

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

Business

2022

Nurturing innovators



West & North Yorkshire Chamber of Commerce
British Chambers of Commerce Accredited

CONNECTING,
SUPPORTING &
REPRESENTING
BUSINESS IN
THE REGION

Investing in tomorrow's talent
at Bradford Grammar School

Lucy Davis
Director of Development & External Relations
at Bradford Grammar School

Here at Bradford Grammar School (BGS), we are working hard to increase the number of Assisted Places available to bright students from low-income households. This has long been a part of our history and reflects our strong ties to Bradford city and the communities we neighbour.

Over the years, we have 30 students at BGS who would not have otherwise, thanks in no small part to the generosity of former students and friends. Local supporters and business leaders have supported our commitment for creating educational opportunities, such as the charitable trust of Bradford-based publishing house Emerald Group, and Bradford-based Sovereign Health Care.

The impact of our Assisted Places is transformative. Thanks to an Assisted Place funded by Roger Bowers, the Deputy Lord Lieutenant of West Yorkshire and former BGS student, Year 12 Charlie Kelly is studying for Cambridge University where she will pursue an Engineering degree. Charlie, who aspires to become an inventor, says: "Bradford Grammar has completely changed my life. It's opened up the world of learning to me and it's made me enthusiastic about education again!"

Charlie follows in the footsteps of Blaine Thomas, who received an Assisted Place to study as an apprentice and another former student, the late Sir Alan Morrison of Morrison Supermarkets. Blaine, who lived on the Cambridge Road until 1997, is now completing his first year of a law degree at Oxford University.

Headmaster Dr Simon Incefield feels a great sense of purpose as we prepare to launch the new fundraising campaign to benefit more young people like Charlie and Blaine.

"The economic impact of COVID-19 will be felt for some time to come and those exposed to educational outcomes for some of the most disadvantaged young people in our region. To that end, we have launched the BGS Campaign for Assisted Places.

"We hope to double the number of students who receive assistance from 15 to 30 per cent of our student population. It is only with the support of partners, including wealthy and corporate benefactors, that we can make a difference to the lives of great potential, however small that might be in our own communities.

"This is bigger than BGS, it is about supporting social mobility in our city and nurturing tomorrow's leaders and innovators."

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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ESH CONSTRUCTION

Esh Construction partners with Efficiency North to recruit flexi-job apprentices

Efficiency North is pleased to announce a partnership with Esh Construction to recruit flexi-job apprentices. The apprenticeship programme is designed to provide young people with the skills and experience needed to succeed in the construction industry.

The programme is open to young people aged 16-24 who are currently unemployed and have not been in full-time education or training in the last 12 months. Apprentices will receive a salary and a place on the Esh Construction training programme.

For more information, please contact Efficiency North on 0113 275 1234 or visit www.efficiencynorth.co.uk.

PROFILE 17

University of York leads the way in Artificial Intelligence safety

The potential for automation and autonomous technologies is huge. Autonomous vehicles will radically change global transport systems and Artificial Intelligence (AI) technologies are already being used to address challenges from healthcare to energy management.

The University of York is at the forefront of research in this area, with a focus on ensuring the safety and security of these technologies. Professor [Name] is leading a team of experts in this field, working to develop robust AI systems that can be trusted in critical applications.

For more information, please contact the University of York on 01904 323456 or visit www.york.ac.uk.

EU TRADE 17

Complying with EU VAT changes from 1 July

What is the Import One Stop Shop (IOSS)?

The IOSS is a new system that allows businesses to simplify their VAT reporting and payments when importing goods from non-EU countries into the EU. It is designed to reduce the administrative burden on businesses and improve the flow of goods across the border.

For more information, please contact Naylor Wintertgill on 0113 275 1234 or visit www.naylorwintertgill.co.uk.

MEMBERS NEWS 13

Recovery is welcome, but also challenging

Local home builder, Barratt Developments Yorkshire West offers support to charities

Investing in skills

Helping small business manage cashflow

Financial wellbeing for small businesses

Company directors respond to Brexit on agenda

New website for all your members news and offers yorkshire-business.com

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.

MEMBERS NEWS
Chamber members only selected by the Editor
Article : 50-125 words

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

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

AA



Up to 67% off* Business Breakdown Cover for Chamber members

Cover type	Breakdown	Taxes	Policy Plus	Home Start	Accident Management	Other Price	Discount Price	Difference
Firebreak 1	✓	✓	✓	✓	✓	£20.99	£26.50	£55.01
Firebreak 2	✓	✓	✓	✓	✓	£16.00	£20.50	£28.00
Firebreak 3	✓	✓	✓	✓	✓	£24.14	£28.50	£24.76
Firebreak 4	✓	✓	✓	✓	✓	£55.94	£55.50	£24.50
Firebreak 5	✓	✓	✓	✓	✓	£47.27	£44.50	£27.23
Flot Europe	✓	✓	✓	✓	✓	£54.44	£44.50	£28.06
Flot Europe	✓	✓	✓	✓	✓	£56.66	£36.50	£12.34
Specialist 2	✓	✓	✓	✓	✓	£74.33	£37.00	£27.00
Specialist 4	✓	✓	✓	✓	✓	£46.66	£36.50	£28.04
Specialist 5	✓	✓	✓	✓	✓	£55.00	£20.50	£28.50

The table below gives you more details about the specific services which can be included within our Business Breakdown cover

Service	Included or available to be added to the cover at an additional cost
Home Start	Transport of vehicle, driver and up to 2 passengers to a UK mainland address if covered break made not available.
Home Plus	Extended policy which includes one of three alternative arrangements for driver and passenger's car hire, reimbursement of public transport services.
Home Start	For breakdowns at or within 100 miles of your home address.
Accident Management	Takes the hassle out of arranging repair, recovery and insurance claims after an accident or vandalism.

For more information, please contact your local Chamber of Commerce



Direct Debit: To make life easier, you can now pay for your breakdown cover by Direct Debit. **Direct Debit:** To make life easier, you can now pay for your breakdown cover by Direct Debit.



Roads revamp reviewed

Insights into infrastructure

The West and North Yorkshire Chamber of Commerce Transport Policy Group recently met representatives from Leeds, Bradford and York City Councils, along with the West Yorkshire Combined Authority to present updates on the infrastructural developments occurring within their areas.

These included insight into Leeds' ambition to become a city where you don't need a car, a transformative vision supported by funds worth £200m a year. The Group also heard how Bradford is investing in active travel facilities as well as supporting some of the city's current public transport services.

The report also highlighted the need for large scale schemes, with improvements being made to both York Central station and the surrounding ring road. The Combined Authority highlighted their Connected Plan, with the region's ambition to become a major growth and wealth creation hub.

A common theme in each of the presentations was the need to address the climate emergency. Across the board, councils and authorities are prioritising and already implementing, clearer and greener infrastructure alternatives which better support modes of transport and production.

The Chamber Transport Group, which recently hosted a roundtable on the topic of decarbonising transport, recognised and welcomed this investment.

Plans to reconfigure parts of Bradford city centre including road alterations, have been shared with the Chamber of Commerce. A recent consultation on what is known as the 'Transforming Cities Fund (TCF)' has been requested by the Chamber.

The TCF involves Bradford council bidding for up to £80 million to help make changes in and around the city centre on four particular schemes:

1. South Bradford Park & Ride and Busway
2. West Bradford - Cycle Superhighway Extension
3. Bradford Interchange Station Access
4. Bradford City Centre Walking and Cycling Improvements.

The Chamber's response has welcomed the need to create a more attractive, friendly and inviting city centre, which the reforms hope to achieve, while also noting that easy access to the amenities outside the project is a key consideration. The closure of some key roads into the city and the promotion of cycling and walking.

The report also noted that the pandemic has done nothing to assist Bradford's aim of turning the city into a high-tech hub for innovation and technology, and the Chamber has highlighted how clearing more roads further supports that objective. The Chamber's response also stressed that further development of the local cycling network is a key priority for the Chamber's members. Also, the short-term redevelopment of the city's two main stations should not reduce investment in the new Northern Powerhouse Rail line coming through the city, said the Chamber.

Johnathan O'Connor, who chairs Bradford Chamber's Property Forum, said: "This is an important scheme that will contribute to the changing landscape of the city. It seems well thought out and will bring benefits to Bradford. It is a good opportunity for the city to be more centrally involved. In the end, we and the Council should consider joining together to create a scheme that is a win-win for both sides."

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

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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Deadlines

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

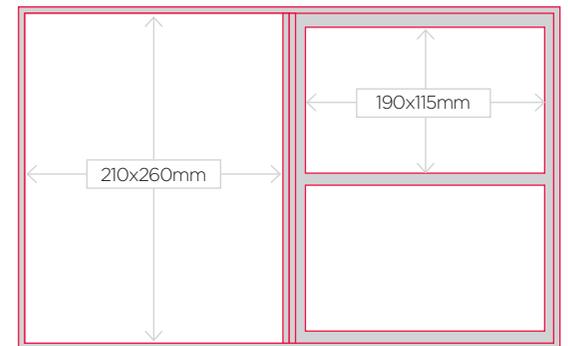
Content should be supplied one month prior to publication.

Q1	International Business Content: 4 March Approval: 18 March Publication: 25 March
Q2	Education & Workforce Development Content: 3 June Approval: 17 June Publication: 24 June
Q3	Environmental Content: 2 September Approval: 16 September Publication: 23 September
Q4	Technology & Innovation Content: 4 November Approval: 18 November Publication: 25 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.

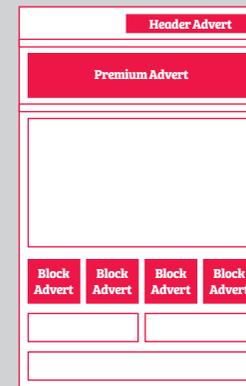
Advert type	Price	Member Price
Header Banner	£100	£50
Blocks	£50	£25
Premium	N/A	£500

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.



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