

# GM BUSINESS connect

## B 2 B M A G A Z I N E

CONNECTING BUSINESSES ACROSS GREATER MANCHESTER



# media information

BUSINESS connect PUBLISHING



FOLLOW US @GMBizConnect





# Welcome to GM BUSINESS connect B 2 B M A G A Z I N E

GM Business Connect Magazine is a fast growing business to business bi-monthly magazine that is crammed full of local news, articles, interviews and regular columnists. Based in Trafford, the magazine reaches across the whole of Greater Manchester and beyond. GM Business Connect Magazine offers a detailed look at business life throughout the region and is enjoyed by upwards of 45,000 business readers.

## Business Connect Publishing

As a result of the sheer amount of business activity centred in the fast-growing heart of what is known as the Northern Powerhouse, two like-minded business owners decided that fantastic opportunities were available simply by connecting those businesses on a common forum. GM Business Connect Magazine is the flagship publication from Business Connect Publishing, and is not simply a B2B magazine, but a strong networking tool bringing businesses together across the whole of Greater Manchester.



Paul Mirage has been in the media industry for over 15 years and has worked on daily, weekly and monthly publications as well as magazines during his career. He's published a successful tabloid newspaper in Hale, Altrincham and Sale, and is a member of several public organisations in Trafford as well as working for Altrincham and Sale Chamber of Commerce. With years of experience in dealing with businesses Paul sees the need for businesses to network now more than ever.

Jon Cheetham has been involved in design and marketing for over 25 years, working for many of the largest advertising and marketing agencies in Greater Manchester. Currently working as a specialist marketing consultant, he brings a wealth of creative and design input into many areas of marketing, specialising in branding, advertising and a comprehensive range of printed marketing communications.



## Regular business news and reviews

As well as news articles that have impact over general business life across Greater Manchester, there are regular in-depth reviews of a selection of successful local businesses in each edition.

There are also professional analysis offered by columnists from many different areas of business, all geared to offer valuable local insight into issues affecting many businesses throughout the region and beyond. In addition, a regular diary page is published featuring all important business and networking events.

# Promoting to businesses throughout Greater Manchester

If you're looking to advertise your products or services within the Northwest's fastest growing business community, you must take advantage of the latest B2B platform that is specifically geared to bringing Greater Manchester's business community together.

Published bi-monthly, the magazine is full of news, features and in-depth business articles. It is supplement sized (330mm x 244mm) and has an impact that simply cannot be missed.

## Connecting over 45,000 business readers

Every two months the magazine is sent to a database of over 1,000 senior decision makers centred in Greater Manchester, and arrives by post to each subscriber in a clear poly bag. What's more important is that each magazine goes to a separate business, dramatically increasing the readership figures and saturation.

In addition, an extra 4,000 copies are distributed to over 250 business hubs, networking groups, businesses, conference and event facilities, again all situated throughout the Greater Manchester region.

All this is supported by comprehensive social media and ongoing email marketing campaigns to over 17,000 subscribers raising our profile even further.

However, through affiliations with partner organisations like Innov8 Conference Services, pro.manchester and sme.club, the ongoing electronic distribution reaches over a further 23,000 email subscribers.

## Networking and key events

GM Business Connect is committed to supporting B2B Networking across the region.

We are currently supporting Trafford Council's new quarterly event 'Trafford Park Business Network', promoting networking within Trafford Park. We're also Media Sponsors of the Trafford, Stockport and Cheshire Business Expos, the North West Business Expo and the IP Expo Manchester, plus the Greater Manchester Business Awards 2017, as well as sponsors of many regular networking events across the region.

## Distribution to over 250 business centres

GM Business Connect is distributed across the whole of Greater Manchester including printed editions in the following areas: Airport City, Hale, Altrincham, Bowdon, Media City, Sale, Trafford Park, Old Trafford, Manchester City Centre, Urmston, Salford and Wilmslow. Here are just some of the business hotspots the magazine is available from:

Airport City	Canning O'Neill	Greater Manchester Chamber of Commerce
Altrincham and Sale	Carrington Business Park	Greenhays Business Park
Altrincham Business Centre	Challenge 4 Change	Guardian Building Trafford Park
Altrincham Football Club	Chamber of Commerce	Hilton DoubleTree, City Centre Manchester
Altrincham Golf Club	Concorde Conference Centre	Hilton Hotel, Deansgate
Ashley Hotel, Hale	Costa Coffee sites	Hilton Manchester Airport
Barclays Bank Sale, Urmston, Altrincham, Lymm, Timperley	Cresta Court Hotel	Houldsworth Mill, Stockport
Bean & Brush, Sale	Crossford Court Business Centre	Indigo, Trafford Park
Beever & Struthers	DeVeres Venues Cheadle	L&M Business Park
BizSpace Altrincham and Old Trafford	Digital World Media City	Lancastrian Office Centre
Bowdon Rooms	Dunham Forest Golf and Country Club	LCCC Lodge, LCCC Pavillion
Business 4 Business Sale	Forever Manchester	Leavitt Walmsley Associates

LifeCentre Sale  
 Manchester Airport  
 Manchester City Centre  
 Marriot Hotel, Hale Barns  
 Marsland House, Sale  
 Media City  
 Mercure-Bowdon Hotel  
 Mere Court Hotel  
 Mere Golf & Spa Resort  
 Mere Golf Resort & Spa  
 Metronet (UK)  
 Midland Hotel  
 Mottram Hall  
 Myerson Solicitors  
 On the 7th, The Landing  
 Orega Offices, Manchester  
 Paragon House  
 Radisson Blu  
 Regus Express Buildings

RMS PR  
 RRG Group  
 Sale Golf Club  
 Sale Point, Sale  
 Sale Town Hall  
 Salford City College  
 San Carlo Hale Barns  
 SAS Daniels  
 Slater Heelis, Sale  
 Square Management Centre  
 St Antony's Business Centre,  
 Trafford Park  
 Station House, Altrincham  
 Stocks, Trafford Park  
 Tabley Court  
 The Blue Tower, MediaCity UK  
 The Cheshire Business Expo  
 The Downs Business Park

The Greenhouse,  
 MediaCity UK  
 The Landing, MediaCityUK  
 The Orange Tower,  
 MediaCity UK  
 The Pie Factory, MediaCity UK  
 The Stockport Business Expo  
 The Studio, The Hive  
 The Trafford Business Expo  
 Together Money, Cheadle  
 Trafford College,  
 Timperley and Old Trafford  
 Trafford Councillors  
 and Executive Councillors  
 Trafford House  
 Trafford Housing Trust  
 Trafford Town Hall  
 Trinity Offices, Sale  
 Warren Bruce Court,  
 Trafford Park

## Advertising rates

As well as the standard positions available in the publication itself, sponsorship opportunities are available for various regular features. Please ask for further details.

<b>Double Page Spread</b>	£1,380	<b>Full Page</b>	£780
<b>Back Cover</b>	£1,140	<b>Half Page</b>	£480
<b>Inside Back Cover</b>	£960	<b>Quarter Page</b>	£270
<b>Inside Front Cover</b>	£960	<b>Eighth Page</b>	£150

Costs are exclusive of VAT.

All full page adverts must be full bleed. All other formats must be sized as indicated below.

## Advert dimensions

**Double Page Spread**  
 Text Area: 290mm high x 460mm wide  
*(please avoid running text over centre)*  
 Trim Area: 330mm high x 488mm wide  
 Bleed: 5mm all around

**Full Page**  
 Text Area:  
 290mm high  
 x 216mm wide  
 Trim Area:  
 330mm high  
 x 244mm wide  
 Bleed:  
 3mm all around

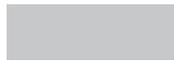
**Half Page Landscape**  
 143mm high  
 x 216mm wide



**Half Page Portrait**  
 290mm high  
 x 106mm wide



**Quarter Page Landscape**  
 69.5mm high  
 x 216mm wide



**Quarter Page Portrait**  
 143mm high  
 x 106mm wide



**Eighth Page Landscape**  
 69.5mm high  
 x 106mm wide



**Eighth Page Portrait**  
 143mm high  
 x 51mm wide



## Artwork support

If you cannot supply print-ready artwork, in a hi-res CMYK pdf format, with all images 300dpi plus all text outlined, then we can provide a design and artwork service. All work will be quoted after discussion of your needs.

Sent by Royal Mail to over

Unique, Local, Specific

**B2B**

magazine featuring insight into Greater Manchester's business community

**1,000**

senior decision makers in separate businesses across Greater Manchester

**4,000**

copies distributed to over **250**

business hubs, networking groups, conference and event facilities and businesses throughout Greater Manchester

Initial print run starts at

**5,000**

copies

Estimated readership of over

**45,000**

business people throughout Greater Manchester

**330mm x 244mm**

High impact supplement sized magazine

**Ongoing Email Marketing**

to over

**17,000**

subscribers plus

**Social Media Support Campaigns**

raising the profile by connecting with thousands of businesses across Greater Manchester

**Partnership agreements**

with e-copies of the magazine **distributed to:**

**innov8** = **4,000** subscribers  
CONFERENCE SERVICES

**pro-manchester** = **4,000** subscribers

**sme club** = **15,000** subscribers  
from pro-manchester

We are also **Media Partners** and **Supporters** of:



SALE FC RUGBY CLUB



1861



royal manchester children's hospital **charity**



For more information or to discuss an advertising opportunity  
please contact

**Paul Mirage • 07708 987518**  
[paul@businessconnectpublishing.co.uk](mailto:paul@businessconnectpublishing.co.uk)

or

**Jon Cheetham • 07971 575977**  
[jon@businessconnectpublishing.co.uk](mailto:jon@businessconnectpublishing.co.uk)

**BUSINESS**  
**connect**  
**PUBLISHING**

Business Connect Publishing Limited, 8 Eastway, Sale, Cheshire M33 4DX • 0161 969 8632

[www.businessconnectpublishing.co.uk](http://www.businessconnectpublishing.co.uk)

    [gmbizconnect](https://www.facebook.com/gmbizconnect)