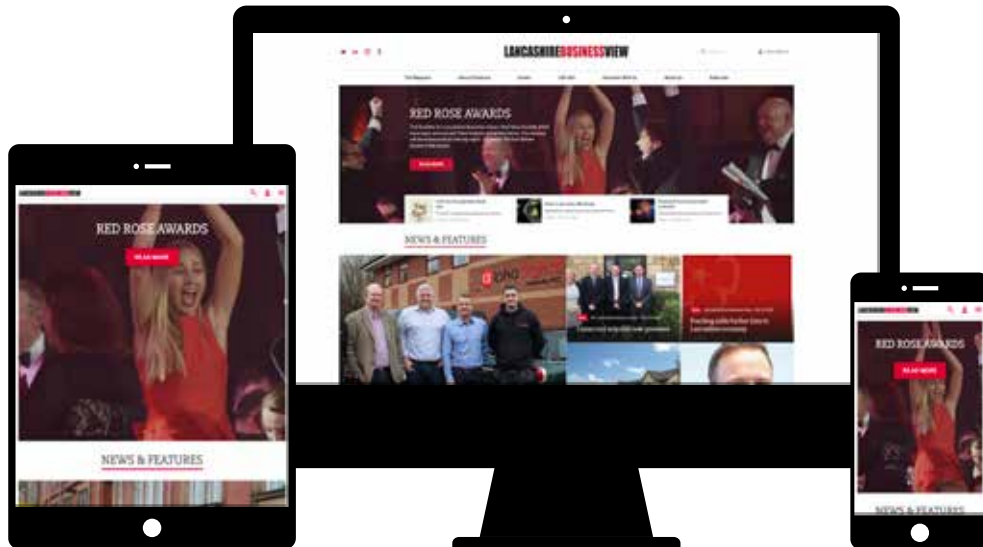


DIGITAL MARKETING OPPORTUNITIES WITH LANCASHIRE BUSINESS VIEW



LANCASHIREBUSINESSVIEW

Prolific North
Awards 2019



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 11,000 readers, plus busy and popular social media presences on Twitter and 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.

Prolific North
Awards **2019**
Magazine of the year

WINNER

New website
launched
February 2019

11,000

email subscribers

34,000

page views per month

17,000

web visitors per month

3,500

LinkedIn followers
and group members

11,000

twitter followers

Website sponsorship

With our most comprehensive website package, your branding will appear on every single www.lancashirebusinessview.co.uk page - visible to 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.

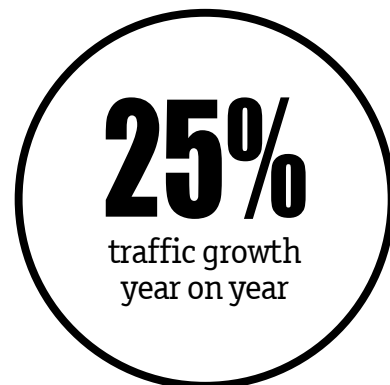
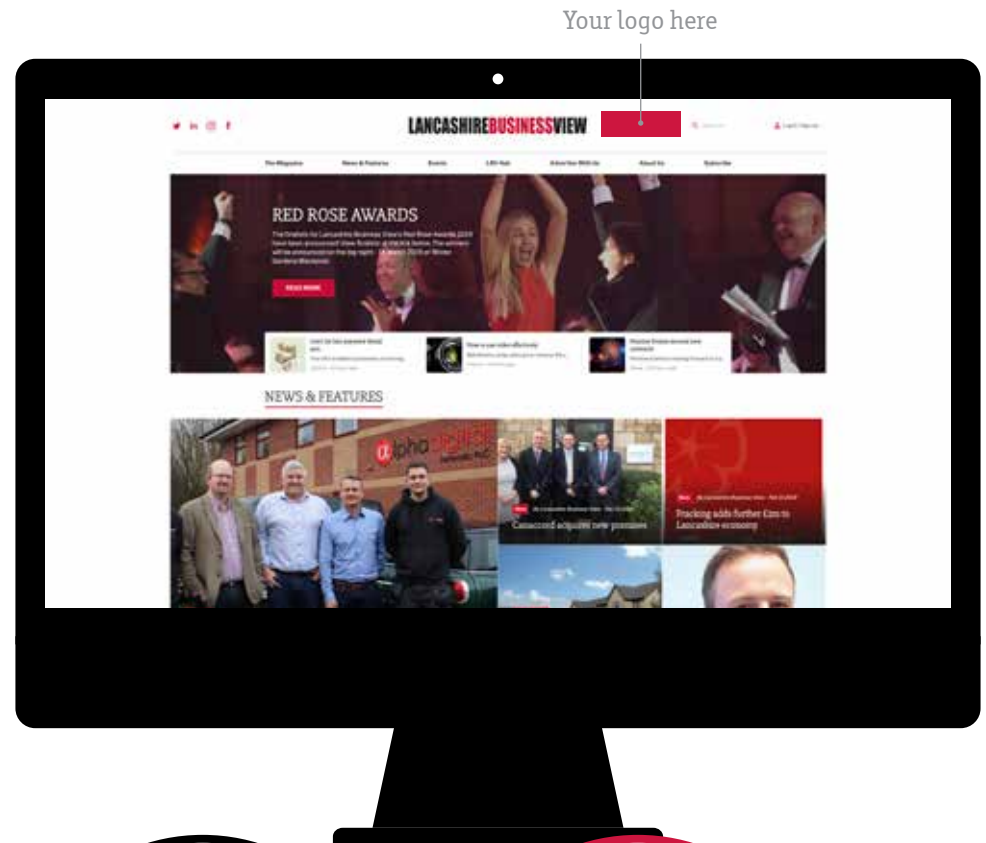
With a logo on all pages and adverts alongside our main content, this bundle is a guaranteed way to promote your message and drive visitors to your own website.

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: **£1,200 +VAT per month**

Minimum booking: three months



Website advertising packages

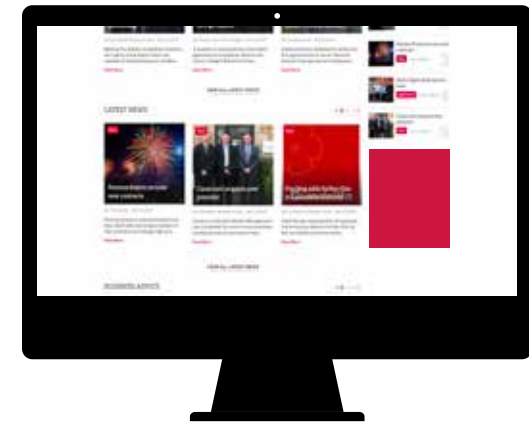
Our most flexible digital advertising package, www.lancashirebusinessview.co.uk offers a range of advertising sizes and options. With news, opinion, an events calendar and a thriving community hub updated on a daily basis, our website draws in more than 34,000 views every month.

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



Homepage spotlight advert

Price: **£600 +VAT** per month



Right hand block advert

Price: **£300 +VAT** per month



Listings page horizontal strip

Price: **£300 +VAT** per month



News post horizontal strip

Price: **£300 +VAT** per month

Wednesday Weekly bulletin

Our popular weekly email newsletter is distributed to an ever-growing subscription list of more than 11,000 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 promotional tweets from @LBVmagazine
- One online news story per month (content to be supplied by advertiser and subject to approval by Lancashire Business View)

Price: **£1,300 +VAT per four bulletins**

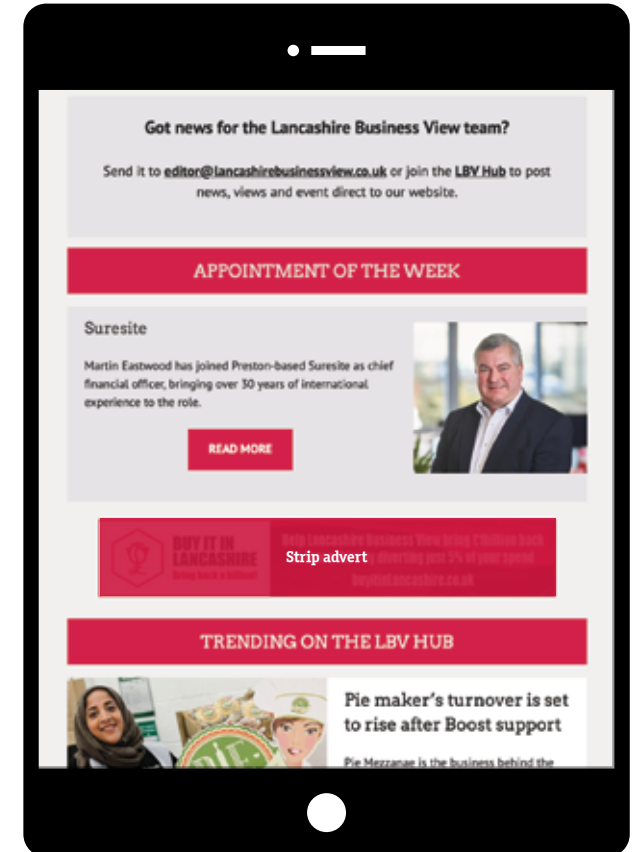
Strip adverts

Strip advert positioned alongside editorial content within bulletin

Price: **£600 +VAT per four bulletins**

“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



'LBV Recommends' solus email

If you like the idea of talking to our 11,000 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 Twitter and LinkedIn profiles.

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 11,000 subscribers

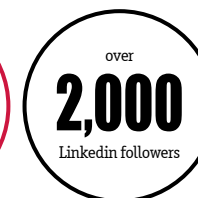
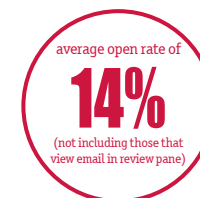
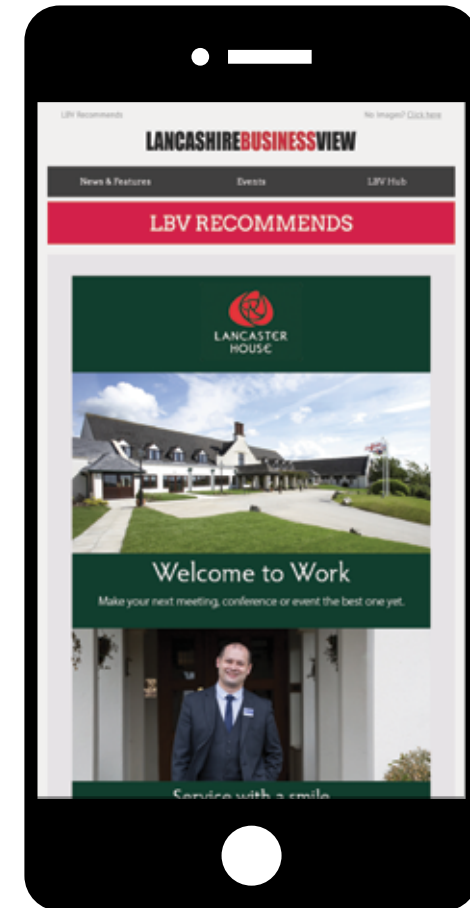
1 x tweet from @LBVmagazine (11,000+ followers)

1 x LinkedIn post from Lancashire Business View's business profile

Price: £700 +VAT

"Nublue recommends... 'LBV Recommends'! What a great service. If you have a message that you want to get in front of the Lancashire business community, then 'LBV Recommends' works great. Easy, targeted and results focused."

Michael Ashworth, managing director, Nublue



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

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

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

Listings page horizontal strip

Mobile: 300 x 464px

Tablet: 727 x 145px

Desktop: 960 x 145px

News post horizontal strip

Mobile: 300 x 464px

Tablet: 727 x 145px

Desktop: 740 x 145px

Right hand block advert

Mobile: 360 x 465px

Tablet: 727 x 280px

Desktop: 360 x 465px

All website adverts to be supplied as jpeg with one URL

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.

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

01254 297871

LANCASHIREBUSINESSVIEW.CO.UK

CONNECTING THE COUNTY SINCE 2005