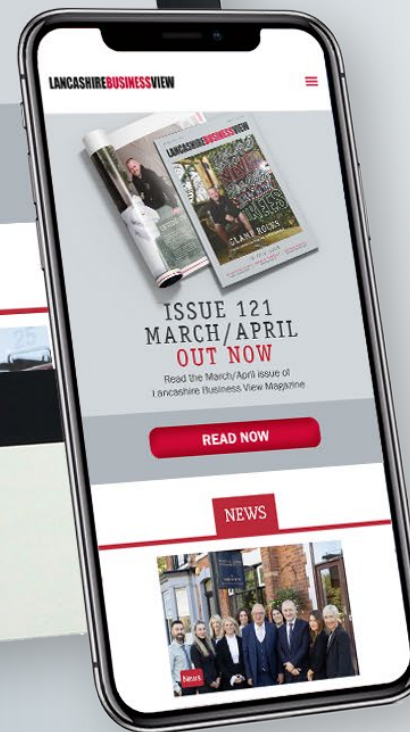


## DIGITAL MARKETING OPPORTUNITIES



### NEWS



## DIGITAL MEDIA PACK

# LANCASHIRE BUSINESSVIEW

LANCASHIREBUSINESSVIEW.CO.UK

# TAKING CARE OF BUSINESS

Digital marketing opportunities with Lancashire Business View

**Lancashire Business View is an award-winning independently published magazine, reporting on commerce, industry and regeneration. It has led on bringing the Lancashire business community together since 2005.**

Put your message in front of the thousands of regional business owners, managers and decision makers across the county who check in to **lancashirebusinessview.co.uk** every day for news, features, expert advice and the best events.

Also home to the LBV Hub, our established interactive community who use the site to share their own updates, insights and event details, the website is a valuable tool for any business looking to succeed in Lancashire.

Lancashirebusinessview.co.uk is also backed by an in-depth weekly bulletin, emailed to a growing subscriber database with more than 8,000 readers, plus busy and popular social media presences on LinkedIn.

We have a range of options available to suit any size of campaign – and budget – that can be tailored to hit your audience at the right time to get the maximum effect for your campaign.

**8,000**

Email subscribers

**27,000**

Page views per month

**37,500**

Social media followers

**Prolific North**  
Awards 2019



**LANCASHIREBUSINESSVIEW**

LANCASHIREBUSINESSVIEW.CO.UK

# WEBSITE SPONSORSHIP

With our most comprehensive website package, your branding will appear on every single [www.lancashirebusinessview.co.uk](http://www.lancashirebusinessview.co.uk) page – visible to over 1,000 readers per day.

There is no better way to ensure that your organisation attracts the attention of the county's engaged business community.

With a logo on all pages and adverts alongside our main content, this bundle is a guaranteed way to promote your message and drive visitors to your own website.

## This package includes:

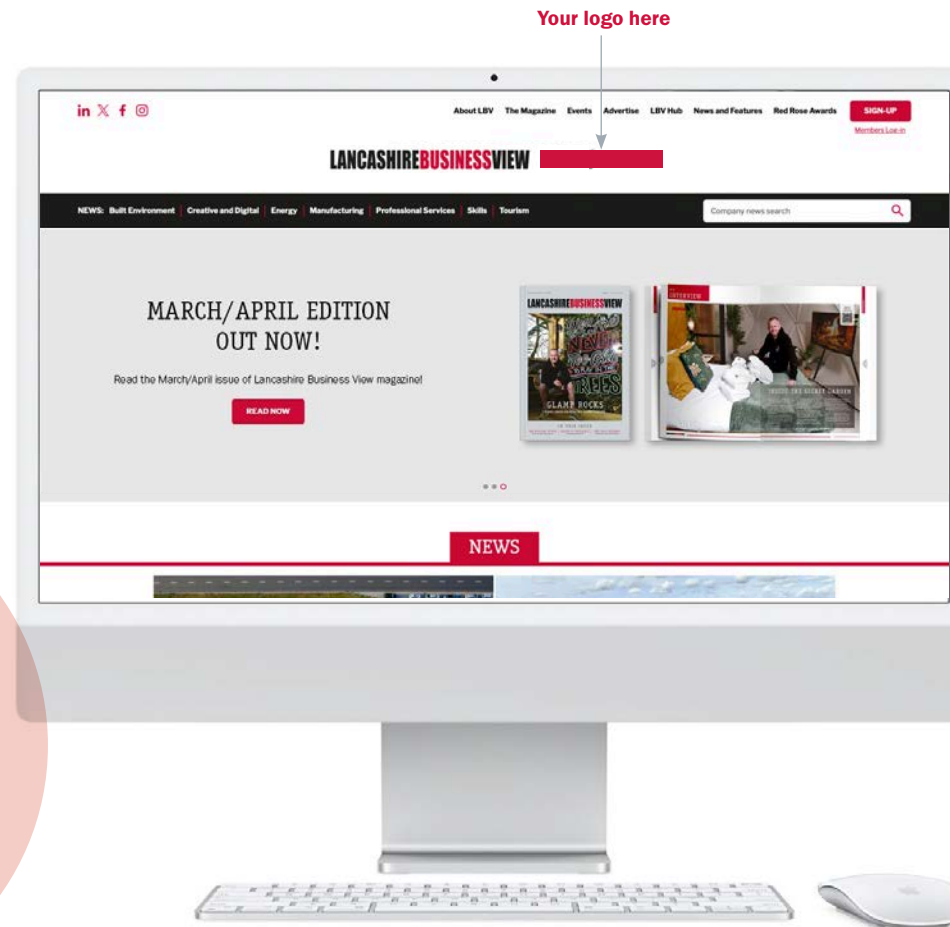
- Your branding on every page
- Your company's logo in the web header, listed as 'in association with'
- A horizontal strip advert on all news content pages

**Price: £1,390 +VAT per month**

Minimum booking: three months

Over  
**1,100**  
Page views daily  
(Monday – Sunday)

**27,000**  
Page views per month



**Website advertising**  
Sponsorship:  
Company logo required  
as hi-res jpeg

**Logo for a website  
sponsor to go in header**  
Size: 200 x 50px  
Size: 150 x 50px

All website adverts  
to be supplied as jpeg  
with one URL

**LANCASHIREBUSINESSVIEW**

[LANCASHIREBUSINESSVIEW.CO.UK](http://LANCASHIREBUSINESSVIEW.CO.UK)

# WEBSITE SLIDER

With our most comprehensive website package, your branding will appear on every single [www.lancashirebusinessview.co.uk](http://www.lancashirebusinessview.co.uk) page – visible to over 1,000 readers per day.

There is no better way to ensure that your organisation attracts the attention of the county's engaged business community.

With a logo on all pages and adverts alongside our main content, this bundle is a guaranteed way to promote your message and drive visitors to your own website.

## This package includes:

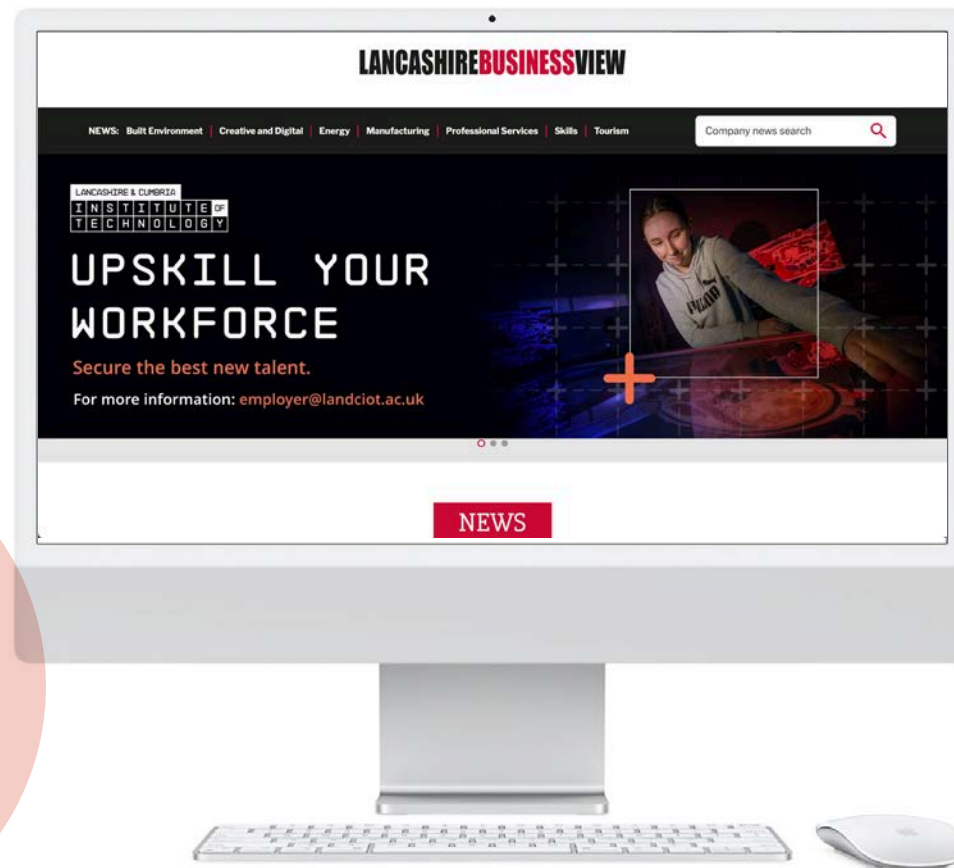
- A horizontal strip advert on the landing page

**Price: £450 +VAT per month**

Minimum booking: three months

Over  
**1,100**  
Page views daily  
(Monday – Sunday)

**27,000**  
Page views per month



## Website slider

Sponsorship:  
Company logo required  
as hi-res jpeg

## Sizes

Mobile: 640 x 730px  
Desktop: 1920 x 650px

All website adverts  
to be supplied as jpeg  
with one URL

**LANCASHIRE BUSINESSVIEW**

[LANCASHIREBUSINESSVIEW.CO.UK](http://LANCASHIREBUSINESSVIEW.CO.UK)



# WEBSITE ADVERTISING PACKAGES

Our most flexible digital advertising package, [www.lancashirebusinessview.co.uk](http://www.lancashirebusinessview.co.uk) offers a range of advertising sizes and options. With news, opinion, an events calendar and a thriving community hub updated on a daily basis.

Let us know what your campaign is aiming to achieve and we'll work together to reach those goals.



## Homepage spotlight advert

Price: £695 +VAT per month

Mobile: 300 x 700px  
Tablet (portrait and landscape): 727 x 420px  
Desktop: 1840 x 460px



## Right hand block advert

Price: £350 +VAT per month

Size: 330 x 700px



## Left hand block advert

Price: £350 +VAT per month

Size: 330 x 700px



## Horizontal strip

Price: £350 +VAT per month

News Post: 320 x 100px

**LANCASHIREBUSINESSVIEW**

[LANCASHIREBUSINESSVIEW.CO.UK](http://LANCASHIREBUSINESSVIEW.CO.UK)

# WEDNESDAY WEEKLY BULLETIN

Our popular weekly email newsletter is distributed to an ever-growing subscription list of more than 8,000 contacts around the county. Delivered every Wednesday lunch time, containing headline news, expert advice and exclusive opinion from Lancashire's leading voices, it is a staple of the county's working week.

## Headline sponsorship bundle

- Bulletin branded 'in association with' your company logo
- Strip advert at bottom of bulletin
- Your company name references in LinkedIn posts
- One online news story per month (content to be supplied by advertiser and subject to approval by Lancashire Business View)

**Price: £1,500 +VAT per four bulletins**

## Strip adverts

Strip advert positioned alongside editorial content within bulletin

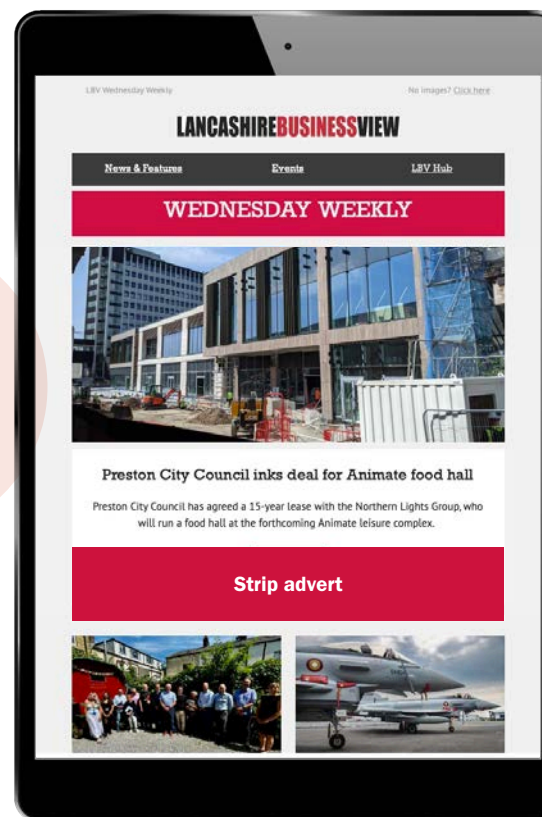
**Price: £695 +VAT per four bulletins**

8,000

Opted in  
subscribers

30%

Average open rate



## Wednesday weekly sponsorship

Company logo required as hi-res jpeg

## Wednesday weekly strip advert

Size: 528 x 90px

Format: jpeg

One URL to be submitted with artwork

Most

POPULAR

LBV email communication

"The Wednesday Weekly bulletin has positioned itself as THE email to keep up-to-date with Lancashire's business news at a glance and we find advertising within the bulletin a cost-effective and valuable exercise."

**Andrea Stamp**, director of marketing and business development, Forbes Solicitors

**LANCASHIREBUSINESSVIEW**

LANCASHIREBUSINESSVIEW.CO.UK

# 'LBV RECOMMENDS' SOLUS EMAIL

If you like the idea of talking to our 8,000 email subscribers but want your message to stand out on its own, our solus email bundle is a great option.

Your message will be delivered – in its own email – to our full audience under the 'LBV recommends' banner at a time that best suits your campaign's objectives.

You'll also benefit from additional social media support through our LinkedIn profile.

With exceptionally high delivery rates and excellent direct response feedback, this is one of our most in-demand commercial packages. But you won't have to worry about your message getting lost in the noise as we limit the frequency of our partner email campaigns, promising you an unparalleled level of exclusivity.

## This package includes:

- 1 x LBV recommends solus email sent to our database of 8,000 subscribers
- 1 x tweet from @LBVmagazine (13,000+ followers)
- 1 x LinkedIn post (11,000+ followers)

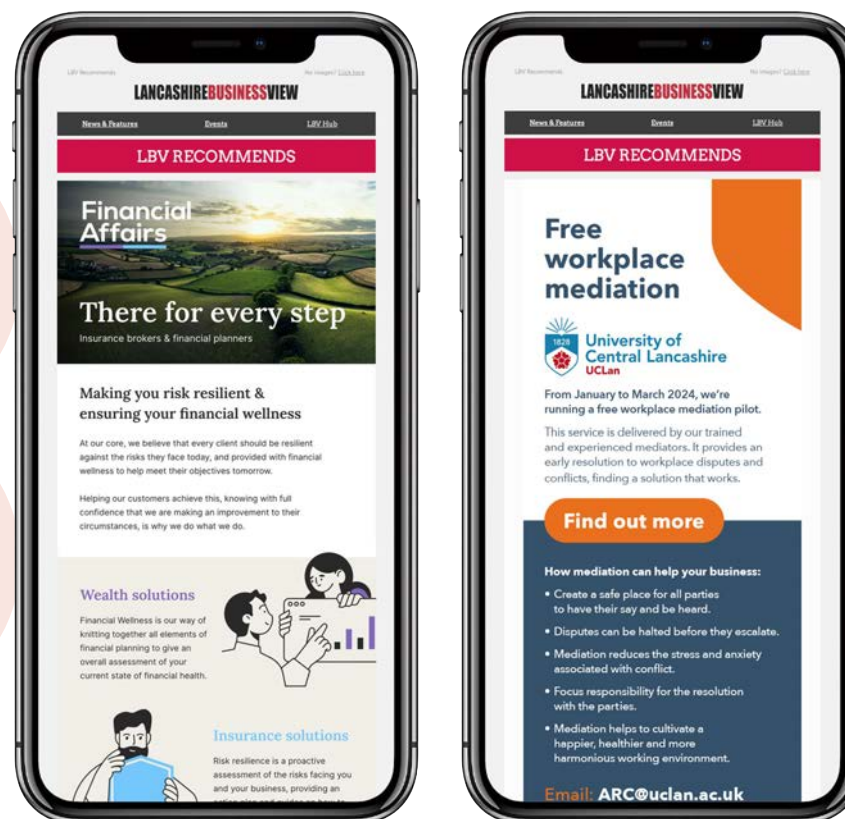
**Price: £810 +VAT**

**8,000**

LinkedIn followers  
and group members

**28%**

Average open rate\*



## Solus email

Size: 528px wide x  
maximum height of 1,728px  
Format: jpeg  
One URL to be submitted  
with artwork

**11,000**

LinkedIn followers

\*Not including those that  
view email in review pane)

**LANCASHIREBUSINESSVIEW**

LANCASHIREBUSINESSVIEW.CO.UK

# CONTACT US NOW

Your campaign can begin as soon as you're ready to put your message in front of tens of thousands of Lancashire's business owners, managers and decision makers.

Design your own campaign or work with us and we'll help tailor the content, the medium and the message to ensure you get maximum impact for your commercial spend.

We build long-lasting relationships with our clients through a collaborative approach in order to understand your business and marketing objectives.

If you'd like to begin a campaign, have questions about any of our bundles, or you'd like to sit down for an informal, no-obligation chat, call or email one of our team today.

**Joanne Hindley**

07442 949697

joanne@lancashirebusinessview.co.uk

**6,000**

Print  
circulation

**8,000**

Email  
subscribers

**27,000**

Page views per  
month on  
the website

**37,500**

Social media  
followers



**LANCASHIREBUSINESSVIEW**

LANCASHIREBUSINESSVIEW.CO.UK



# TECHNICAL DETAILS

Please find below details of artwork requirements for our digital marketing options. Should you have any questions or need help with this element, please don't hesitate to contact the team.

We can offer a design service for those that don't have access to this – please just contact us to discuss.

## Solus email

Size: 528 wide x maximum height of 1,728

Format: jpeg

One URL to be submitted with artwork

## Website slider

Mobile: 640 x 730px

Desktop: 1920 x 650px

## Horizontal strip

News post: 320 x 100px

Footer: 980 x 100px

## Wednesday weekly sponsorship

Company logo required as hi-res jpeg

## Wednesday weekly strip advert

Size: 528 wide x 90

Format: jpeg

One URL to be submitted with artwork

## Right hand block advert

Size: 330 x 700px

## Left hand block advert

Size: 330 x 700px

## Website advertising

Sponsorship: Company logo required as hi-res jpeg

## Homepage spotlight advert

Mobile: 300 x 700px

Tablet (portrait and landscape): 727 x 420px

Desktop: 1840 x 460px

## Logo for a website sponsor to go in header

Size: 200 x 50px

Size: 150 x 50px

All website adverts to be supplied as jpeg with one URL



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