

THE BUSINESS MAGAZINE FOR  
AYCLIFFE BUSINESS PARK

# AYCLIFFE BUSINESS

MEDIA PACK 2025



# AYCLIFFE BUSINESS



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## AYCLIFFE BUSINESS – OUR HISTORY



*Aycliffe Business* is the business magazine for Aycliffe Business Park – the North-East’s largest business park, home to 500 companies and an estimated 10-12,000 employees.

Launched in November 2012, we provide firms with a unique platform to tell everyone about their services and success stories in our prestigious, high-quality publication.

With an estimated readership of more than 8,000, copies are mailed direct to every company on our database, and the rest are distributed by hand across the park as well as nearby hotels, restaurants and conference centres.

More than 200 businesses and organisations have used *Aycliffe Business* for their marketing needs – whether it be for PR, brand awareness, direct advertising or for recruitment purposes.

Our team can look after all your requirements. Our trained journalists can write your advertorial features, we can take your pictures and design your ads, all as part of our service.

*See page 5 for our rates and page 7 for artwork specifications.*



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## AYCLIFFE TODAY ONLINE

aycliffetoday.co.uk is Newton Aycliffe's Number One website for a respected source of local community, business and sports news.

Our website averages 15,000 unique visitors a month and 20-30,000 page views a month.

All our publications are published online, which average 1,000 views, and all our magazine content is published online and promoted through our social media channels.

With a combined readership in print, online and social media of 40,000+, we provide Aycliffe businesses with the strongest and unrivalled local media platform, to put themselves in front of other businesses as well as thousands of local people.

## AYCLIFFE TODAY SOCIAL MEDIA

We have thousands of followers across our social media platforms – all of which are organic followers, and not acquired by third parties.

You only need to check the interaction we get, compared to other local media sources, to see that our followers are real.

- > Our Facebook page has 9,000+ followers and reaches on average 40,000 people every month.
- > Our Twitter page has 8,500 followers and averages 80,000 impressions a month.
- > Our LinkedIn and Instagram accounts also reach thousands more.

All our advertisers benefit from our real social media following – all added value and part of the service.



9,000+  
followers

40,000  
monthly reach

10,000  
monthly engagements



8,500  
followers

80,000  
monthly impressions



1,400+  
followers  
and growing



1,000+  
followers

20,000  
monthly impressions

## WHY FEATURE IN AYCLIFFE BUSINESS MAGAZINE?



*Aycliffe Business* provides companies and organisations with an opportunity to boost their visibility and connect with an engaged, local audience.

With its well-established reputation as the go-to publication for business news, insights and opportunities on Aycliffe Business Park, we can capture the attention of key decision-makers and consumers alike.

By advertising in *Aycliffe Business*, you can position your business as a trusted, professional partner ready to meet their needs

Whether you're looking to promote a new product, highlight services, or simply increase brand awareness, your message will reach a targeted audience eager to support local and regional businesses.

Furthermore, the magazine's high-quality design and compelling editorial content ensure your ad is showcased in a premium environment, reinforcing your business's credibility.

Advertising here is not just about visibility I it's about aligning your brand with a trusted name in the business community.



### 1 TARGETED AUDIENCE

Aycliffe Business is specifically targeted towards the local business community across Aycliffe Business Park.

By advertising in this publication, you can reach a relevant audience of local entrepreneurs, business owners, professionals and potential customers who are actively engaged in the local economy.

This focused exposure increases the likelihood of reaching individuals who are more likely to have an interest in your products or services.

### 2 LOCAL BRAND AWARENESS

Advertising in Aycliffe Business helps to build awareness of your brand within the local community.

It provides an opportunity for businesses to showcase their products, services, achievements, or unique selling points to a concentrated local audience.

This exposure can help establish and reinforce your brand identity, making your business more recognisable and memorable among local consumers.

### 3 NETWORKING AND COLLABORATIONS

The magazine serves as a hub for local businesses, allowing you to connect and engage with other entrepreneurs and professionals in the area.

By promoting your business in this publication, you can initiate conversations, build relationships and explore potential collaborations or partnerships with other like-minded individuals and companies.

This networking aspect can lead to mutually beneficial opportunities and expand your business network.

### 4 AUTHORITY AND CREDIBILITY

Being featured in a reputable local business magazine can enhance your business's authority and credibility.

It positions your brand as a trusted and influential player within the local business community, which can be particularly valuable when seeking to attract new customers, clients, or investors.

The association with a respected publication adds legitimacy to your business and can instil confidence in potential stakeholders.

### 5 THOUGHT LEADERSHIP AND EXPERTISE

Aycliffe Business often includes articles, interviews and opinion pieces from local industry experts and business leaders.

Contributing to these sections or being interviewed as a knowledgeable authority in your field can establish your business as a thought leader.

It provides a platform to share insights, expertise, and industry trends, further enhancing your brand's reputation and credibility among peers and potential customers.

### 6 LONGEVITY AND REFERENCE VALUE

Magazines tend to have a longer shelf life than other forms of media.

Aycliffe Business may be kept by readers for future reference or passed along to others, extending the lifespan of your advertisement or sponsored feature.

This extended exposure can result in increased visibility and potential referrals, even beyond the initial publication period.

## LET US TELL YOUR STORY!

Our advertorial features enable you to connect with your audience in a unique way, sharing the message that is important to you. Perhaps you want to share a recent client win, a strong local partnership or even help your customers get to know you by sharing some of your personality. With professional copy writing and photography included, our advertorials will help you to achieve your marketing objectives.

Full page Advertorial	£550
Double page Advertorial	£895
Front page Feature, including 4 page spread	£1,195

### A full page advertorial and 1/2 page ad in 6 issues - our best value package

Keep your business front and centre in the minds of your customers by taking advantage of our 12 month advertorial and advertisement package.

£350 per month



## OUR ADVERTISING RATES

Quarter Page	£225
Half Page	£345
Full Page	£545

## 12 MONTH PACKAGES

Benefit from a **free single page advertorial** (value £545) and spread the cost over 12 months at no extra charge when you take advantage of our 6 issue advertising package.

Quarter Page	£125 per month
Half Page	£175 per month
Full Page	£295 per month

## DIGITAL PROMOTION

### Website Advertising

Banner advertising on aycliffetoday.co.uk with guaranteed minimum of 5,000 views £99 (or £75 when taken alongside any Aycliffe Business Magazine 6 issue package)

### Sponsored Social Media Posts

100 words with pictures, posted on Aycliffe Today social media platforms (Facebook, Twitter, LinkedIn & Instagram). Boosted on Facebook.

£99 (or £75 when taken alongside any Aycliffe Business Magazine 6 issue package)

All prices exc. VAT



## SPECIFICATIONS

### Advertising Specifications

#### DIMENSIONS

1/4 PAGE 93mm wide x 142mm high

1/2 PAGE 190mm wide x 142mm high

FULL PAGE (WITH BLEED)  
216mm wide x 303mm high

#### ACCEPTED FILE TYPES

- ✓ PDF
- ✓ TIFF
- ✓ JPEG (highest quality)

#### DESIGN CHECKLIST

- ✓ Fonts embedded (PDF)
- ✓ CMYK
- ✓ 300dpi Resolution
- ✓ Important text/info at least 3mm away from edges (8mm on 'Full Page with bleed')

### Our publishing/deadline dates

Issue	Booking deadline	Content deadline
71 (February)	Friday 7th February	Friday 14th February
72 (April)	Friday 4th April	Friday 11th April
73 (June)	Friday 30th May	Friday 6th June
74 (August)	Friday 4th July	Friday 25th July
75 (October)	Friday 12th September	Friday 19th September
76 (December)	Friday 7th November	Friday 14th November



# AYCLIFFE BUSINESS

## CONTACTS

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