

# PRINT MEDIA PACK



**LANCASHIRE BUSINESS VIEW**

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

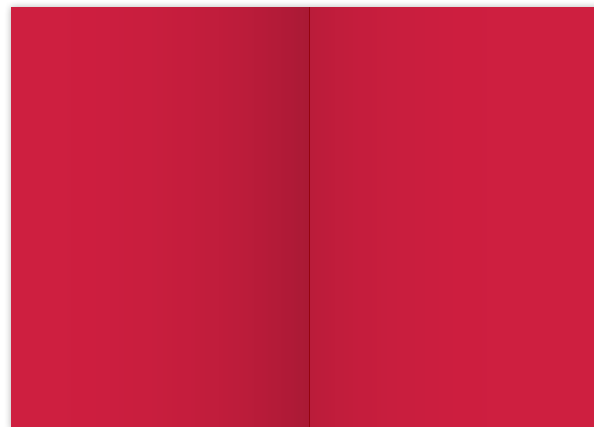
Half page  
180 x 130mm



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 **PM+M**

**UP**

- ▲ The Highest Paid British** – Who is the highest paid British CEO? The answer is Sir Martin Bell, chief executive of BT, with a salary of £12.5 million.
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**DOWN**

- ▲ The Highest Paid British** – Who is the highest paid British CEO? The answer is Sir Martin Bell, chief executive of BT, with a salary of £12.5 million.
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### RESILIENCE WILL BE VITAL IN THESE UNCERTAIN TIMES

As we enter 2022, it is clear that resilience will be a key factor in the success of businesses. This is particularly true for those in sectors that are highly exposed to market volatility.

Businesses that have shown resilience in the past are more likely to survive and thrive in the future. This is because they have the ability to adapt to change and to find new opportunities in a challenging environment.

There are several ways in which businesses can build resilience. One is to diversify their product or service offerings. Another is to build strong relationships with customers and suppliers. A third is to invest in research and development to stay ahead of the curve.

Resilience is not a one-time effort. It is an ongoing process that requires constant attention and effort. However, the benefits of resilience are well worth the investment.

### LEGAL VIEW

IN ASSOCIATION WITH **Farleys**

## WHEN FAMILY TIES UNRAVEL



**As family businesses, the relationships between family members and the relationships between family members and the business are often intertwined. This can lead to complex legal issues when the family ties unravel.**

It is important to have a clear understanding of the legal implications of family business arrangements. This includes understanding the rights and obligations of family members, as well as the legal structure of the business.

Farleys is a leading law firm that specializes in family business law. We can help you navigate the complex legal issues that arise when family ties unravel.

### Expert View GETTING RELATIONSHIPS RIGHT

**It is essential for businesses to get their relationships right. This is particularly true for those in sectors that are highly exposed to market volatility.**

Businesses that have strong relationships with customers and suppliers are more likely to survive and thrive in the future. This is because they have the ability to adapt to change and to find new opportunities in a challenging environment.

There are several ways in which businesses can build strong relationships. One is to invest in research and development to stay ahead of the curve. Another is to build strong relationships with customers and suppliers. A third is to invest in marketing and sales to build a strong brand.

Getting relationships right is not a one-time effort. It is an ongoing process that requires constant attention and effort. However, the benefits of strong relationships are well worth the investment.

### Farleys

Running a business isn't always straightforward.

but we believe the law should be.

Whatever the size of your business, Farleys is here to help. 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

01254 367 891  
www.Farleys.com

### THE BIG INTERVIEW

## BACK ON THE FRONT FOOT



**Siobhan Courtney, Managing Director of 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 anyone has learned through this pandemic, it is that you have got to be agile.”**

Siobhan Courtney is the Managing Director of Eventus Legal, a leading law firm that specializes in commercial law. She has over 20 years of experience in the legal profession and has worked for several major law firms.

Siobhan is a frequent speaker at industry events and has been featured in several publications. She is also a member of several professional bodies, including the Law Society and the Chartered Institute of Legal Practitioners.

### 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.

**£660**  
+VAT

## 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.

**£550**  
+VAT

# Roundtable debate

## Don't just join a debate, start one!

With this special package, we'll work with you to create a debate on a topic of your choice (subject to editorial approval), positioning you not just as a participant, but as the organisation leading the debate.

You will collaborate with the editorial team to draw up an invitation-only guest list of experts, peers and contacts to contribute to the wider understanding of a key issue.

We'll coordinate the event, hosted either at your premises or offsite. You'll get a seat at the table, and our publisher or editor will chair the debate.

Photographs and an edited transcript will be published across 3 pages in the next edition of Lancashire Business View and online, all carrying your branding.

£2,750  
+VAT



“The LBV roundtable events are fantastic to be involved with. Topics covered are always thought-provoking and the LBV team work hard to involve a wide-variety of contributors to ensure different viewpoints and perspectives are voiced. Through hosting an event in conjunction with LBV, we were introduced to some really interesting, high profile local businesses and the event offered us the perfect opportunity to open dialogue with them regarding their current challenges and opportunities and how we may be able to assist.”

Joanna Marshall, Marketing Manager

Delivering Northern Brilliance Nationally Lets' Talk... andertongables.co.uk AG Project + Building consultancy

# 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.

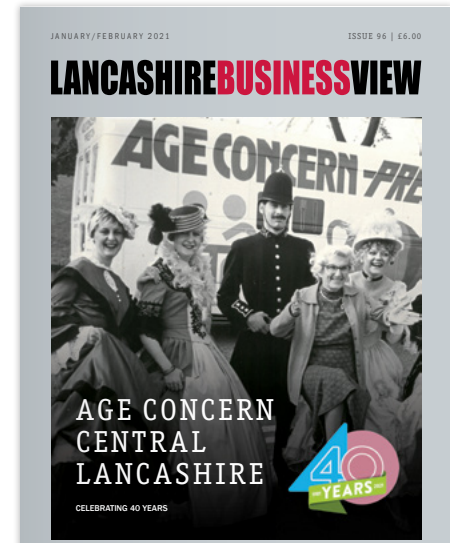
As part of the package, you can have your own special front-cover designed for distributing to your staff, customers and suppliers.

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 history, their 40th can mark 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 champion 'activity and ability' and prove that a positive mindset about ageing is something we should all aspire to do.

These required will be raising awareness 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 involving clients that support people with memory concerns and dementia and address the changing realities and in this regard the bank also has initiatives. Dementia suggests that 25,000 people are living with dementia in Lancashire, a figure set to increase to 34,000 by 2025.

St Thomas' Church (Greenhead) Group (Preston) thought and is prepared to do so in order to provide services to the people.

Age Concern, Preston-organised by Age Concern-Preston and South Ribblesdale District.

Missed out! Almost all our staff, volunteers and supporters, please see the new HQ.

After that, 20,000 people aged 65 and over are chronically lonely and isolated, a statistic that has for their health an on average 15-20 times a day. Age Concern Central Lancashire believes that nobody should be from these categories alone, that aged in retirement a business and advice all also, while there are obstacles ahead, there is also great opportunity of people to be supported in how and age well and are not forgotten by society as they grow older.

The charity is also reaching out to Lancashire businesses to help fund the 'Preston Community of Business' in February 2018 for the support of leading academics from Lancashire University.

The Preston Community provides the perfect opportunity for businesses to work with Age Concern Central Lancashire in various ways. They can adopt ethical and moral approaches to business to be the good, while achieving positive dividends for shareholders and beneficiaries.

Paul Pearson, regional director of business development, says: "It's about connecting business and positive social impact to achieve regenerative growth across the county."

"We want to work with passionate business, innovation and entrepreneurs in order to help members of our local older population that the results of growth which truly matters."

"It's about healthy growth that enriches communities, addresses the loneliness and ultimately humanly."

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

The Preston Community is designed to facilitate and help good business to be done between 'Age Concern Central Lancashire' and good business for society - helping support the county's increasingly older population, it's a truly a two-way street."

Some exciting in Preston Community launch such as Electricity Action West, Preston's Centre, Senior Centre, Church of St. Peter, Gabley, Caron and The Foundation Group have joined the 'ethical network'.

The charity, led by chair of trustees Norman Harvey, chief executive, of the OGC Group, has given from further progress in 2018 and has given them strength to strength.

Success on that has financial year was £600,000 in 2016/17 that had gone to £2.2m. The charity also employs 75 staff members and benefits from the support of 380 volunteers who annually contribute the equivalent of £100,000 to the charity in volunteer hours.

During its 40th anniversary year, the charity has also received a number of awards in recognition of its efforts during the pandemic. Age Concern Central Lancashire was awarded the BSBBA 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.

The charity believes more than 138,000 direct transactions across Lancashire each year through its Dementia, Low Cost and Retail services. It has also been able to work with the community throughout the Covid-19 pandemic, supporting many of the county's most vulnerable people.

It has also given in the form of more than 10,000 welfare calls, 4,200 last working hours and the provision of more than 18 hours of food and essential supplies with a total value of more than £60,000.

In doing so, Age Concern Central Lancashire received significant and from businesses across the county and the North West during their 40th anniversary year.

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While the organisation has received a charity at heart, it has continuously worked and routinely adopts commercial approaches to increase its health and impact.

In doing so, it has fostered relationships with partners such as Lancashire University and health professionals and BSBBA, Lancashire and The Zero to support a 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.ageconcerncentral.org.uk/40years

#### TIMELINE

- 1978** Preston Age Concern established
- 1980** Preston Age Concern Committee established
- 1982** The Age Concern Hub at Mossburn Lane begins
- 1985** Preston Age Concern Hub for older people begins
- 1988** Ground breaking for new premises for people with memory concerns
- 1990** Preston Services 'Dementia' Centre opens
- 1992** Age Concern, Preston-organised by Age Concern-Preston and South Ribblesdale District
- 1995** Missed out! Almost all our staff, volunteers and supporters, please see the new HQ.

- 2000** Preston Age Concern established
- 2002** Preston Age Concern Committee established
- 2005** The Age Concern Hub at Mossburn Lane begins
- 2008** Preston Age Concern Hub for older people begins
- 2010** Ground breaking for new premises for people with memory concerns
- 2012** Preston Services 'Dementia' Centre opens
- 2015** Age Concern, Preston-organised by Age Concern-Preston and South Ribblesdale District
- 2017** Missed out! Almost all our staff, volunteers and supporters, please see the new HQ.

**ASBESTOS**

"Preston College is proud to be a partner 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](http://www.ageisjustanumber.org.uk/40years)

ANNIVERSARY SPECIAL

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## 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 VIEW

Find us on Facebook: /NorthLancsExpo Follow us on Twitter @NorthLancs\_Expo

Visit [north-lancs-expo.uk](http://north-lancs-expo.uk)

**PRINT**  
Is  
**Dead?**

“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**

# Media Partnership

In addition to our bi-monthly magazine, we have a range of other channels to spread your marketing message.

Our online options (which are detailed in full in our digital media pack) include promotion through our website, where fresh news is posted daily; and through our social media channels which have more than 37,500 followers as well as 9,000 opted in email subscribers.

If maximum turnout to your event is critical, a media partnership package with Lancashire Business View can spread the word, help improve attendance and promote your brand.

Ideal for seminars, conferences, exhibitions or awards ceremonies, we'll use our online and offline channels to promote your event in advance and, depending on the nature of the deal, we can follow-up in print and online. (See our events media pack for more.)

Whatever the goals and budget of your marketing campaign, whether you see the ideal option for you listed within this media pack or you'd like to try something new, we look forward to working with you to creating a campaign that delivers results.

CRISIS MANAGEMENT

NFU Mutual  
Business & Finance



## KEEPING CALM IN THE EYE OF THE STORM

**Businesses across Lancashire are being urged to make sure they are prepared for any water or sewer leaks and safety incident and any other emergency that could affect them.**

**Big companies are picking up eye-watering fines, sometimes for very small incidents**

**66 If you haven't thought about a plan in advance, it is a little too late in the immediate aftermath. It is important to get things right**

**Other issues that should be considered include business continuity, data protection, health and safety and how to deal with the media.**

**It pays to be prepared: Plan, Test, Repeat**

- Where are the risks in your business and what are they?
- How can you reduce the risk?
- What are the consequences if the risk does occur?
- How can you recover from the risk?
- How can you prevent the risk from occurring?
- How can you test your plan?
- How can you improve your plan?
- How can you communicate your plan?
- How can you review your plan?

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CRISIS MANAGEMENT

NFU Mutual  
Business & Finance



## KNOWING YOUR RIGHTS

**Businesses that are involved in an HSE investigation need to be aware of their legal rights and protections.**

**66 Your reputation is as important as protecting your legal issues. You want a business at the end of the day**

**MANAGING A MEDIA STORM**

**Partnership**

- Be prepared
- Know best
- Monitor continuously
- Speak with one voice
- Be transparent
- Apologise
- Escalate to a lawyer
- Be honest

LANCASHIREBUSINESSVIEW

LANCASHIREBUSINESSVIEW.CO.UK

## 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](mailto:Stephen@lancashirebusinessview.co.uk)

01254 297871

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CONNECTING THE COUNTY SINCE 2005