

B INSPIRED

Media Guide 2017

Placing you and the community
in the spotlight.

CONNECT WITH THE COMMUNITY

B INSPIRED magazine brings the best of traditional and social media together, creating an environment that stimulates conversation between local businesses, charities and community groups, as well as representing an important source of local knowledge and news.

Benefits of Advertising with B Inspired:

A FREE bi-monthly, full colour, professional magazine, created WITH the local community, without being dominated by adverts. This gives people a reason to pick up a copy, read it cover to cover, keep and share the magazine with their social circles.

Advertising with B INSPIRED allows you to not only showcase your expertise, but connect with the community both on and offline - placing you in a highly effective editorial and conversational environment.



AWARDS

The same week the first issue was launched (September 2016), B INSPIRED was recognised as a finalist in two categories at the Hunts Post Business Awards, recognising us as a company who is placing the community first and providing a great platform for advertisers across both on and offline.

WHERE B INSPIRED MAGAZINE COVERS

Available 24/7 online, as well as hard copies distributed in Tesco St Neots and Huntingdon, as well as other local places of influence. Making the magazine easy to pick-up and read.

B INSPIRED covers St Neots, Huntingdon, Wyboston, Eaton Socon, Eaton Ford, Eynesbury, Little Paxton, Great Paxton, Duloe, Hail Weston, Great and Little Staughton, Honeydon, Colmworth, Kimbolton, Stonely, Perry, Grafham, Ellington, Buckden, Brampton, Hartford, Godmanchester, Offord Cluny, Offord D'Arcy, Diddington, Southoe and Little Barford.

Local people and businesses from the area are actively engaging with the magazine both on and offline.

Inclusion Requirements

Contributors to the magazine must fall within the area. Companies that fall outside, can take part by placing one off adverts on the back pages.

To find out more email the team hello@binspiredmag.co.uk



2017 EDITORIAL CALENDAR

Each issue has a subliminal focus. These and the issue deadlines are shown below. As an advertiser you are invited to join in each issues message.

JANUARY

Materials: 30th December

New Year

A time to reflect, look ahead and plan for the future.

MARCH

Materials: 28th February

Easter

New beginnings – starting now.

(Spring starts Monday 20th March)

MAY

Materials: 30th April

Summer

Getting out and about.

(Summer begins Tuesday 20th June)

B INSPIRED DIGITAL COVERAGE

All issues of B INSPIRED are available on-line. The digital edition is convenient to access, and is easy to read. Your advertisement appears just as it does in the print version, plus email and web addresses in editorials are live links. The digital edition is delivered via a special alert and posted on binspiredmag.co.uk and social media sites.

SOCIAL MEDIA COVERAGE

As part of B INSPIRED'S digital presence we are active on Facebook, regularly interacting and engaging in conversations with the local community, receiving an increasing monthly organic average reach of 27,619*. (*14 Nov - 14 Dec 2016)

OPPORTUNITIES

LIMITED EXPERT POSITIONS

A great opportunity to build brand awareness and generate sales leads with potential customers, by providing monthly insightful articles.

EXCLUSIVE SPONSORSHIP

An effective way to connect with the community by sponsoring a page where your target clients can feature.

JOB ADVERT

An opportunity to display your job vacancy in BINSPIRED magazine, binspiredmag.co.uk and social media.

SIZE	REQUIRED	EXTRAS	MIN. LENGTH	PRICE
Double page spread	Monthly Article Logo URL Social Handles Contact Details	Appear on inside front cover as an expert. Own editorial page on BINSPIRED website	6 months	£125 per month
Logo and details within double page spread	Any monthly updates Logo URL Social Handles Contact Details	Listed on the inside front cover as a sponsor. Logo appears on sponsored page, on the BINSPIRED website	3 months	£75 per month
75 words max.	Contents including a deadline	N/A	(Displayed for one month)	£50 per job

OPPORTUNITIES

SPOTLIGHT

A chance to write a one-off article.

A great one-off opportunity to showcase your business, charity or group.

DISCOUNT ADVERTS

A chance to offer a discount voucher

to B INSPIRED readers. *An effective low cost way*

to advertise your business whilst creating an immediate call to action.

LOCAL DIRECTORY

A chance to have your business

contact details included. *A great low cost*

advertising opportunity.

BACK PAGE ADVERTS

Your only chance to place a traditional

advert. *A great opportunity to stand out and be seen.*

SIZE	REQUIRED	EXTRAS	MIN. LENGTH	PRICE
1 page	Article, Logo Social Handles, Contact Details, URL,	Appear on BINSPIRED website and article shared via social media.	N/A	£100
quarter / eighth of a page	Artwork (Potentially created free, providing all details are supplied 2 weeks prior to deadline)	Appear on BINSPIRED website and shared via social media. (Option to state own terms on advert)	N/A	£35 (eighth) £50 (quarter)
N/A	Company Name, about business, contact details	Appear on BINSPIRED website and shared via social media.	6 issues	£10 per issue. £60 for the year, due at once.
1 page - inside/ outside back cover	A5 Artwork	N/A	N/A	£200 (inside) £250 (outside)

PRINT SPECIFICATIONS

Material Required

Content should be submitted in a digital format. Ideally Microsoft Word or PDF. Graphic images resolution should be at least 300dpi, converted to CMYK and supplied as a JPEG or TIFF.

Polices

Proofs will be supplied where requested. Should you require any other changes there will be a charge of £25 per hour.

B Inspired Publications Ltd will not take responsibility for the information supplied. It is the advertisers responsibility to ensure everything is factually correct and does not breach any associated legislation.

Experts are required to supply their own material, failure to do so by the deadline (unless otherwise agreed in writing), will result in B INSPIRED either writing your article, or removal from that month and potentially replaced by a competitors article. Failure to submit two or more articles will result in B INSPIRED being able to terminate your contract. In all cases full payment will still be required until the end of your contract – unless otherwise agreed in writing.

B INSPIRED

For more information:
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Opening Times:

Monday – Friday

9am – 5pm