

Media Pack

West & North Yorkshire Business

The magazine for business professionals in Yorkshire.

Rub shoulders with the biggest brands in Yorkshire, without breaking your budget.

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Yorkshire-Business.com is the website for West & North Yorkshire Chamber members.



West & North
Yorkshire Chamber
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West & North Yorkshire Business

2021

Nurturing innovators

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Yorkshire Chamber
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CONNECTING,
SUPPORTING &
REPRESENTING
BUSINESS IN
THE REGION

Removing barriers for female start ups

The UK is the start-up capital of Europe yet only one in three UK entrepreneurs are female. A report commissioned by NatWest and HM Treasury has revealed what it is holding women back and how these issues can be overcome.

The Albion Rose Review looked into the barriers facing female entrepreneurs and outlined a number of recommendations to improve female start-up and scale-up rates. Implementing the recommendations could contribute an additional £50 billion to the UK economy.

The review, which was sponsored by NatWest's £250m Commercial and Private Banking Albion Rose, found five barriers that held back female rates of entrepreneurship amongst women:

The biggest barriers are:

- 1. Low access and awareness of capital**
- 2. Greater risk awareness**
- 3. Perceived missing skills and experience**
- 4. Inappropriate primary care responsibilities**
- 5. Lack of reliable sponsorship/mentorship role models**

The report has found three main areas of opportunities to improve the situation and has set out eight recommendations in response:

Opportunity 1: Increase funding for female entrepreneurs

- Initiative 1:** Work with UK's largest private equity funds to encourage investment in female entrepreneurs.
- Initiative 2:** Increase transparency of funding allocation through a new Female Entrepreneur's Investment Code that currently financial institutions to gender diversity.

Opportunity 2: Provide greater family care support for female entrepreneurs

- Initiative 3:** Review existing and create new family care services for entrepreneurs with family care responsibilities.

Opportunity 3: Expand awareness and access to support, including mentorship and networking opportunities offered by existing and new networks

- Initiative 4:** Expand existing mentorship and networking opportunities.
- Initiative 5:** Accelerate the development and roll-out of entrepreneurship courses.
- Initiative 6:** Set up an "established entrepreneur advisory board" to drive investment and support to female entrepreneurs.
- Initiative 7:** Creation of a first-stop one-stop platform.
- Initiative 8:** Improve access to expertise by creating a one-stop platform.

Sam Perry, Director of Commercial Banking at NatWest, said: "Without question women-led businesses have a vital role in the economy. We know that relevant support from specialists can make a great difference to overcoming these barriers and our accredited Women in Business specialists as well as our three-stage business accelerator programme are just some of the ways we are supporting business in Yorkshire."

NatWest launched its Women in Business programme in 2015 and currently have more than 100 accredited Women in Business specialists working across the UK.

Raise your profile

Magazine content includes features, profiles, top tips and case studies from businesses around the region.

Editorial opportunities allow businesses to raise their profile while sharing knowledge, trends and business insights in .

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Working in harmony

In the current challenging climate for the arts, international law firm PricewaterhouseCoopers has announced a second year of support for Opera North's award-winning music education programme in Harmony Opera North.

PROFILE 33

Essential planning for the future

SUPPORT 27

Common contracting pitfalls

This guide to common contracting pitfalls will help you think about what needs to be considered for a contract.

CONTRACT LAW GUIDE 23

West & North Yorkshire NEWS

Charity working in tandem

Easy airport travel

Advising across borders

Funding local projects

12

Boosting the region's economy

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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

Profile

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

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


Articles

Topical news articles on business subject from across the region.

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

MEMBERS NEWS
Free - Chamber members only
Article : 50-125 words

NEWS ARTICLE
£1,000
Article : 100-150 words



You want your staff healthy, happy and here

How did it feel to receive a Chamber Business award for Customer Commitment?

We were obviously delighted to be awarded the Chamber Business award for Customer Commitment. It helped to mandate our customer strategy. The feedback from our customers and getting recommendations and getting an email that says you've done a great job here means an enormous amount to us as business, but even more so when you get the team together and they're rewarded for an evening awards ceremony gives us all a boost.

What are your thoughts on Brexit and its impact on the manufacturing industry? How is Pean Deluxe preparing for it?

Like Brexit is the biggest challenge to manufacturing and export that this country has ever seen. Our business is 80 percent export so it's crucial, so we are particularly vulnerable to the outcome of the Brexit negotiations. It's a challenge for us because of the uncertainty but all we can do is our best.

We have to control the things that we can control and as well as the things we can't control is innovation and customer service and a huge part of that. We need to take a long-term view of our business and our products, both in the short-term and long-term. We need to have a long-term view of our business and our products, both in the short-term and long-term. We need to have a long-term view of our business and our products, both in the short-term and long-term.

Take out a business healthcare plan with AXA PPP healthcare and you'll benefit from 50% off your Chambers membership for 3 years*.

Plus when you take out a plan with us you'll receive a free **Employee Assistance Programme** – there to support you and your employees when you need it.

Also, by being a Chambers member you can access our Health at Hand service **free of charge**.

Find out more at wnychamber.co.uk/healthcare-axa-ppp or call today on **08455 240 240**

*Offer is available to direct-line customers of AXA PPP insurance only. 50% off Chambers membership is available for a period of 3 years from the date of the first payment of the premium. The offer is subject to the terms and conditions of the offer. See our website for more details.

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AXA PPP HEALTHCARE

Print advertising

The West & North Yorkshire Business magazine is distributed quarterly to all Chamber members, raising the profile of local businesses.

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

Subscriptions are available for non-members.

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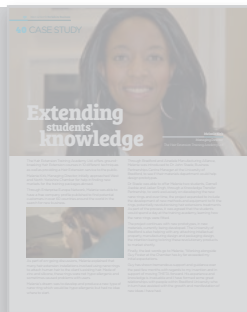


Yorkshire-Business.com is the website for West & North Yorkshire Chamber members.



Advertising

Prices for Chamber members are reduced by 50%

Advert type	Price	Member
Double Page	£2,000	£1,000
Full Page	£1,000	£500
Half Page	£500	£250
Back Cover	£1,500	£750
Inside Front	£1,300	£650
Inside Back	£1,200	£600
Gate-fold Cover	£5,000	£2,500

Deadlines

The magazine is published quarterly, each issue with features on a theme listed below.

Content should be supplied one month prior to publication.

Q1

Skills, Training & Contingency Planning

Content: 1 March
 Approval: 15 March
 Publication: 29 March

Q2

Imports, Exports and Trade

Content: 4 June
 Approval: 11 June
 Publication: 25 June

Q3

Environmental

Content: 27 August
 Approval: 10 September
 Publication: 24 September

Q4

Technology & Innovation

Content: 29 October
 Approval: 12 November
 Publication: 26 November

PRICES EXCLUDE VAT

Artwork specification

SINGLE PAGE

Artwork - 210x260mm
 Bleed (5mm) - 220x270mm

HALF PAGE

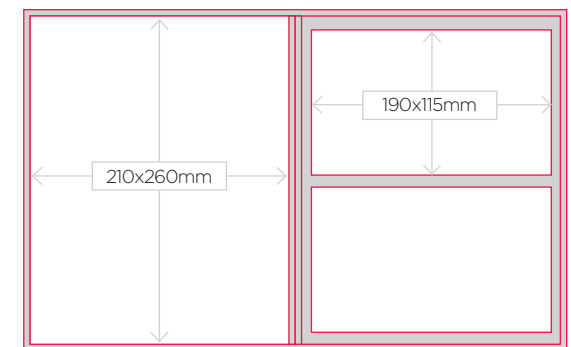
Artwork - 190x115mm
 No bleed

LEFT / RIGHT PAGE

Full page safe print area, allow 10mm from spine.

DOUBLE PAGE

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



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.



Digital marketing

The Yorkshire-Business.com website showcases news from businesses within the region.

The constantly updating news feed reflects the strength, depth and diversity of business in Yorkshire, celebrating and publicising their achievements.

Articles are posted and shared on social media, and the best articles are used for the Chamber magazine.

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Website publishing

WEBSITE FEATURES

£1,000, included for patrons

Features are in-depth stories, case studies or how to guides showcasing the expertise of the business on their specialist subject.

With more photography options available, features are distinguished by their visual impact.

WEBSITE ARTICLES

£100, included for members

Publish your articles on Yorkshire Business and tell world about your success. Articles are posted and shared on social media, further expanding the audience.

We select the best articles for publication in the quarterly magazine which is distributed to all members and our partners.

Advertising prices

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.

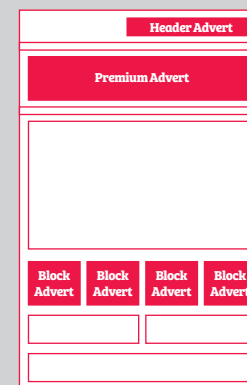
Advert type	Price	Member Price
Header Banner	£100	£50
Blocks	£50	£25
Premium	N/A	£500

ESHOT

Bi-weekly round up to over 2,600 subscribers.

Advert type	Price	Member Price
Content Area	£300	£150

Advert sizes



HEADER ADVERTS

Appearing in the header on all pages, this shared space is 468x60 pixels.

PREMIUM ADVERT

Appearing above the content this premium space is 1020x300 pixels.

BLOCK ADVERTS

Appearing below the content this shared space rotates a group of 24 ads which are 250x250 pixels.

ESHOT ADVERTS

Landscape 600 x 220 pixels in main content area.

PRICES EXCLUDE VAT