



encouraging enterprise

Media Services

nbv.co.uk

Helping new and growing businesses succeed across the East Midlands

0844 887 2568*



FREE
Editorial

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Business
Directory

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Advertising
Space

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*calls cost 5p per minute plus your phone company's access charge

Circulation: 15,000+

Frequency: 1 newsletter per month

About the readers:

- East Midlands based
- Pre-Start & Established Businesses
- Directors, executives and board members

What are the benefits to you?

- Your logo & one photograph featured at the footer of your article
- One hyperlink or one telephone number (featured via the NBV blog)
- Tweeted to 3000+ followers & promoted on LinkedIn
- Also viewed by an additional 7000+ unique visitors per month to the website.
- Article will remain as a permanent inclusion on the NBV Blog

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We're looking for editorials on the topics of either Finance, Legal Requirements, Health & Safety, HR or Marketing Advice.

"Raise your business profile to over 15,000+ subscribers!"



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FREE Showcasing Opportunity

*calls cost 5p per minute plus your phone company's access charge

How to book? Contact: marketing@nbv.co.uk

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To be eligible your company must:

- Be offering a service relevant to Businesses in the East Midlands region,
- Be an NBV client, partner, sponsor, associate or sector specialist.

Nature of the article:

NBV publishes editorials which are relevant to the topics of either Finance, Legal Requirements, Health & Safety, HR or Marketing Advice.

Whilst the main aim of these articles is to showcase your business knowledge and expertise, to help others starting or growing their business, they are also great advertising opportunities for your business!

When will it be published?

NBV publishes one newsletter per month. We will contact you should your article be featured in one of our editions.

“As long as your subject is relevant to our audience, you can submit as many articles as you like!”

Number of words: max 1000 words (between 70 -100 words will be published in the newsletter, with a link to the full article on the NBV blog)

Article selection: Your article will be reviewed by a member of NBV and you will be contacted by email if it is selected. All submitted articles will be kept on file for future newsletters.

NBV reserves the right to edit the article to fit the requested theme and for SEO purposes (Search engine optimisation).

How to get started:

Please contact a member of our marketing team at: marketing@nbv.co.uk

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Who is eligible to be listed?

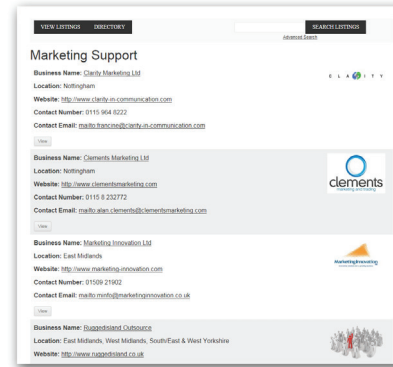
If you have engaged with us through any one of the following methods, then you are eligible for **FREE** inclusion in the business directory (must be trading):

1. If you are a partner of NBV, we will be happy to add you to the directory
2. If you are a subscriber to our Virtual Office, or a tenant of our Office Space facilities.

Your listing would appear in a specific sector category (such as legal services) and would include:

- Business name
- Business category/sector
- Business profile
- Business phone number
- E-mail address
- Web address (includes hyperlink to your website)
- Social media links
- Business logo

Directory Listing Price £35 +VAT



www.nbv.co.uk/business-directory

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Circulation: 15,000+
Frequency: 1 newsletter per month

About our readers:

- East Midlands based
- Pre-Start & Established Businesses
- Directors, executives and board members

Benefits to you:

- Exposure to over 15,000 businesses
- Advert links to your company website

Eligibility:

Your company must be offering a service relevant to Businesses in the East Midlands region.

Artwork requirements:

Files to be sent in the following formats:
JPEG, PDF, GIFF, TIFF, EPS, PNG

How to get started:

Please contact marketing:

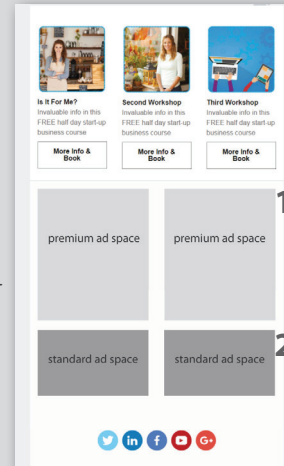
marketing@nbv.co.uk

NBV will be in touch once we have received your enquiry form and further details will be given on the next steps.

*calls cost 5p per minute plus your phone company's access charge

1 Premium Ad Space
850 x 1010 px (with optional click through to your own website) **£100 +VAT**

2 Standard Ad Space
850 x 505 px (with optional click through to your own website) **£50 +VAT**



All spaces are sold on a first come first served basis. From time to time we may change the layout of the newsletter subject to contract needs.

“Showcase your business to over 15,000+ subscribers!”

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Website visitors: 7000+ unique visitors per month

About the readers:

- East Midlands based
- Pre-Start & Established Business
- Directors, executives and board members

What are the benefits to you?

- **You can promote your own company within the article**
- Your logo is featured at the top of your article
- Showcasing opportunity to 7000+ unique visitors per month
- One hyperlink to your website and one telephone number
- One photograph, if you wish to have one featured.
- Tweeted to 3000+ followers & promoted on LinkedIn
- Advertorial will remain as a permanent inclusion on the article feed.

Eligibility: Your company must be offering a service relevant to Businesses in the East Midlands region.

Artwork requirements: JPEG, PDF, GIFF, TIFF, EPS, PNG

Article Length: As a guide your article should be between 300 and 500 words including all contact information.

Advertorial Price £150 +VAT

“We’re looking for advertorials that show best business practice.”

Top 10 practical tools to help you market your company more cost -effectively

By James, Feb 8 2013 - 10:00am



Article written by Rose Goodwin, FCB, DMB, Chartered Marketer

One question I regularly get asked: "What is the best way to market my company?"

The answer is: there isn't one!

Marketing is a dynamic, ongoing process and involves various activities - not just one

activity or promotion campaign.

The Chartered Institute of Marketing class "Marketing as a management process

responsible for identifying, understanding and satisfying customer requirements effectively".

But, what exactly means there is how they can contribute to their business more effectively

- or how can they get "the best bang for the buck"?

Read our Top 10 practical tools to help-market a company more cost-effectively.

Read more...

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For example advertorials:

www.nbv.co.uk/news/

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