

N O R T H E A S T

BUSINESS*iQ*

Media Partnerships 2026

NORTH EAST **BUSINESSiQ**

The North East means business.

This is a region competing on a global stage, attracting investment, delivering major projects and building the skilled workforce to match its ambitions. The momentum is real, and it's redefining what success looks like for the North East.

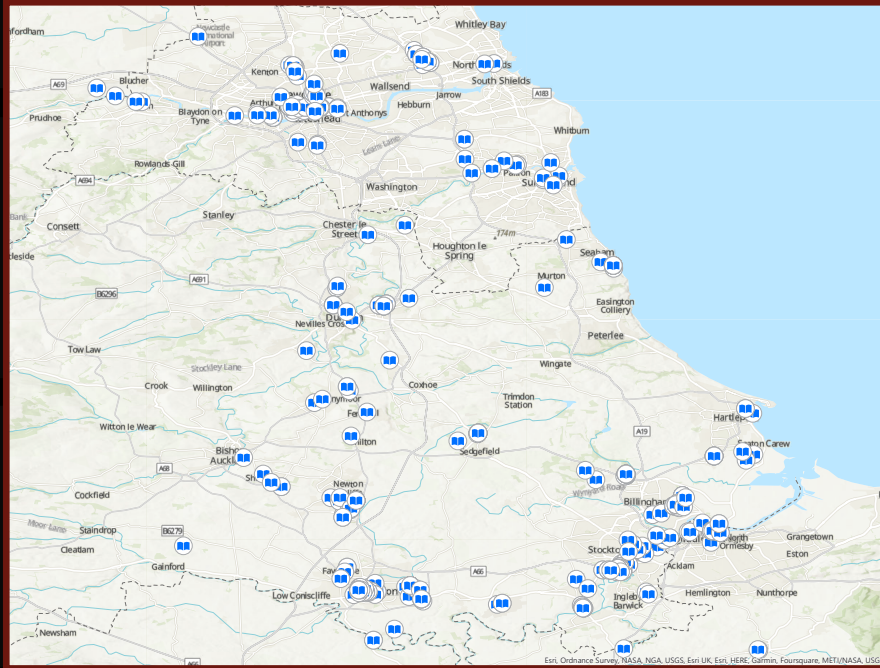
BUSINESSiQ is the magazine that captures that energy. We don't just report on the headlines—we set the pace, challenge the market and shine a light on the businesses driving results. Our award-winning journalism has become the benchmark for boardroom intelligence, trusted by decision-makers across every sector.

For advertisers, BUSINESSiQ is more than a showcase—it's a chance to stand alongside the region's most dynamic companies and put your brand in front of the people who matter most.

In 2026, the opportunity is clear: those who act with ambition will win. Let's make sure your business is part of that story.

Mike Hughes
Business and Commercial Editor





AUDIENCE & DISTRIBUTION

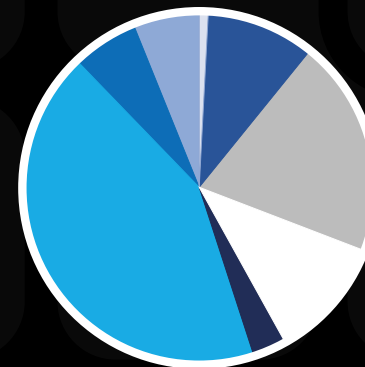
5,000 COPIES

**FREE PICK UP AT NEARLY
400 STRATEGIC LOCATIONS**

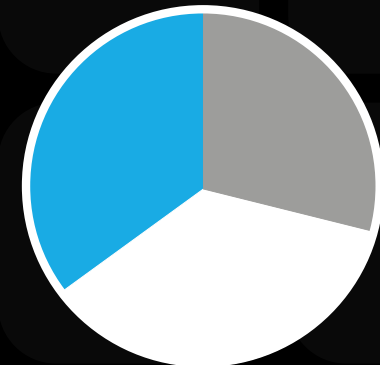
71%

Of our audience are influential
senior management professionals

Subscribers by Industry Sector



- COMMUNICATION DIGITAL/IT
- CONSTRUCTION BUILDING FACILITIES/ENGINEERING
- EDUCATION
- ENERGY
- FINANCIAL
- GOVERNMENT PUBLIC SERVICE
- LEGAL
- MANUFACTURING
- MARKETING MEDIA ADVERTISING PUBLISHING
- OTHER



- CEO/MANAGING DIRECTOR
- DIRECTOR
- SENIOR MANAGER

We value **PARTNERSHIPS** and we value **TRANSPARENCY**. Full details of our distribution model can be found online:

thenorthernecho.co.uk/businessiq/distribution

NORTH EAST BUSINESSiQ

REACH A BUSINESS AUDIENCE IN 5 EASY STEPS:

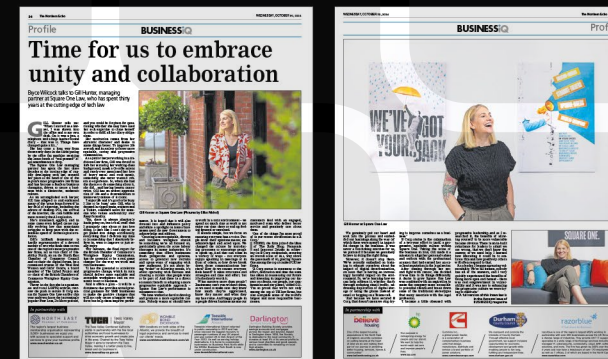
1. Quarterly BUSINESSiQ magazine
2. Online content article
3. Social media boost
4. Targeted digital impressions
5. Newspaper article

Providing your
business with 300k
opportunities to be
seen each quarter,
via a unique blend
of solutions.

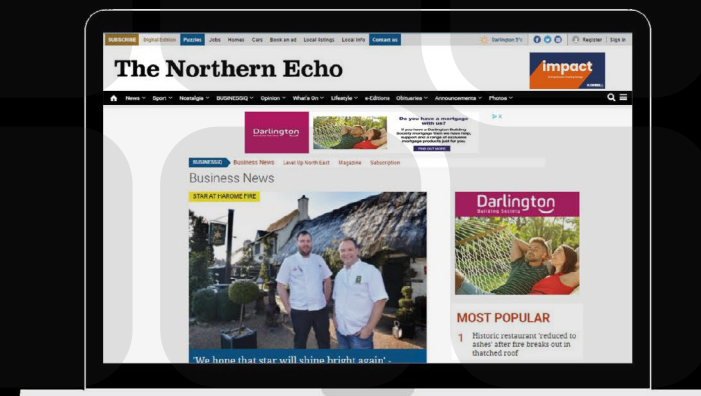
QUARTERLY MAGAZINE



WEEKLY SUPPLEMENT



DAILY WEBSITE



MOBILE & SOCIAL



Media Profile

Magazine:

4 page commercial profile, professionally written by our editorial team (inc. e-edition)

BUSINESSiQ online:

Website and Facebook commercial content

The Northern Echo:

Commercial content

Digital Display:

10,000 digital impressions

£1,850 (+VAT)

OTS 300,000

Annual Partnership (4 editions)

Magazine:

4 page commercial profile, professionally written by our editorial team (inc. e-edition)

BUSINESSiQ online:

Website and Facebook commercial content

The Northern Echo:

Commercial content

Digital Display:

10,000 digital impressions

£5,665 (+VAT)

OTS 1,200,000



NORTH EAST
BUSINESSiQ

NORTH EAST BUSINESSiQ

Display advertising

- Full page £390
- Premium Inside Front £500
- Premium Outside Back £635

FULL PAGE BLEED

Supplied PDF:

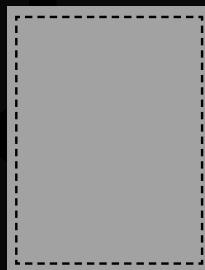
303 Height x 216mm width

Trimmed:

297 Height x 210mm width

Image area:

270 Height x 189mm width



NORTH EAST

BUSINESS*si*Q

Enhance your audience reach further...



VIDEO PRODUCTION

As a video marketing agency, we help businesses establish and showcase their brand. We'll work with you to understand who you are and what you do, then create a bespoke marketing video that tells your story.

- One shoot day at a location of your choice
- 1x 30-60 second promotional video to showcase your business
- 1x 10-15 second social media edit

From £1,300 + VAT

Innovative end-to-end video production services.

We take pride in every project. Our video marketing agency uses the best technology and software in our promotional video production to ensure we create professional content for your business.



Drone Footage

Find a new perspective on your business with stunning aerial shots, whether filming a beautiful landscape or showcasing property; take your business to new heights with our drone videography service.



Digital Animation

Get your ideas across without on-location filming – digital animation uses sleek graphics and motion to explain or tell your stories colourfully and engagingly.



Virtual Tours

Matterport is the leading spatial data company focused on digitising and indexing the built world. Its all-in-one 3D data platform allows people to explore homes, offices or museums – all from their devices.



Promotional Videos

Punchy, attention-grabbing videos that showcase your brand, people, product, or service. Whether sixty seconds or five minutes long, they excite people to discover you – perfect for marketing and boosting visibility.



Event Videography

Need to capture those big moments as they happen? Event videography is about filming live events – an evening gala, a conference, or a festival – and turning them into unforgettable highlight videos.



Social Media Video Production

Short and sweet video reels for sharing on Instagram or TikTok. They catch your audience's attention and set you apart from your competitors online.

NORTH EAST **BUSINESSiQ**



**Reach Customers on
the Worlds Largest
Professional Network**

**Take the hassle out of your LinkedIn Advertising with
a trusted partner in LOCALiQ.**

Promote your organization's updates to targeted audiences on desktop, mobile, and tablet. Drive awareness and leads in the world's most viewed professional news feed.

Use real professional data to drive real results. Target quality audiences in a professional context. Market to influencers, decision makers, and executives who act on new opportunities.

Reach audiences when they are at their most engaged. Whether your objective is to build brand awareness, generate leads, or drive website traffic, LinkedIn has the right ad formats to drive results.

PREMIUM DIGITAL DISPLAY & LINKEDIN ADVERTISING

Digital Display Solutions utilising Newsquest's loyal audience

On-network digital display allows advertisers to reach Newsquest's loyal online audience on desktop and mobile in your local area

Creatives can incorporate a 'click-through' allowing users to click the ad taking them through to your website or online store

Digital display is worthwhile for print advertisers looking to explore digital and increase their audience reach with measurable results

Key Benefits

- Take advantage of Newsquest's engaged local audiences who trust our brand
- Huge number of display creatives available to suit any marketing objectives
- Display provides measurable, easy to understand results without confusing jargon
- Ads can be targeted to increase relevance and likelihood of user response



Search Engine Optimisation.

SEO is a series of processes which are implemented to improve a website's organic visibility on search engines. We have SEO experts that specialise in on-page, offpage, local and technical SEO.

- As part of our process, we conduct an audit of your website, reviewing key data from a range of software and our own expertise – we'll then use this to identify areas that need improving.
- Our team of SEO experts are experienced in conducting in-depth keyword research. We'll uncover keywords tailored to your business and implement them as part of our SEO service. We use industry leading software such as SEMrush to conduct our research.
- At the beginning of your SEO campaign, your SEO analyst will construct a comprehensive document outlining the SEO strategy and specific tactics we have chosen to implement for your campaign.

SEARCH ENGINE & SOCIAL MARKETING

Social Media Advertising.

Our paid social advertising services provide you with the chance to speak directly to your audience online – displaying your brand's personality while building positive, personal relationships with your leads and customers. We cover the key social networks; Facebook, Instagram, TikTok & LinkedIn.

Facebook

Connect with more than two billion monthly active users with Facebook's highly targeted advertising platform. Reach the right audience and generate cost-effective leads with Facebook Ads.

Instagram

It's all in the visuals – engage your customers with Instagram's advertising service. Combined with Facebook's wide-reaching ad network, we'll place your picture ads directly in front of your audience.

LinkedIn

The home of the world's largest professional network – advertise to more than 800 million users with LinkedIn's business-related targeting. Partner with LOCALiQ and hit your B2B marketing goals.

NORTH EAST **BUSINESSiQ** **SCHEDULED ISSUES**

SPRING 2026

Publication: 12th March 2026

Profile booking deadline: 13th February 2026

Advert booking deadline: 13th February 2026

Final advert alteration: 27th February - noon

Final advert complete: 27th February - 2 pm

SUMMER 2026

Publication: 11th June 2026

Profile booking deadline: 15th June 2026

Advert booking deadline: 15th June 2026

Final advert alteration: 29th May 2026 - noon

Final advert complete: 29th May 2026 – 2 pm

AUTUMN 2026

Publication: 10th September 2026

Profile booking deadline: 14th August 2026

Advert booking deadline: 14th August 2026

Final advert alteration: 28th August 2026 - noon

Final advert complete: 28th August 2026 – 2 pm

WINTER 2026

Publication: 3rd December 2026

Profile booking deadline: 6th November 2026

Advert booking deadline: 6th November 2026

Final advert alteration: 20th November 2026 - noon

Final advert complete: 20th November 2026 – 2 pm

