



Media Partnerships 2024

After a year of plans and proposals – this is the year The North East will decide what its future is.

With mayoral elections, groundbreaking ceremonies and more investment than we have had for a generation, this is when the new landscape moves off the drawing board and into reality.

We will know timings for job opportunities and get to know more about the people who will be building the new industries that will give us - once again – a global reputation for our skills and innovations.

Every word, every event and every deal needs to be reported, put into context and then explored and analysed in depth – that’s what we do at BUSINESSiQ – it is our job and our privilege to bring it all to life and tell the story of a region like no other online, in print in The Echo, in our flagship quarterly magazine and through our Level Up campaign where we work alongside some of the region’s leading businesses.

We need YOUR voice as well – tell us about your successes and challenges and let us campaign on your behalf for even more investment.

The region will grow again and again if we work together.

Mike Hughes

Business and Commercial Editor



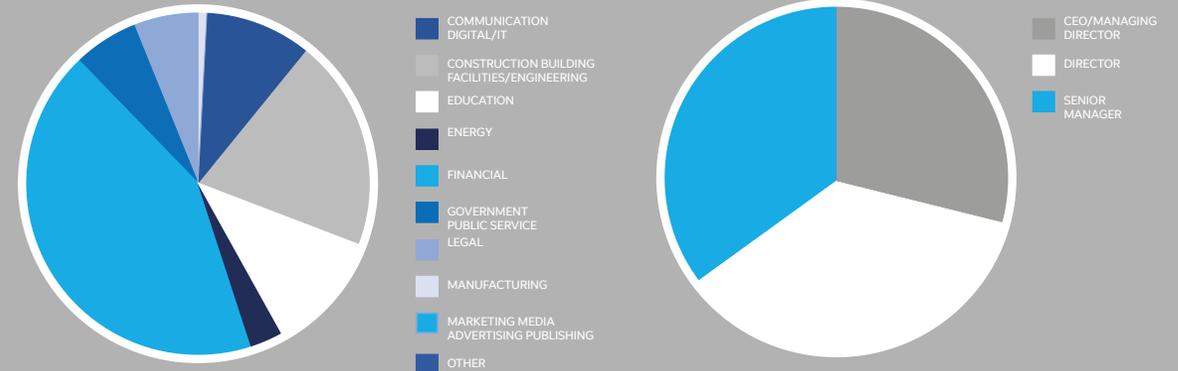


AUDIENCE & DISTRIBUTION

5,000 COPIES
FREE PICK UP AT NEARLY
500 STRATEGIC LOCATIONS

71% Of our audience are influential senior management professionals

Subscribers by Industry Sector



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

thenorthernecho.co.uk/business/distribution

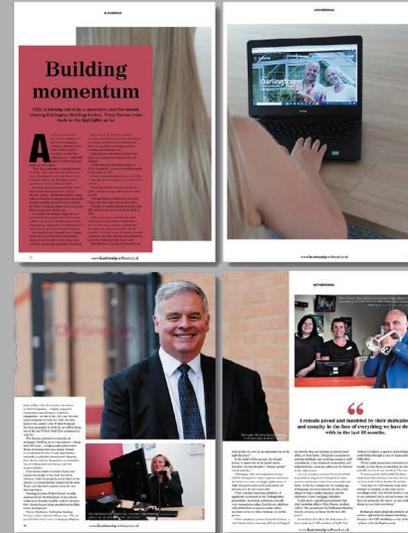


REACH A BUSINESS AUDIENCE IN 5 EASY STEPS:

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



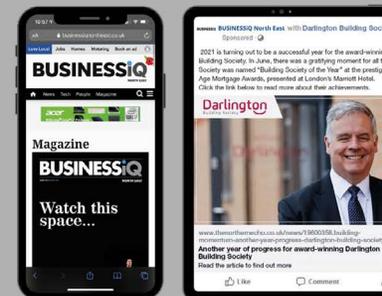
WEEKLY SUPPLEMENT



DAILY WEBSITE



MOBILE & SOCIAL





Media partnership 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

£1,800 (+VAT)

OTS 300,000

Annual partnership profile (four 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

£5,500 (+VAT)

OTS 1,200,000

Display advertising

- Full page £375
- Premium Inside Front £485
- Premium Outside Back £605

FULL PAGE BLEED

Supplied PDF:

303 Height x 261mm width

Trimmed:

297 Height x 210mm width

Image area:

270 Height x 189mm width





Enhance your audience reach further...



VIDEO PRODUCTION

When it comes to video, the possibilities are endless. In our package, our video production team can offer:

- 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 £1,200 + VAT



**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.

SEO



SCHEDULED ISSUES

SPRING 2024

PUBLICATION 21st March 2024
PROFILE BOOKING 16.02.2024 - 5pm
ADVERT BOOKING 04.03.2024 - 5pm
FINAL AD ALTERATION 08.03.2024 - 12 noon
FINAL AD COMPLETE 08.03.2024 - 2pm

SUMMER 2024

PUBLICATION 20th June 2024
PROFILE BOOKING 07.05.2024 - 5pm
ADVERT BOOKING 03.06.2024 - 5pm
FINAL AD ALTERATION 07.06.2024 - 12 noon
FINAL AD COMPLETE 07.06.2024 - 2pm

AUTUMN 2024

PUBLICATION 19th September 2024
PROFILE BOOKING 16.08.2024 - 5pm
ADVERT BOOKING 02.09.2024 - 5pm
FINAL AD ALTERATION 06.09.2024 - 12 noon
FINAL AD COMPLETE 06.09.2024 - 2pm

WINTER 2024

PUBLICATION 5th December 2024
PROFILE BOOKING 01.11.2024 - 5pm
ADVERT BOOKING 18.11.2024 - 5pm
FINAL AD ALTERATION 22.11.2024 - 12 noon
FINAL AD COMPLETE 22.11.2024 - 2pm

For all enquiries, please contact ryan.fenwick@localiq.co.uk

