

Media pack

Delivering influence

Tel: 0191 246 0212

E: enquiries@netimesmagazine.co.uk

South Northumberland Cricket Club Gosforth,
Roseworth Terrace, Tyne & Wear, NE3 1LU

netimesmagazine.co.uk



Our core values of transparency, integrity and creativity permeate everything we do and ensure that the North East Times is produced for the benefit of our readers, advertisers, staff and wider North East business community.

Alison Cowie,
Editor

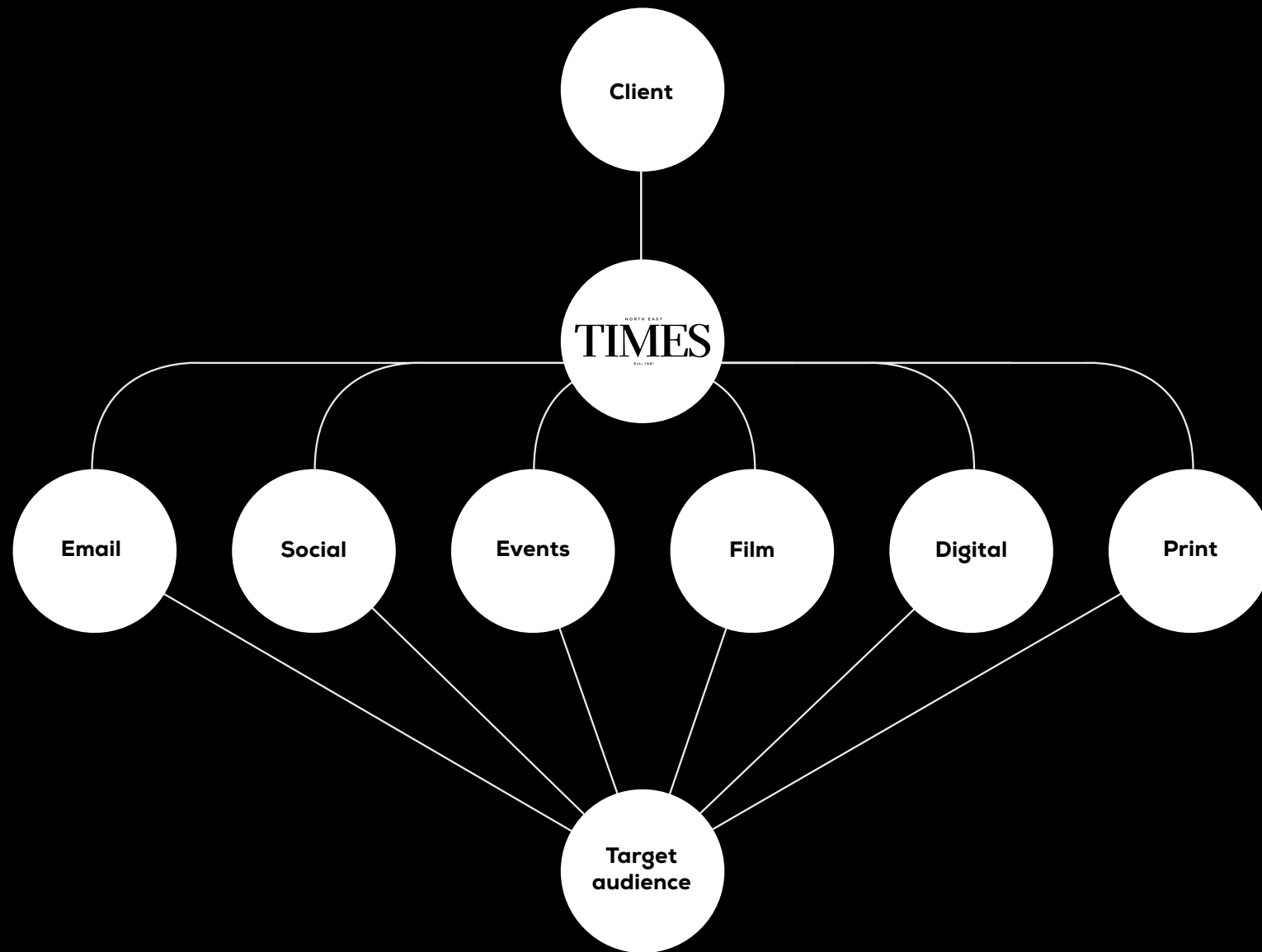




North East Times provides a voice for those who are shaping the North East economy.

We have built on the four-decade history of the North East Times' title, while embracing the latest digital innovations to engage, inform and entertain our audience.

By publicising the achievements of the individuals, companies and organisations that are impacting the local economy, our aim is to showcase the North East as a vibrant and productive place to work and live.



North East Times produces 12 high-quality printed issues annually and distributes to prominent businesses leaders and influencers, and key business and lifestyle locations across the North East and beyond.

Each 100-plus page North East Times is carefully themed to reflect the region's economic landscape and includes in-depth interviews and profiles, informed opinion pieces and essential business advice from some of the most successful and emerging business talent with links to the North East.

Out of Hours showcases leisure content, influencing our audience in their hours outside of 9-5 across fashion, food & drink, travel, motors, health & fitness, sport, tech and culture.

We guarantee 40% of every issue is independent content, not driven by commercial objectives, and as a result we produce a topical, entertaining and, most of all, influential regional publication.

All independent editorial is complemented by engaging and insightful portrait photography, produced by our lead photographer Christopher Owens.



I always set out to capture the character and personality I meet. Trying to dismiss any preconceptions I may have about the sitter allows for a level playing field and gives chance to a more honest and truthful portrait to flourish. I aim to make images that not only show a likeness but cut through to the essence of the subject. I want pictures that the sitter's close friends and family will recognise them in.

Christopher Owens,
lead photographer





Alison Cowie

Editor

alison@netimesmagazine.co.uk

07961 091 522

Alison is an NCTJ-qualified journalist with more than 10 years' experience. She has written extensively for a range of digital and print titles, and has managed the delivery of multiple magazines as editor. She is adept at creating engaging copy that informs and entertains its target audience.



Steven Hugill

Business journalist

steven@netimesmagazine.co.uk

Steven is an experienced business journalist and has built vast experience across print and digital coverage that has included exclusive content, interviews with high-profile politicians and industry leaders, and the launch of new publications. He supports Alison with the editorial direction of North East Times.



Richard Dawson

Digital journalist

richard@netimesmagazine.co.uk

Richard recently graduated from Newcastle University with an international political economy MA, and is a well-rounded writer who has contributed to a number of reputable publications. Richard's role is to deliver business news and views with an independent angle, and to support the editorial team across print and digital platforms.



Martin Stout

Commerical Director
martin@netimesmagazine.co.uk
07540 597 519

Martin has almost two decades of experience in business development, key account management and publishing experience. By working closely with clients marketing strategies and business objectives, he is able to consult, develop and create multichannel marketing solutions which deliver results. As commercial director, he leads the commercial team in the growth of key accounts and projects.



Rachael Laschke

Business Development Director
rachael@netimesmagazine.co.uk
07972 870 595

As business development director, Rachael supports the development of the key client base while initiating and implementing new product ideas in print, digital and business events. She has over 14 years' experience in media and publishing she brings a wealth of experience to the business.



John Duns

Director
john@netimesmagazine.co.uk
07920 152 523

John has over 30 years' experience in media, sales, management and marketing. As director, John is integral in managing the daily operations of the business, supporting the commercial team. John has substantial professional services experience having headed up business development for a leading regional law firm and a national wealth manager.



Matt Pacey

Business Development Manager
matt@netimesmagazine.co.uk
07814 514 774

Matt brings three years' experience in media and publishing to the role, having previously demonstrated a dynamic approach to marketing solutions and a track record in account management and new business development. As business development manager, Matt supports the growth and management of the key client base.



Brent Smith

Business Development Manager
brent@contactmagazine.co.uk
07470 050 610

As business development manager, Brent leads on the North East England Chamber of Commerce's publication, Contact, whilst also working on projects for North East Times. With over 20 years' experience in publishing, Brent is known for his client relationships, having managed key clients across various sectors.



Eamonn Leavey

Ambassador
eamonn@netimesmagazine.co.uk

Eamonn is a business ambassador, following a 12-year career with the North East England Chamber of Commerce. He was responsible for setting up the successful Chamber President's Club, which focused engagement and connectivity with all the influential business leaders across all sectors and across the region.



Ryan Errington

Head of Design

ryan@netimesmagazine.co.uk

Ryan has over ten years' experience in print and digital design, and has built up vast expertise in creative and marketing agencies. As head of design, he leads on the development and implementation of the creative strategy.



Pete Mallon

Managing & Creative Director

pete@netimesmagazine.co.uk

07590 064 800

As managing director, Pete is responsible for steering the short and long-term direction of the business. He has vast experience in print and digital design, and is the creative mind behind the North East Times' platforms.



Christopher Owens

lead photographer

christopher@netimesmagazine.co.uk

Chris is a highly experienced editorial and commercial photographer who has been commissioned by The Guardian, Little White Lies Magazine, The National Portrait Gallery, BT Broadband, EMI and Virgin Records. He provides the lead photography for North East Times and Contact, in addition to running his own successful freelance photography business.



Chloe Holmes

Marketing Manager

chloe@netimesmagazine.co.uk

07493 555 509

Chloe is experienced in building brand persona, voice and identity as part of an overall marketing strategy and demonstrates creative thinking, planning and analysis to build and amplify digital communications. She has expertise in multi-channelled B2B and B2C marketing including email, online, social media and print platforms.



Andrew Lowe

Filmographer

andrew@netimesmagazine.co.uk

Andrew is an innovative film maker who uses the latest equipment and techniques to create beautifully crafted and emotive film. Andrew works with North East Times on a freelance basis and had an integral role in developing film as a channel for integrated marketing strategy.

Delivering influence

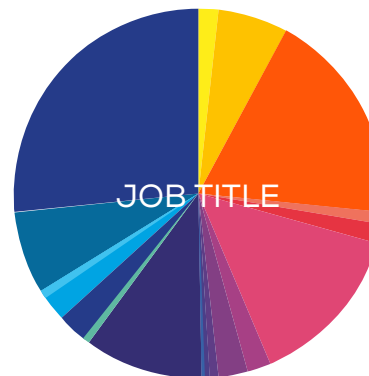
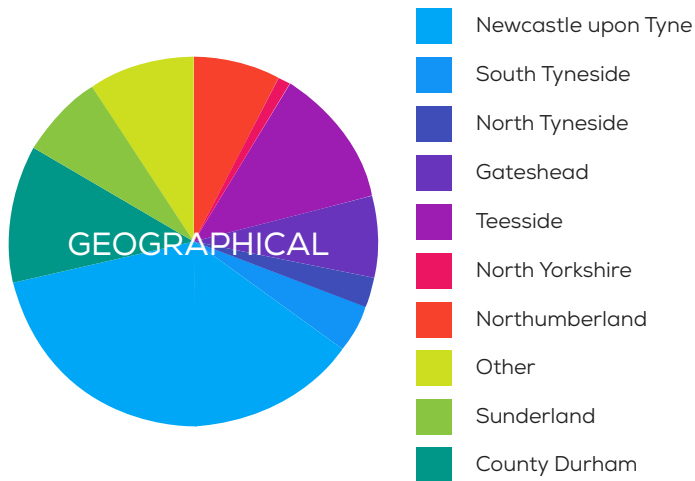
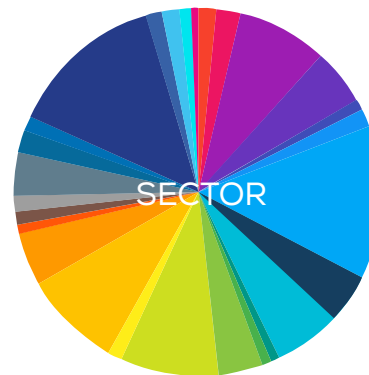
7,000

magazines printed with targeted
and tracked distribution regionwide



Direct mailing

4000 are posted directly to key decision makers and influencers in the region - targeting those at the top performing and fastest growing North East companies and organisations.

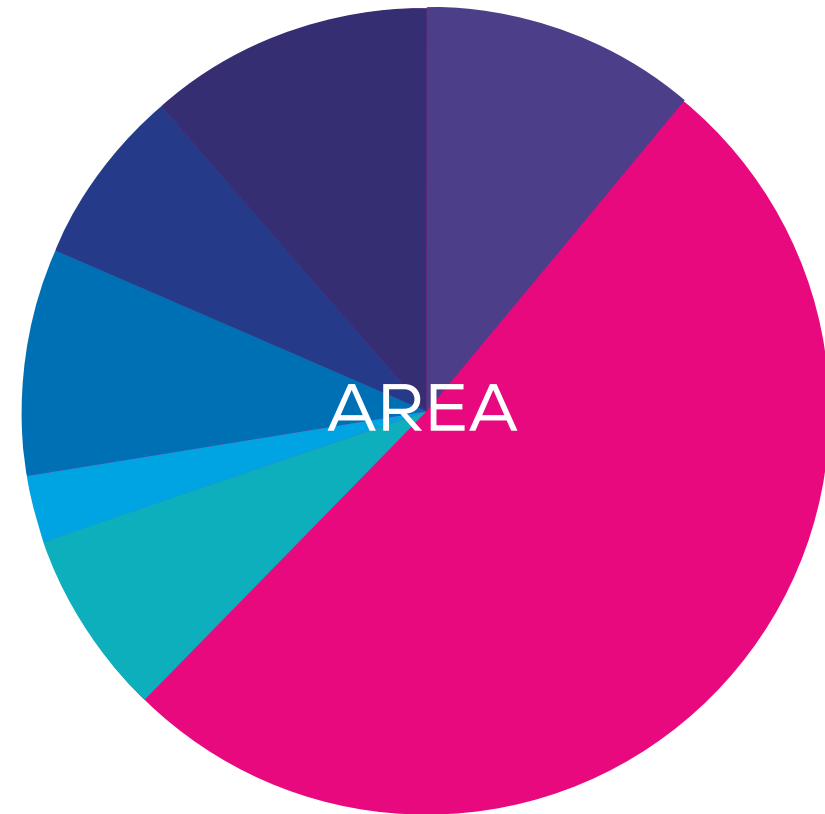


Bulk Distribution

Our transparent and targeted distribution ensures maximum exposure in the North East business community.

We print a guaranteed 7000 copies per month.

3000 copies are distributed to key business locations around the North East and made available through a subscription service.



The cover is never sold

As part of our strategy, we ensure 40% of every issue is independent content. And this includes our cover – which is never sold. Every North East businessperson and business journey is featured by our editorial team to inform, educate or inspire our readership.

40% guaranteed

independent coverage in every issue produced by our
editorial team with no commercial partnership



Delivering influence

netimesmagazine.co.uk

100+ attendees

at our regionwide networking events



Delivering influence

netimesmagazine.co.uk

- **Social**
- **E-marketing**
- **Website**
- **Film**

We implement digital campaigns that deliver results for our clients and are experts in building relationships, increasing brand awareness and putting our clients' businesses in front of a digital audience.



Delivering influence

netimesmagazine.co.uk

Website

13,000+
unique monthly users

15,000+
sessions monthly

22,000+
page views monthly



Times Live

Our digital articles feature on Times Live – an online platform collating business and leisure content including interviews, thought leadership, knowledge and reviews.

All articles featured on Times Live are promoted across all digital channels

To be involved, please contact:

chloe@netimesmagazine.co.uk

www.netimesmagazine.co.uk/times-live

Delivering influence

Twitter - @NETimesmagazine

21,000 followers

We utilise twitter to inform and interact with the North East business community, promoting regionwide business news and views.

netimesmagazine.co.uk



Delivering influence

netimesmagazine.co.uk

Instagram - @NETimesmagazine

2,500+
followers

Instagram provides a visual platform to share a selection of the photography from the issue each month. We also snap behind the scenes, an insight to how the world of North East Times works!



LinkedIn – North East Times

All of the team are active users of LinkedIn with 10,000+ connections collectively. We engage with our network on the platform to build communities, promote businesses and individuals in the North East, and shout about the inspirational business stories featured in North East Times.

**Laura White -
Innovation
SuperNetwork**

North East Times has become a key route into the region's business community, having become synonymous with quality business news and editorial integrity. We recruited the help of the digital team to reach out to this engaged audience with information on how our flagship innovation event, VentureFest North East, could benefit their business and their bottom line. We were thrilled with the results of the campaign, which not only attracted quality attendees to the event, but also forged some exciting new connections.

We strive to deliver more for our clients than just a page of advertising. We are creative, we have integrity, and are transparent in everything we do. Our team of talented and experienced individuals produce a multi-channelled publication which is informative, engaging and impactful. We are more than just a magazine.

Martin Stout,
Commercial director



Delivering influence

Are you looking to increase the reach of your business? We provide this opportunity to businesses and organisations - join us as partners.

As a valued partner, you will benefit from a package of enhanced editorial and advertising opportunities which will showcase your company or organisation's strengths and achieve maximum exposure in the North East.

www.netimesmagazine.co.uk/partners

netimesmagazine.co.uk



Partnership Package

Logo on credit page (12 months)

1x page 4-5 Double Page Spread advert

1x editorial platform*

1x Back page advert

1x supplied advertorial/advert in each issue
(except issue with DPS profile)

1x DPS editorial

2x Event pages (photography not included)

Logo on partners page online - unique

x1 TimesLive Platform

Social media support

20 per cent discount on additional advertising

Partner Package:

£14,000 + VAT per annum

(DPS - Double page spread)

*excluding 10 Questions,

Head of Steam and Bright Spark

**Supplied social campaign

Total rate card value: £18,550

Rates

Sizes	Rates	Advertorials supplied	
Double page spread	£1650	Subbing, design and proofing	Rate price + £180
Double page spread advertorial*	£1830		
Full page advert	£900		
Full page advertorial*	£1080		
Half page	£500		
Premium positions		Advertorials produced by NET team	
Inside front spread (pages 2&3)	£2000	Interview by NET journalist, design and proofing	Rate price + £380
Inside back cover	£1250		
Back cover	£2000		
Right hand page pre-page 30	£1000		
Small businesses		Photography for advertorials (DPS)	
Double page spread	£1200	Photographers time and image/s used in print	£295
Full page	£595		
Half page	£375		
		Photography copyright	
		Full imagery buyout from contact sheet (up to 10)	Price above + £295

Rates

Multiple edition discounts

(Invoiced on publication)

3 issues	5%
6 issues	10%
11 issues	15%

Bind in section

8 page bind in	POA
12 page bind in	POA
16 page bind in	POA

Fold out

Cover roll fold (gatefold)	£3550
Internal roll fold	£2550

Film

Promotional video

*Advertorials supplied:
subbing, design and proofing

All prices are exclusive of VAT

Rates

POA

North East Times

Forward themes

Jan 2020

Professional Services

North East Times starts 2020 with its popular professional services issue. We will be profiling some of the key people and firms who operate in the region and are making an impact regionally, nationally and internationally. In addition, we will be looking at local opportunities for the professional services sector – with a particular focus on north shoring.

Feb 2020

Education

This issue will look at education at all levels, from primary and secondary schooling, further and higher education. We will be addressing new trends in education and investigating how collaborations between education and business are helping to address skills gaps in our region.

March 2020

Tech

Our annual tech issue returns in 2020 and will provide a snapshot of the region's ever-changing digital industry – from start-ups and SMEs to large-scale corporates. Influencers in the sector will be profiled throughout the issue, as will the diverse programmes and initiatives that are looking to promote tech skills, innovation and collaboration.

April 2020

Invest North East

Why should businesses invest in our region? What are the benefits of a presence in the north east? We shall be looking in detail at the investment opportunities across relevant sectors together with the financial, employment and cultural benefits the region can provide.

May 2020

Design

This issue will celebrate the innovative nature of design and its broader impact across sectors including in architecture, marketing, engineering, tech and advanced manufacturing. As part of this we will be looking at North East skills in design and collaboration between sectors.

June 2020

Disruptors

While the term 'disruptor' was once reserved for visionaries in tech, every sector now has its collection of self-proclaimed disruptors. In a first for North East Times, we will dedicate our June issue to exploring what the term means and revealing who we consider the true pioneers whose work is set to change the world.

July 2020

The Money Issue – Make It, Grow It, Share It

The annual Money Issue will explore the secrets to making, growing and sharing money and will feature once again on its cover a successful entrepreneur who personifies this wealth journey. Inside, we will address the latest thinking behind wealth generation and showcasing the companies and organisations that can help manage and protect wealth and those who chose to share their wealth for the benefit of others.

Aug 2020

Business of Sport

The 'business of sport' will be the focus of North East Times' September issue. We will be looking at sports commercialisation and the economic significance on our region while showcasing the best of upcoming sports talent based in the North East. In addition, we will reflect on how employers embrace physical activities for the benefit of their workforces.

Sep 2020

The Sustainability Issue

For the first time in 2020, North East Times will be dedicating an issue to sustainability. We will explore how businesses are changing their practices to combat climate change; which environmental public sector initiatives there are and what their impact is on industry; and ask why major organisations including Newcastle University, Durham Council and The Newcastle Upon Tyne NHS Foundation Trust, have announced climate emergencies. We will also look at local strengths in renewable energy and electric vehicles, and highlight pioneering eco-tech companies based in the North East.

Oct 2020

The Women's Issue

North East Times' annual Women's Issue will showcase some of the most successful and up-coming female business leaders and influencers operating in the region, while addressing some of the key issues around gender diversity and equality in the workplace.

Nov 2020

Impact Awards 2020

North East Times' Impact Awards returns in autumn 2020 to celebrate those individuals who have made a significant mark on the region over the past 12 months. The November issue will showcase the shortlisted nominees and winners of the profile, individual, regional, global, finance and innovation awards – as well as the overall Impact Winner 2020.

Dec 2020

Building the future

This issue builds on North East Times' regular Built Environment section and will showcase innovative North East-based individuals and organisations that are making an impact regionally, nationally and internationally within construction, architecture, design and engineering.

On Topic

Forward themes

March 2020

Durham

We will be exploring the economic developments of the county in recent years and focusing on some of its strengths and opportunities. We will also be highlighting some of the exciting Durham-based businesses, organisations and individuals that are helping the county garner increased national and international attention.

May 2020

Sunderland

We will highlight the transformational investment plans for Sunderland and the increasing opportunities the city has to offer, encouraging collaboration between all partners and communities to work together to address the economic and social challenges. We will also be exploring some of the Sunderland-based businesses, organisations and individuals that are leading the way in building a prosperous future for the city.

June 2020

Life sciences and healthcare

We will be looking at world-class organisations and businesses, based in the North East that are using and developing ground-breaking technologies and innovative ideas. We'll also examine the unique environment to develop the skills, physical assets, technical capabilities and networks, which are contributing to life-changing products and health initiatives.

Oct 2020

Manufacturing and engineering

This supplement will look at advanced manufacturing and engineering. We will showcase local companies that are making a global impact with their products and processes, and exploring at how North East innovation is influencing key markets such as energy and automotive.

The Legal

500

Magazine

Legal 500 magazine - November

North East Times will produce a special Legal 500 publication that will present the most relevant information from the annual Legal 500 North report for firms based across the North East. Featuring profiles of law firms and individuals who have received special mention in the prestigious 2020 sector listing, this regionally-focused publication will be the ultimate annual resource for business professionals, entrepreneurs and influencers based in the North East.

Legal500 media pack available on request

Specification

Trim size:

200mm w x 265mm h

Bleed size:

206mm w x 271mm h

Double page spread:

Type: 370mm w x 235mm h

Trim: 400mm w x 265mm h

Bleed: 406mm w x 271mm h

Full page:

Type: 170mm w x 235mm h

Trim: 200mm w x 265mm h

Bleed: 206mm w x 271mm h

Half page:

170mm w x 115mm h

Profile advertorial page:

Please provide no more than 500 words for body copy, please include headline, intro, pull quote and contact details.

Please provide high resolution (at least 300dpi) logo and image with relevant captions.

Pdf specifications:

Files must be flat and not contain any transparent elements.

Colour resolution must be between at least 300dpi, monochrome must be 1200dpi.

All fonts must be fully embedded.

Files must contain trim lines, crop marks and bleed.

Artwork must be centred on the pdf page.

We also accept high-definition flattened tiff files of at least 300dpi, in cmyk format and non-compressed.

Small business

North East Times strives to be a business and lifestyle magazine that is accessible for the whole of the region's business community.

We offer discounted advertising rates for small businesses, start-ups and businesses that meet the criteria.

These rates are aimed to support smaller companies and organisations and allow their voices to be heard. To further discuss the small business and OOH rates, please contact a member of the team.



NORTH EAST
TIMES
Est. 1981