

PRINT MEDIA PACK



LANCASHIRE BUSINESSVIEW

Prolific North Awards 2019 Winner Magazine of the year

Connecting the county with Lancashire Business View

Since 2005, we have been the magazine for commerce, industry and regeneration; the county's trusted source of business news, analysis and opinion. In 2019, we were recognised for being the North's best news & magazine, in print and online.

We connect the county with our bi-monthly magazine, now also available digitally, our daily updated online news portal and our many events.

For more than a decade, we've championed a simple message: "If you can buy it in Lancashire, buy it in Lancashire."

By committing to that theme, and by working closely with organisations to craft powerful and cost-effective promotional campaigns across all our channels, we're proud to say that many of our launch issue advertisers are still with us today.

Print run
5,000

Readership
50,000*

*10,000 readers in print, 3,000 readers in digital magazine, 37,000 readers online

Prolific North
Awards **2019**

Winner
Magazine of the year



Display advertising

Display advertising is a straightforward, highly effective method of sharing your message with tens of thousands of business owners, managers and decision-makers throughout Lancashire.

	Rate card prices
Double Page Spread (DPS)	£2,695
Full page	£1,625
Half page	£880
Quarter page	£495
Horizontal strip	£580
Half page vertical	£880
Branded column	£660
Loose leaf inserts	From £110 per 1000

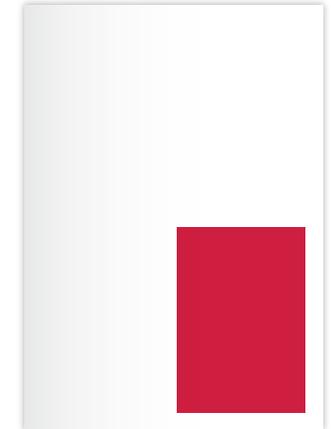


Full page
210 x 297mm

Half page
180 x 130mm



Horizontal strip
180 x 62.5mm



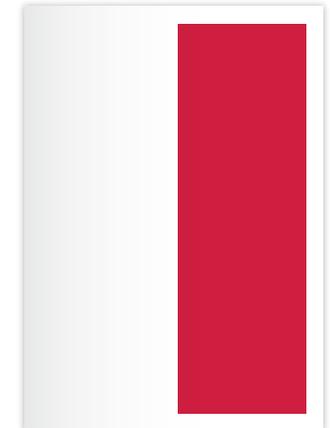
Quarter page
87.5 x 130mm



Double Page Spread (DPS)
420 x 297mm



Branded column
59 x 267mm



Half page vertical
90 x 267mm

Regular feature sponsorship

Start a conversation and stand out in your sector.

If you're looking to pair your advertising campaign with editorial input, sponsoring one of our regular features offers a multi-faceted solution.

Features available for sponsorship range from single-page items through to in-depth reports spanning several pages and include feature list.

You can enquire about any of our existing features, or if you don't already see a topic that suits your campaign, we can work with you to develop something new.

Whichever option you choose, your sponsored feature will include your branding and you'll get the chance to put an expert forward to provide comment, opinion or analysis.

BAROMETER

IN ASSOCIATION WITH **PMQ**

UP

- ▲ Charity sector** - Charities have raised £1.2 billion for the NHS in the last 12 months. The NHS has received £1.2 billion from charities in the last 12 months. The NHS has received £1.2 billion from charities in the last 12 months.
- ▲ Business challenges** - 75% of businesses are struggling to find staff. 75% of businesses are struggling to find staff. 75% of businesses are struggling to find staff.
- ▲ The highest paid** - The highest paid CEO in the UK has earned £10 million. The highest paid CEO in the UK has earned £10 million. The highest paid CEO in the UK has earned £10 million.
- ▲ Government** - The government has announced a new policy. The government has announced a new policy. The government has announced a new policy.
- ▲ Education** - Education has seen a rise in enrollment. Education has seen a rise in enrollment. Education has seen a rise in enrollment.
- ▲ Health** - Health has seen a rise in investment. Health has seen a rise in investment. Health has seen a rise in investment.
- ▲ Environment** - The environment has seen a rise in awareness. The environment has seen a rise in awareness. The environment has seen a rise in awareness.
- ▲ Technology** - Technology has seen a rise in adoption. Technology has seen a rise in adoption. Technology has seen a rise in adoption.
- ▲ Retail** - Retail has seen a rise in sales. Retail has seen a rise in sales. Retail has seen a rise in sales.
- ▲ Finance** - Finance has seen a rise in activity. Finance has seen a rise in activity. Finance has seen a rise in activity.
- ▲ Energy** - Energy has seen a rise in production. Energy has seen a rise in production. Energy has seen a rise in production.
- ▲ Agriculture** - Agriculture has seen a rise in output. Agriculture has seen a rise in output. Agriculture has seen a rise in output.
- ▲ Manufacturing** - Manufacturing has seen a rise in output. Manufacturing has seen a rise in output. Manufacturing has seen a rise in output.
- ▲ Construction** - Construction has seen a rise in activity. Construction has seen a rise in activity. Construction has seen a rise in activity.
- ▲ Transport** - Transport has seen a rise in activity. Transport has seen a rise in activity. Transport has seen a rise in activity.
- ▲ Media** - Media has seen a rise in activity. Media has seen a rise in activity. Media has seen a rise in activity.
- ▲ Telecommunications** - Telecommunications has seen a rise in activity. Telecommunications has seen a rise in activity. Telecommunications has seen a rise in activity.
- ▲ Real Estate** - Real Estate has seen a rise in activity. Real Estate has seen a rise in activity. Real Estate has seen a rise in activity.
- ▲ Hospitality** - Hospitality has seen a rise in activity. Hospitality has seen a rise in activity. Hospitality has seen a rise in activity.
- ▲ Leisure** - Leisure has seen a rise in activity. Leisure has seen a rise in activity. Leisure has seen a rise in activity.
- ▲ Arts and Culture** - Arts and Culture has seen a rise in activity. Arts and Culture has seen a rise in activity. Arts and Culture has seen a rise in activity.
- ▲ Sports** - Sports has seen a rise in activity. Sports has seen a rise in activity. Sports has seen a rise in activity.
- ▲ Fashion** - Fashion has seen a rise in activity. Fashion has seen a rise in activity. Fashion has seen a rise in activity.
- ▲ Beauty** - Beauty has seen a rise in activity. Beauty has seen a rise in activity. Beauty has seen a rise in activity.
- ▲ Food and Beverage** - Food and Beverage has seen a rise in activity. Food and Beverage has seen a rise in activity. Food and Beverage has seen a rise in activity.
- ▲ Travel** - Travel has seen a rise in activity. Travel has seen a rise in activity. Travel has seen a rise in activity.
- ▲ Logistics** - Logistics has seen a rise in activity. Logistics has seen a rise in activity. Logistics has seen a rise in activity.
- ▲ Insurance** - Insurance has seen a rise in activity. Insurance has seen a rise in activity. Insurance has seen a rise in activity.
- ▲ Legal** - Legal has seen a rise in activity. Legal has seen a rise in activity. Legal has seen a rise in activity.
- ▲ Professional Services** - Professional Services has seen a rise in activity. Professional Services has seen a rise in activity. Professional Services has seen a rise in activity.
- ▲ Other** - Other has seen a rise in activity. Other has seen a rise in activity. Other has seen a rise in activity.

RESILIENCE WILL BE VITAL IN THESE UNCERTAIN TIMES

As we enter 2022, it is clear that businesses will need to be resilient in order to survive. Resilience is the ability to bounce back from adversity. It is a key factor in the success of any business. Resilience is the ability to bounce back from adversity. It is a key factor in the success of any business. Resilience is the ability to bounce back from adversity. It is a key factor in the success of any business.

Paul Spencer
CEO, Spencer Group

LEGAL VIEW

IN ASSOCIATION WITH **Farleys**

WHEN FAMILY TIES UNRAVEL



By Family Businesses, the success of a business often depends on the relationships between family members. When these relationships break down, the business can be in trouble. It is important to have a plan in place to deal with these situations. This article discusses the challenges of family business and offers some advice on how to avoid them.

Expert View GETTING RELATIONSHIPS RIGHT

By Sarah Jones
Senior Business Advisor, Farleys

Getting relationships right is essential for the success of any business. It is about building trust and understanding between people. It is about being open and honest. It is about being fair and just. It is about being kind and caring. It is about being a good person. It is about being a good citizen. It is about being a good neighbor. It is about being a good friend. It is about being a good partner. It is about being a good parent. It is about being a good teacher. It is about being a good leader. It is about being a good follower. It is about being a good team member. It is about being a good colleague. It is about being a good customer. It is about being a good supplier. It is about being a good client. It is about being a good stakeholder. It is about being a good citizen. It is about being a good neighbor. It is about being a good friend. It is about being a good partner. It is about being a good parent. It is about being a good teacher. It is about being a good leader. It is about being a good follower. It is about being a good team member. It is about being a good colleague. It is about being a good customer. It is about being a good supplier. It is about being a good client. It is about being a good stakeholder.

Farleys

Running a business isn't always straightforward.

but we believe the law should be.

Whatever the size of your business, Farleys can help you with all your legal needs. Our award-winning services include:

- Business Sales/Purchases
- Business Start-Ups
- Commercial Contracts
- Corporate Governance
- Commercial Litigation
- Commercial Property
- Corporate Law
- Debt Recovery
- Employment Law
- Fraud and Business Crime
- Sports Law

Blackburn • Stubbins/Business Park
Preston • Whiteley Square

01254 367 891
@farleyslaw
www.farleys.com

THE BIG INTERVIEW

BACK ON THE FRONT FOOT



Siobhan Courtney, Managing Director, Eventus Legal

“I was asked to sponsor the appointments page by LBV a couple of years ago and due to the success it has brought me for promoting my company and advertising my brand, I have chosen to sponsor the page for another year. Dealing with the staff at LBV makes any transaction a pleasure due to their open, straightforward and professional manner. Definitely money well spent.”

“If there is one thing everyone has learned through this pandemic, it is that you have got to be agile.”

What do you want to be known for?

Do you want to be known and trusted, engaged and active. Working with you, we design and deliver insight-driven solutions helping you achieve your communication objectives.

Limitless
Public Relations

www.limitless.com

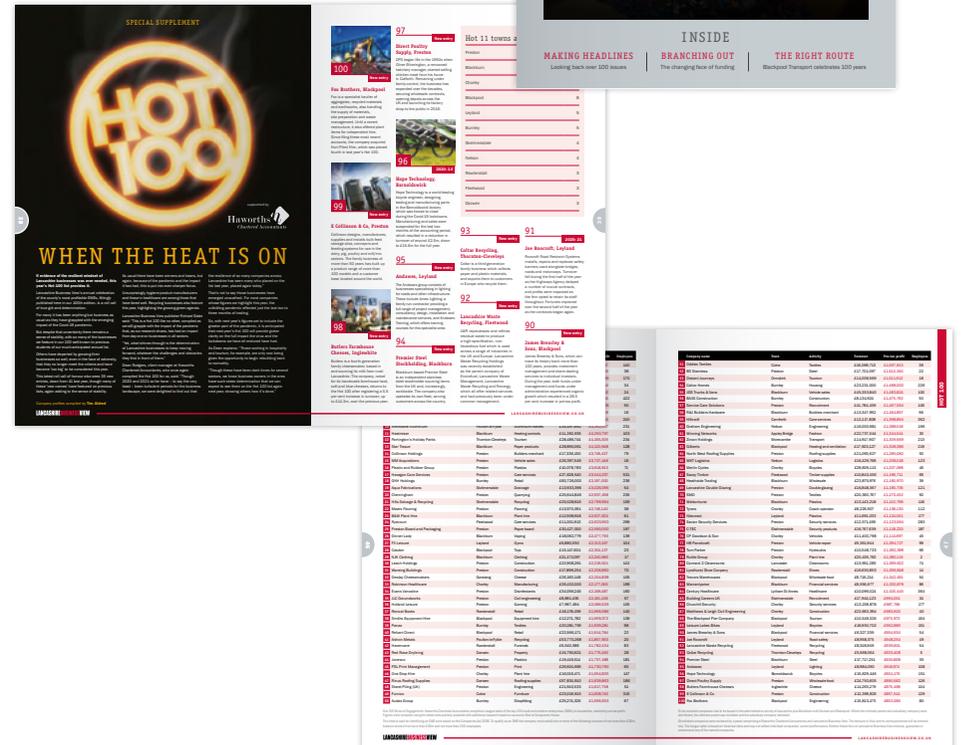
Annual feature sponsorships

Make your mark in the county by joining forces with one of Lancashire Business View's best-read features.

Our magazine's headline features, including the annual Hot 100, a comprehensive list of the county's best-performing SMEs, become the go-to guides for any business looking to expand its network in the county.

With a sponsorship package your organisation gains an association with the best the county has to offer, and branding opportunities that last the whole year.

Our headline features are often supported by our events programme and you'll be given chance to promote your brand in person, network with key magazine contacts and talk before a captive audience.



“We are a long-standing sponsor in Lancashire Business View magazine, with our name alongside the regular Business Barometer feature as well as the Hot 100 annual feature. It’s a great way for us to reach out to our audience and potential new clients and we work closely with LBV to generate quality content. The whole process is made simple, which takes the pressure off and makes for an effective and enjoyable partnership.”

Mark Schofield, director, Haworths Chartered Accountants

Advertorial features

With our editorially-focused advertising features you can showcase your organisation's expertise and industry understanding by commenting on the issues that matter next to your advertisement.

Branded columns

Our branded column package gives you a unique platform to discuss the hot topics as you see them and demonstrate your expertise.

The columns sit on editorial pages and alongside 300 words of editorial; we'll include your branding and contact details.





Liz Clark
Head of marketing
@company/stonecreate-ltd
@StoneCreate
@stonecreate

HERE'S WHY CONTENT IS KEY

Content marketing puts the focus on creating and publishing content to be distributed to your target audiences online. If you're looking to generate more leads, expand your existing customer base, gain more online sales or get more brand recognition then content marketing should be a key part of your business's marketing strategy.

At the core of your content marketing there should be useful, valuable and relevant messaging that informs your target audience and educates them in areas they want to learn more about. We're all subject to hundreds, if not thousands, of marketing messages every single day, but what do they actually tell us or inform us about? The truth is, the majority of the messaging we see is trying to sell us something whilst offering us very little value.

By developing a strong content marketing approach, real brand exposure and trust can be gained from customers and prospects, as you position yourself as a thought leader in your sector and specialist. Moreover, developing an excellent content strategy, will feed in to improving all other areas of your marketing as quality content is vital to all forms of marketing from SEO and social media to PPC and PR.

By tailoring your content to resonate with your audience, making sure your messaging is good quality and maintaining consistency across channels and frequencies, you should see increase in your engagement rates. Make sure you continuously review what content works best for your audience and monitor what gets the most traction for your brand, then build upon doing more of this.

For more information please visit www.stonecreate.com or call 01772 642 4760

stonecreate
adaptive marketing to evolve your business

Advertising supported features

Our 'A Guide to', 'How to' and 'Business Clinic' advice pages cover key topics, where your expert advice is there to help our readers run their businesses.

As a contributor, you get 260 words of editorial space alongside your advertisement to share advice on a particular aspect of a complex issue.

With all advertorials, we offer editorial support to ensure your message is clear and that there is no overlap of ideas with those of other contributors.



Celebration packages

Our celebration features have been developed to showcase organisations marking anniversaries, product launches, senior appointments, new premises - or any significant occasion.

These editorially-based features, which include advertising space, focus on the story you want to tell.

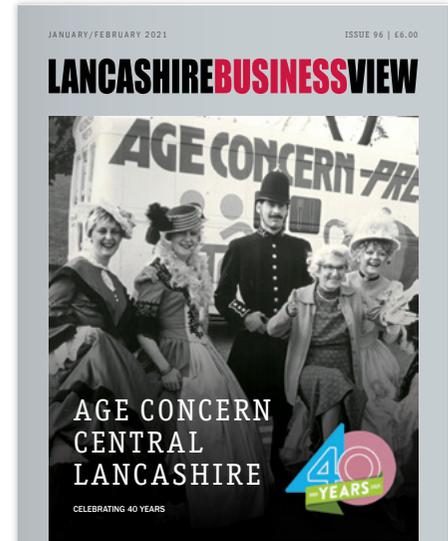
As part of the package, you can have your own special front-cover designed for distributing to your staff, customers and suppliers.

And we'll provide you with a special framed item with your front cover and celebration feature to display in your offices.

We'll promote your celebration feature through our various social media channels.

£2,750

+VAT



“We were thrilled with the Anniversary Package LBV produced for us to mark our 90th Anniversary. Once in print the feature looked better than we could have hoped for and we received so much positive feedback from clients and associates. The 100 copies with the bespoke front cover have been invaluable and the whole project has really helped to raise our profile in the area.”

ANNIVERSARY SPECIAL

PROVING AGE IS JUST A NUMBER

Age Concern Central Lancashire, the area's multi-award-winning older people's charity, has unveiled ambitious plans for its future as it celebrates its 40th anniversary in 2018.

The anniversary is a significant and extremely positive milestone, and one for some celebrating their 40s can win a real life crisis. The charity is welcomed by many agencies with open arms. As part of its plans, the organisation is recruiting 'Age Just a Number' ambassadors who experience 'loneliness and isolation' and prove that a positive mindset about ageing is something we're all set to aspire to.

These required will be raising awareness from across all sectors and backgrounds and will hopefully provide inspiration and motivation to many people as they start to assess their own future and how they would like to grow older. The charity also has a packed schedule of events planned and has set an ambitious fundraising target of £40,000 to help support its charitable endeavours.

The trend of healthy and positive ageing has throughout the entire charity including charities that support people with memory concerns and dementia and other life-changing conditions and in these regions the links are also substantial.

Statistics suggest that 25,000 people are living with dementia in Lancashire, a figure set to increase to 34,000 by 2025.

It's about healthy growth that enriches communities, enhances the environment and ultimately humours.

He adds: "This is not simply about the charity, but also Age Concern Central Lancashire has a number of other projects and programmes that will create good dividends as a return for their investment."

The Patron's Community is designed to facilitate and help good dementia care for partners - boosting staff recruitment and retention through our award-winning dementia customer loyalty and good business for society - helping support the charity's increasing

older population, it's definitely a two-way street."

Some inspiring in Patron's Community focus such as Electricity Action West, Preston's Centre, Senior Centre, Church of England, Gate Gallery, Caron and The Foundation Group have joined the "retired revolution".

The charity, led by chair of trustees Norman Harvey, chief executive, of the OCS Group, has grown from humble beginnings in 1981 and has gone from strength to strength.

Success on that has financial year was £600,000 to 2016/17 that had grown to £2.2m. The charity also employs 75 staff members and benefits from the support of 280 volunteers who annually contribute the equivalent of £100,000 to the charity in volunteer hours.

During its 40th anniversary year, the charity is also proud to be the recipient of its efforts during the pandemic. Age Concern Central Lancashire was awarded the BSBIA Business Hero Award, was highly commended by the High Growth of Lancashire and won the 'Most Creative use of Lancashire' award at the Charity Retail Awards 2020.

And in the days before lockdown, Age Concern Central Lancashire also received the Special Lancashire Business Value Award at the 2020 Best Business Awards.

While the organisation has received a charity of its kind, it has continuously evolved and routinely adopts commercial approaches to increase its reach and impact.

In doing so, it has forged relationships with partners such as Lancashire Councils and health professionals and Social Business Lancashire and The Zero to Support an strategic approach to growth.

If you have been inspired by this anniversary report and would like to chat with Age Concern Central Lancashire, please contact Ann Beetham on 07770 00000 or visit www.ageconcernlancashire.org.uk/40years

TIMELINE

1978 Preston Age Concern CSD Sub Committee Established	1981 The Age Concern Hub and Network Ltd set the example of Preston to give inspiration to the process	1983 Inter-organisational Network of long people together across the governance of the charity	1985 St Thomas' Church (Greenwich) Group Preston bought and incorporated it into an older people service	1987 Preston BME engagement in business	1989 St Paul's Primary School, Victoria Preschool	1990 Age Concern South Ribblesdale, Preston, Lancashire pioneers services	1992 Established Preston people across Lancashire	1993 Annual turnover of Age 65 but not over £1 million mark	1994 Did not become a charity until 1994	1995 Awarded Charity status of Age 65 but not over £1 million mark	1996 Awarded Lancashire Business Value Award	1997 Received Lancashire Business Value Award	1998 Received Lancashire Business Value Award	1999 Received Lancashire Business Value Award	2000 Received Lancashire Business Value Award	2001 Received Lancashire Business Value Award	2002 Received Lancashire Business Value Award	2003 Received Lancashire Business Value Award	2004 Received Lancashire Business Value Award	2005 Received Lancashire Business Value Award	2006 Received Lancashire Business Value Award	2007 Received Lancashire Business Value Award	2008 Received Lancashire Business Value Award	2009 Received Lancashire Business Value Award	2010 Received Lancashire Business Value Award	2011 Received Lancashire Business Value Award	2012 Received Lancashire Business Value Award	2013 Received Lancashire Business Value Award	2014 Received Lancashire Business Value Award	2015 Received Lancashire Business Value Award	2016 Received Lancashire Business Value Award	2017 Received Lancashire Business Value Award	2018 Received Lancashire Business Value Award
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"Preston's College is proud to be a patron for. In these uncertain times we need to support Age Concern in their 40th year we need to each other more than ever before and we support all those within our local community hope that this partnership will enable us and Age Concern are playing a vital role in it to play our part and to help those that are supporting and raising awareness of the most in need". Lis Smith, Preston's College Principal and CEO.

Contact us: 07770010935
www.ageisjustanumber.org.uk/40years

ANNIVERSARY SPECIAL

40

Loose inserts

Looking for a promotion that packs a punch? A loose insert will make your brand stand out like no other.

Options include loose-leaf inserts included in the mailing circulation of Lancashire Business View magazines, stitched-in inserts on your paper of choice, and the “belly-band” - guaranteed to generate maximum exposure for your message.

We can carry anything from single sheet A5 flyers through to full brochures. Contact us to talk through your ideas and we can help you build a cost-effective insert campaign that's sure to get you noticed.

NORTH LANCS EXPO 2018

I'M GOING ARE YOU?

Our **annual** two day showcase for North Lancashire Businesses. Stands & networking opportunities. **FREE** business advice from a host of North Lancashire organisations.

Sunday 23rd & Monday 24th September
The Expotorium, Lancaster Brewery, 10am - 4pm.

For business...

- **FREE ENTRY FOR VISITORS**
- More than 2,500 visitors
- An outstanding networking opportunity
- Meet new customers, partners and suppliers
- Gain vital insights from leading business experts
- Over 100 exhibitors
- Funding & business growth advice
- Radio Lancashire broadcasting live
- **FREE** parking

Chamber LANCASTER CITY COUNCIL LANCASTERSHIRE BUSINESS VIEW LANCASTER BUSINESS HUB

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Visit north-lancs-expo.uk



“LBV is the first B2B local business publication that I really look through from back to front. If your business is looking to promote to Lancashire SME’s then look no further.”

Marc Mcloughlin, Managing Director, Key Fleet

Contact us now

Through our magazine, website, social media, email marketing and events, we have a wide range of ways for you to promote your brand to tens of thousands of Lancashire business owners, managers and decision-makers.

And whether you're on a limited budget or you're looking to for maximum exposure, we can help you build a series of activities combining the best of everything we offer to deliver exceptional results across a cost-effective campaign.

Talk to us about creating the perfect mix of options to build a campaign with impact.

Stephen Bolton, commercial director – Stephen@lancashirebusinessview.co.uk

01254 297871

LANCASHIREBUSINESSVIEW.CO.UK

CONNECTING THE COUNTY SINCE 2005