MEDIA KIT 2022

THE UK’S LEADING MEDIA PLATFORM FOR HIGH GROWTH AND SCALE-UP BUSINESSES
THE BUSINESS LEADER NETWORK
BUSINESS LEADER CUSTOMERS

amazon | AON | Audi | ARBUTHNUT LATHAM | BARCLAYS | BDO

Beauhurst | Bird & Bird | BREWIN DOLPHIN | CENTURO GLOBAL | CV Library | EDF ENERGY

EY | finnCap GROUP | Gallagher | GOODWOOD MOTOR CIRCUIT | HM Government | HSBC UK

IRIS | HR | JAGUAR | LOCKTON | MINI | NatWest

Nuffield Health | ORACLE Global Startup Ecosystem | Osborne Clarke | PHILIP MORRIS INTERNATIONAL | JIGSAW24 | Peer Networks

London & Capital | Destinology | Capita | Mercedes-Benz | interaction | SHOOSMITHS

WWW.BUSINESSLEADER.CO.UK
Business Leader will connect you with the entrepreneurs and business leaders that are the energy and heartbeat of the UK economy.

Our vision is simple: to provide you with clear return on investment and connect you with entrepreneurs and investors via a print magazine, virtual and live events network, and digital opportunities.

Who are the Business Leader readers?
For the print magazine, our requested readers are entrepreneurs and company directors that run businesses with a turnover between £1m and £500m.

This media kit will now give you an in-depth overview of our audience.
READER PERSONA

THE CEO
Age: 49
Lives: South East of the UK
Company Turnover: £57m
Number of Employees: 195
Sector: Recruitment
Voted at Last General Election: Conservative
Last Funding Round: £2m loan from alternative finance provider
Drives: BMW 5 Series (work) & Range Rover (home)
Family: Children go to private school
Interests: Rugby, socialising & on the board of regional charity
Dress: Traditional suit and tie

THE TECH ENTREPRENEUR
Age: 35
Lives: Bristol
Company Turnover: £5m
Number of Employees: 35
Sector: Tech – AR/VR business
Voted at Last General Election: Labour
Last Funding Round: Equity investment for £500k
Drives: Cycles to work but owns a Volkswagen Golf GTI
Family: Children go to comprehensive school
Interests: Running, cycling and school governor
Dress: Smart casual

THE BUSINESS OWNER
Age: 41
Lives: Manchester
Company Turnover: £9m
Number of Employees: 50
Sector: Manufacturing
Voted at Last General Election: Didn’t Vote
Last Funding Round: £2m ABL finance package
Drives: Mercedes S Class (work) and classic Jaguar XS (home)
Family: Children go to comprehensive school
Interests: Holidays, eating out and luxury items
Dress: Suit no tie
# Demographic Overview

## Property and Personal Wealth

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>81%</td>
<td>81% of our readers are considering moving to EV</td>
</tr>
<tr>
<td>74%</td>
<td>74% of our readers have invested more than £100K in a business</td>
</tr>
<tr>
<td>73%</td>
<td>73% of our readers intend to buy a new car in the next two years</td>
</tr>
<tr>
<td>64%</td>
<td>64% of our readers own a property over £1m</td>
</tr>
<tr>
<td>63%</td>
<td>63% of our readers own more than two properties</td>
</tr>
<tr>
<td>62%</td>
<td>62% of our readers drive a ‘luxury’ car</td>
</tr>
<tr>
<td>59%</td>
<td>59% of our readers have private healthcare</td>
</tr>
<tr>
<td>11%</td>
<td>11% of our readers are active in politics</td>
</tr>
</tbody>
</table>

## Business Responsibilities

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>93%</td>
<td>93% of our readers make ultimate decisions on commercial property and leasing</td>
</tr>
<tr>
<td>87%</td>
<td>87% of our readers make ultimate decisions on legal and account procurement</td>
</tr>
<tr>
<td>81%</td>
<td>81% of our readers are involved with recruitment</td>
</tr>
<tr>
<td>75%</td>
<td>75% of our readers make decisions around funding</td>
</tr>
<tr>
<td>73%</td>
<td>73% of our readers are involved with software and IT</td>
</tr>
<tr>
<td>69%</td>
<td>69% of our readers are drivers of sustainability</td>
</tr>
<tr>
<td>46%</td>
<td>46% of our readers are responsible for HR policies and procedures</td>
</tr>
</tbody>
</table>
WHO IS THE BUSINESS LEADER AUDIENCE?

<table>
<thead>
<tr>
<th>Industry</th>
<th>SW</th>
<th>SE</th>
<th>MN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>6,520</td>
<td>1,900</td>
<td>3,320</td>
</tr>
<tr>
<td>Technology</td>
<td>12,767</td>
<td>1,500</td>
<td>9,017</td>
</tr>
<tr>
<td>Property</td>
<td>7,484</td>
<td>1,194</td>
<td>4,895</td>
</tr>
<tr>
<td>Construction</td>
<td>6,576</td>
<td>1,638</td>
<td>4,538</td>
</tr>
<tr>
<td>Legal</td>
<td>6,711</td>
<td>1,508</td>
<td>3,308</td>
</tr>
<tr>
<td>Leisure &amp; Tourism</td>
<td>2,872</td>
<td>852</td>
<td>1,325</td>
</tr>
<tr>
<td>Financial Services</td>
<td>11,023</td>
<td>2,867</td>
<td>5,700</td>
</tr>
<tr>
<td>Education</td>
<td>4,977</td>
<td>1,409</td>
<td>2,509</td>
</tr>
<tr>
<td>Retail</td>
<td>4,428</td>
<td>1,554</td>
<td>2,150</td>
</tr>
<tr>
<td>Food &amp; Drink</td>
<td>4,596</td>
<td>1,596</td>
<td>2,100</td>
</tr>
<tr>
<td>Low Carbon</td>
<td>2,255</td>
<td>954</td>
<td>850</td>
</tr>
<tr>
<td>Creative</td>
<td>2,465</td>
<td>402</td>
<td>1,212</td>
</tr>
<tr>
<td>Transport &amp; Logistics</td>
<td>3,403</td>
<td>991</td>
<td>1,480</td>
</tr>
<tr>
<td>Events &amp; Conferences</td>
<td>2,047</td>
<td>202</td>
<td>1,100</td>
</tr>
<tr>
<td>Healthcare</td>
<td>1,482</td>
<td>643</td>
<td>496</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>84,000</strong></td>
<td><strong>22,604</strong></td>
<td><strong>44,000</strong></td>
</tr>
</tbody>
</table>

*SW = SOUTH WEST REGION | SE = SOUTH EAST REGION | MN = MIDLANDS & NORTH REGION*
The Business Leader website posts breaking news stories each day from around the UK, and also boasts regionally focused hubs, where you can read news relevant to that area. The website also features regular interviews with leading business figures – as well as reports and surveys giving you a more in-depth look at topical business issues.

**POWERFUL MULTIMEDIA CONTENT**

You can view and listen to the latest interviews and analysis on our video and podcast section of the website. With thousands of views each day; it’s also a powerful medium for brands looking to connect with a targeted audience online.

**WEBSITE USERS:**

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>61.75%</td>
</tr>
<tr>
<td>United States</td>
<td>9.28%</td>
</tr>
<tr>
<td>Scandinavia</td>
<td>8.47%</td>
</tr>
<tr>
<td>India</td>
<td>2.71%</td>
</tr>
<tr>
<td>Europe</td>
<td>3.21%</td>
</tr>
<tr>
<td>Canada</td>
<td>1.05%</td>
</tr>
<tr>
<td>Australia</td>
<td>0.98%</td>
</tr>
</tbody>
</table>

We are the UK voice for business, however the rest of the world is watching:

**CONTENT VIP**

**GET YOUR BUSINESS IN FRONT OF THE RIGHT AUDIENCE**

The Business Leader Directory provides your company with the opportunity to be seen by the UK’s leading entrepreneurial and business minds – as well as providing the opportunity to share your news, opinions and details to a wider audience.

- 12 months unlimited online content
- 12 months promotion
- Exposure to key audience

Visit [WWW.BUSINESSLEADER.CO.UK](http://WWW.BUSINESSLEADER.CO.UK)
E-NEWSLETTER

Sent three times a week to our requested e-Newsletter subscribers, the content is a mix of breaking news, thought leadership and inspirational interviews. You can benefit from a variety of advertising options.

110,430
SUBSCRIBERS

25%
AVG. OPEN RATE

2%
AVG. CLICK THROUGH

PREVIOUS ADVERTISERS OF THIS SERVICE INCLUDE:

Destinology, VWV, NESCAFÉ, Thomas Westcott Chartered Accountants, JIGSAW24, OnBoard

WWW.BUSINESSLEADER.CO.UK
LIVE STREAM INTERVIEWS

You can now sponsor a live stream interview with leading business figures from around the world, through the Business Leader Insight series.

AVERAGE EVENT ANALYSIS

51,745
SOCIAL MEDIA IMPRESSIONS

10,234
AVG. EVENT VIEWS

321
AVG. REGISTRATIONS

PREVIOUS SPONSORS OF THIS SERVICE INCLUDE:

WWW.BUSINESSLEADER.CO.UK

WWW.BUSINESSLEADER.CO.UK
ROUND TABLE DEBATES

You can select up to six (digital) or fifteen (in-person) potential customers or industry leaders to attend a roundtable debate on a subject of your choice. The debate would be organised and chaired by Business Leader and broadcast live on Twitter, LinkedIn, Facebook and Business Leader website.

HOW WOULD THESE WORK?

• Agree the topic with Business Leader
• Agree the target audience
• Delivery of the virtual event
• Published in Business Leader magazine and online

PREVIOUS CUSTOMERS FOR THIS SERVICE INCLUDE:

MemoryCrystal  Shawbrook Bank  Swoop
Bird & Bird  DESCARTES  hcr
ADDITIONAL DISTRIBUTION POINTS

AVAILABLE IN OVER 700 WH SMITH STORES ACROSS THE UK

STOCKED IN OVER 200 BUSINESS PICK-UP POINTS IN LONDON, MANCHESTER AND BIRMINGHAM

CAN BE FOUND IN 100S OF PRIVATE MEMBERS CLUBS

84,000 REQUESTED READERS

READ GLOBALLY THROUGH DIGITAL PLATFORMS

WWW.BUSINESSLEADER.CO.UK
PRINT PRICING AND SPECIFICATIONS

FULL & HALF PAGE ADVERTS/ADVERTORIALS

<table>
<thead>
<tr>
<th>Advert/Advertorial Type</th>
<th>Price + VAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page advert</td>
<td>£3,200 + VAT</td>
</tr>
<tr>
<td>Full Page advertorial (produced by the client)</td>
<td>£3,500 + VAT</td>
</tr>
<tr>
<td>Full Page advertorial (put together by Business Leader)</td>
<td>£3,600 + VAT</td>
</tr>
<tr>
<td>Half Page advert</td>
<td>£1,750 + VAT</td>
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</table>

DOUBLE PAGE SPREADS

<table>
<thead>
<tr>
<th>Advert/Advertorial Type</th>
<th>Price + VAT</th>
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</thead>
<tbody>
<tr>
<td>Double Page Spread advert</td>
<td>£5,000 + VAT</td>
</tr>
<tr>
<td>Double Page Spread advertorial (produced by the client)</td>
<td>£5,500 + VAT</td>
</tr>
<tr>
<td>Double Page Spread advertorial (put together by Business Leader)</td>
<td>£5,700 + VAT</td>
</tr>
<tr>
<td>Half Page Column</td>
<td>£2,500 + VAT</td>
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Guaranteed positions such as early right hand page and cover position occur a 20% charge.

SPONSORED BANNERS

<table>
<thead>
<tr>
<th>Page Count</th>
<th>Price + VAT</th>
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</thead>
<tbody>
<tr>
<td>Two Pages (if booked separately and not part of event sponsorship)</td>
<td>£1,995 + VAT</td>
</tr>
<tr>
<td>Four Pages (if booked separately and not part of event sponsorship)</td>
<td>£2,750 + VAT</td>
</tr>
<tr>
<td>Six Pages (if booked separately and not part of event sponsorship)</td>
<td>£3,750 + VAT</td>
</tr>
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</table>

EXCLUSIVE FEATURE SPONSORS

In each edition of the Magazine, we have regular highly engaging features that available to partner with

- CEO In Focus
- Appointments
- Deals
- Top 32 List

(Please speak to a member of the team for a break down of campaign)

FROM £3,000 + VAT

WWW.BUSINESSLEADER.CO.UK
DIGITAL & ONLINE PRICING AND SPECIFICATIONS

WEBSITE

Leaderboard (Mobile, Tablet, Desktop)  £3,750 +VAT
Sidebar Banner  £2,850 +VAT
Skyscraper one side (Left or Right)  £3,450 +VAT
Skyscraper both sides (Left & Right)  £5,050 +VAT
Business Leader Directory  £3,000 +VAT

EMAIL NEWSLETTER BANNER

One Month  £2,750 +VAT
Three Month  £6,250 +VAT
Six Month  £9,000 +VAT

SOLUS EMAIL CAMPAIGNS

(Inclusive of use of data, email sent to us in HTML format and 48 hour and 7 day analytics)

One Send  £1,750 +VAT
Three Sends  £3,250 +VAT
Six Sends  £5,500 +VAT
Cost of design and amendments  £1,250 +VAT

SIZE

Leaderboard (mobile)  320px x 50px
Leaderboard (tablet)  468px x 60px
Leaderboard (laptop/desktop)  728px x 90px
Sidebar Banner  300px x 250px (all devices)
Skyscraper Left & Right  160px x 600px (desktop only)

Note: Please supply artwork in jpg or gif format (animated design) at 72dpi no greater than 1mb in size, along with a landing click-through URL.
## Event Pricing

### Livestream Panel Debate

<table>
<thead>
<tr>
<th>Type</th>
<th>One Event</th>
<th>Two Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>£8,995 + VAT</td>
<td>£15,000 + VAT</td>
<td></td>
</tr>
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</table>

### In Person Panel Debate

<table>
<thead>
<tr>
<th>Type</th>
<th>One Event</th>
<th>Two Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>£10,000 + VAT</td>
<td>£12,000 + VAT</td>
<td></td>
</tr>
<tr>
<td>Video recorded and broadcasted digitally</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Livestream Interview

<table>
<thead>
<tr>
<th>Type</th>
<th>One Event</th>
<th>Three Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>£4,000 + VAT</td>
<td>£8,000 + VAT</td>
<td></td>
</tr>
</tbody>
</table>

### Pre-recorded Interview

<table>
<thead>
<tr>
<th>Type</th>
<th>One Event</th>
<th>Three Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>£3,000 + VAT</td>
<td>£6,750 + VAT</td>
<td></td>
</tr>
</tbody>
</table>

### Video Content

90 second ‘talking head’ or piece to camera, video inclusive of:

- Production time
- Video produced remotely
- Editing and packaging
- Social media promotion

<table>
<thead>
<tr>
<th>Type</th>
<th>One Video</th>
<th>Three Videos</th>
<th>Six Videos</th>
<th>Twelve Videos</th>
</tr>
</thead>
<tbody>
<tr>
<td>£1,750 + VAT</td>
<td>£2,650 + VAT</td>
<td>£4,600 + VAT</td>
<td>£8,200 + VAT</td>
<td></td>
</tr>
</tbody>
</table>
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