

ADVERTISING OPPORTUNITIES

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LANCASHIRE BUSINESSVIEW



AN OPEN ACCOUNT
HELEN CLAYTON OF PM+M SHARES HER
LIFE-CHANGING DECISIONS

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Our most profitable SMEs revealed
- WISH LIST**
What's needed post-election
- ALIVE AND KICKING**
Blackburn's big masterplan

COUNTY'S ACTION CALL
NET ZERO CARBON
CONFERENCE
Pages 63-69

WHAT IS A

Steve Brennan
Co-founder & CEO
@sbrennan_uk
LinkedIn

MEMBER SINCE

happened to me and I'm not going to let it happen again. You also have to give yourself permission to have off days."

She goes on: "If we built this business into 300 people, we wouldn't be able to keep a handle on everybody. It is hard enough with hybrid working. When people are struggling, they are the hardest people to see."

Helen also made a life-changing choice in her personal life. "I'm a mum of three children, ages of 10, 8 and 6. I've had to make choices about the help I can get and how I manage my time."

She says: "I don't think you see it coming, because you're engrossed in what you are doing, throwing everything into things. It's about recognising when you need to take your foot off the pedal."

"Learning to say 'no' can be very powerful, though it is difficult to do sometimes. But change has to come through you."

"It has to come from individuals saying 'that stage it is quite debilitating.' Again, life-changing choices had to be made."

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"It has to come from individuals saying 'that

...ch where we want to be. Clients of all generations also want that. Ultimately, they want to sit around the table and have conversations about their business and their ambitions."

"The broad range of clients that we act for in the practice and that will remain the case."

Helen is also laser focused on her team's wellbeing. She knows only too well where the dangers lie. She recounts how she suffered a burnout in her mid-30s as 12-hour days and six day working weeks took their toll.

Trying to burn the candle at both ends, she found herself unable to function and even opening an email was beyond her. "It is something she is very open about, explaining: "When it gets to that

...L ADD U

"If we compare on that growth over five years, it's not too big and too crazy, but it's a challenge to grow but not a challenge to grow. We have worked on fantastic things we have worked on."

She smiles and agrees when it is said that PM+M is not too small, but you can't be too big either. "I don't think you see it coming, because you're engrossed in what you are doing, throwing everything into things. It's about recognising when you need to take your foot off the pedal."

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...80 people...
...will be 100."

**LANCASHIRE
BUSINESSVIEW**

LANCASHIREBUSINESSVIEW.CO.UK

CONNECTING THE COUNTY WITH LANCASHIRE BUSINESS VIEW

Since 2005, we have been the magazine for commerce, industry and regeneration; the county's trusted source of business news, analysis and opinion. In 2019, we were recognised for being the North's best news & magazine, in print and online.

We connect the county with our bi-monthly magazine, now also available digitally, our daily updated online news portal and our many events.

For almost 20 years, we've championed a simple message: "If you can buy it in Lancashire, buy it in Lancashire."

By committing to that theme, and by working closely with organisations to craft powerful and cost-effective promotional campaigns across all our channels, we're proud to say that many of our launch issue advertisers are still with us today.



PRINT RUN
6,000

READERSHIP
50,000*

*10,000 readers in print, 3,000 readers in digital magazine, 37,000 readers online

Prolific North Awards 2019



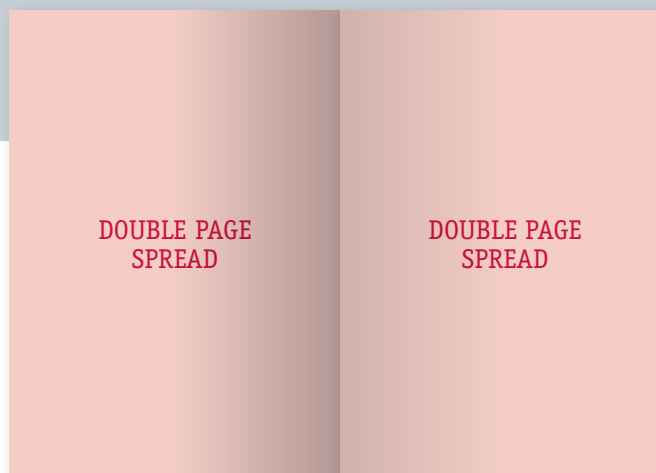
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DISPLAY ADVERTISING

Display advertising is a straightforward, highly effective method of sharing your message with tens of thousands of business owners, managers and decision-makers throughout Lancashire.

Rate card prices	
Double Page Spread (Advertorial)	£2,830
Double Page Spread (Advert only)	£2,365
Full page (Advertorial)	£1,710
Full page (Advert only)	£1,315
Half page	£925
Quarter page	£520
Horizontal strip	£610
Half page vertical	£925
Branded column	£695
Loose leaf inserts	From £160 per 1000



Double page spread (DPS) 420mm x 297mm
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Full page 210mm x 297mm
(216mm x 303mm with bleed)

Half page
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Quarter page
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Horizontal strip
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Half page vertical
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Branded column / Advert
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ADVERTORIAL FEATURES

STANDARD ADVERT (HALF PAGE)
£580
+ VAT



A BETTER WAY TO HIRE YOUR WEBSITE AGENCY

On the face of it, if you need a new website, asking agencies to pitch sounds a good place to start. But competitive pitches are actually unreliable indicators of who will deliver the best web project.

Why is that?

1. The best agency is likely close to fully booked. They'll have little time free to prepare for pitches.
2. The best agency for you is likely normally sought after by others. They'll have the best experience of competitive pitches.
3. Pitches don't show agencies working at depth, or over time. Marketing relies on depth and consistency.
4. Liking one or two people, or one or two ideas in a pitch doesn't show what working with the whole agency over five years will be like.

So what is a better way to hire your agency?

First, the best agency will normally specialise in your sector.

Second, the best agency will be loved by other businesses like yours.

Third, a sound agency hire is normally the one with experience, stability and longevity.

It's easy to find the agency that fulfils these criteria with desk research, or by asking for recommendations.

Then you engage in some deep work with them. Have chemistry calls. Book a workshop. Wait them.

You should find they understand your business very quickly, and show real commercial awareness and competence.

You can always go back to the market if you want to of course. This approach will see you find a great two-way client-agency match, and plenty of additional revenue as a result.

For further information call Steve Brennan
Tel: 01772 591100
www.bespokedigital.agency

Bespoke
Making sense of digital.

With our editorially-focused advertising features you can showcase your organisation's expertise and industry understanding by commenting on the issues that matter next to your advertisement.

Branded columns

Our branded column package gives you a unique platform to discuss the hot topics as you see them and demonstrate your expertise.

The columns sit on editorial pages and alongside 300 words of editorial; we'll include your branding and contact details.

Discounts are available for series bookings.

£695
+ VAT

Advertising supported features

Our 'A Guide to', 'How to' and 'Business Clinic' advice pages cover key topics, where your expert advice is there to help our readers run their businesses.


As a contributor, you get 260 words of editorial space alongside your advertisement to share advice on a particular aspect of a complex issue.

With all advertorials, we offer editorial support to ensure your message is clear and that there is no overlap of ideas with those of other contributors.

LEAD ADVERT (FULL PAGE)
£790
+ VAT

"We're keen to contribute and be involved. The column is a great way to do that as it not only gives us exposure among like-minded businesses, it allows us to share expertise too."

Steve Brennan, co-founder and CEO, Bespoke



THE GUIDE TO... PENSIONS AND RETIREMENT IS A 'PHASED' APPROACH RIGHT FOR YOU?

By John Adde, Chartered financial planner, Amber River True-Bearing

Not that long ago, retirement was a clean break between your working life and your remaining years. Employees would save for 40 years, they would then collect their pension, their carriage clock and wouldn't look back. Increasingly this is no longer the case, and instead, employees (and employers' pensioners) are coming to take a phased retirement approach.

What is phased retirement?

Phased retirement is when an employee transitions into retirement by gradually reducing their working hours. It can mean a reduction in hours or days, part-retirement part-time work or even job-sharing opportunities. It means that they can continue to earn an income while also adjusting to stopping work altogether.

For some, it could also involve accessing some or all of their available pension benefits, in a bid to compensate for the reduced pay.

As with most financial decisions at retirement, there are advantages and disadvantages.

Advantages

- Pension pot boost - Many worry whether their total pension benefits are sufficient to last throughout retirement.
- A phased approach means that you can continue to boost your pension, even with a part-time salary.
- It can also mean that you may not need to access some of your pension benefits in early retirement, leaving more for the future.
- Maintain a sense of purpose - Many don't wish to stop work completely due to concerns or anxiety related to such a major life transition.
- Many of us are staying 'work fit' for longer, both physically and mentally. This means that we're not always ready to stop work completely in our work 40s.
- For employers - Maintaining experienced staff can reduce valuable 'brain drain'.
- Business can pass on their knowledge and can assist with succession planning. It can reduce expenses, as costs of recruiting and training new staff can be high.

Disadvantages

- Ability to save (formally - 'buy') need to consider current expenditure and work-related costs (commuting etc.) plus income tax position carefully.
- Also to consider that pensions and other assets aren't accessed to the degree that negatively impacts long-term plans. Advice from a professional can assist here.
- For employers - Not all employers support a phased retirement due to difficulties in finding part-time employees or job-sharing partners.

They can also be put off by the need to maintain ongoing benefits such as private health and death-in-service.

It could be right for you in the following circumstances:

- You enjoy work and wish to keep it part of your life as you age.
- You have a health issue which makes it difficult to work full time.
- You have sufficient assets (pension benefits to and the reduced income from work).
- You need time to get used to your new lifestyle and income/ expenditure.
- You have the necessary support from your employer.

Phased retirement allows a gradual transition into retired life. It allows ongoing income to ensure that pension benefits are maintained.

It is easier to invest your way to £2m than to save £2m. The Barclays GILT Study shows that over the last 220 years, a highly diversified basket of global shares would have outperformed the most amount of capital, with as much help from the taxman as possible, so they can draw a greater amount of sustainable income in retirement than they thought was possible.

Combining thoughtful investment solutions, careful tax planning, withdrawal strategies and cashflow modelling can be life changing.

If you would like to feel confident about your retirement plan, do call us. Our specialist independent financial advisers and wealth managers will be delighted to help you.

BUILD A BIGGER PENSION POT THROUGH INVESTING

By Angela Mohr Managing director, Acumen Financial Partnership

We all want to build a retirement pot big enough to allow us to retire, confident that we won't run out of money.

A major misconception is that the most important thing in achieving this, is how much to save monthly and yearly, when really we should focus on the assets accumulate the most amount of capital, with as much help from the taxman as possible, so they can draw a greater amount of sustainable income in retirement than they thought was possible.

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LOOK BEYOND THE DEFAULT AUTO ENROLMENT OPTION

By Paul Rowe
Director and independent financial adviser, Pro Start Pensions

Workplace pensions are not just a matter of regulatory compliance, they can be an effective way to attract and retain the right employees, as well as a useful tool for supporting employee's financial wellbeing.

But how often do you review your workplace pension? You and your employees could be missing out on schemes that offer better value and flexibility.

Many business owners, when setting up their workplace scheme used a 'default' provider like NEST. However, pensions have become increasingly competitive, and by reviewing your scheme, you may stand to benefit from:

- More competitive charging structures
- Salary sacrifice, which allows your employees to take a lower gross salary in exchange for higher pension contributions, with both the employer and employee saving on National Insurance Contributions
- Ongoing financial education and guidance
- A broader range of investment choice - granting more choice than the 'default' option
- More choice and flexibility when accessing your pension in the future
- Pro Start Pensions can help you manage the process, providing:
- Access to the workplace pension market, we are independent advisers
- Help for you with ongoing reviews and support with compliance
- Help for your employees with structures, workings and one-to-one sessions to help them to make wise choices
- Help with consolidation of pensions from previous employers

PRO startpensions
Pensions + Protection Advice

1 in 5 employees say financial stress impacts their productivity.

Educating and assisting you & your employees with Expert Pension & Protection Advice.

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ROUNDTABLE DEBATE

Don't just join a debate, start one!

With this special package, we'll work with you to create a debate on a topic of your choice (subject to editorial approval), positioning you not just as a participant, but as the organisation leading the debate.

You will collaborate with the editorial team to draw up an invitation-only guest list of experts, peers and contacts to contribute to the wider understanding of a key issue.

We'll coordinate the event, hosted either at your premises or offsite. You'll get a seat at the table, and our publisher or editor will chair the debate.

Photographs and an edited transcript will be published across 3 pages in the next edition of Lancashire Business View and online, all carrying your branding.

£3,000
+VAT

CYBER SECURITY DEBATE
IN ASSOCIATION WITH **serium**

Richard Slater (Lancashire Business View Editor), **Paula Ardus-Gommal** (First Deputy Editor), **Lee Champ** (Content Engineering), **Gary Clifton** (Partner), **Steven Cole** (Headline), **Ben Dickinson** (Chief Energy Group), **Mark Edwards** (Editor), **Don Gianani** (North West Cyber Response Centre), **William Gibson** (Lancashire Chamber of Commerce), **Janis Griffin** (Assistant Group Lead), **Shafiq Khan** (East Lancashire Chamber of Commerce), **Jon Lawrence** (Lancashire University)

COUNTING THE COST OF CYBERCRIME

No organisation is immune from a cyber assault. Big business, small business, public sector. With IT support experts Serium, we brought together those who have faced the grim reality of a cyber assault, those who police online crime and those who work to prevent, mitigate and repair the damage. We met at Crow Wood Hotel and Spa Resort in Burnley.

Lee Gibson, Myersonugh College
On August 26, 2018, the day GCSE results were released, at 8:30 in the morning, we had a ransomware attack. Across five computers, we had everything.

Ben Dickinson, Craig Energy Group
We are a collection of five limited companies that all in the last, green energy and infrastructure sectors. We've got 150 people and our turnover is more than £100m.

Shafiq Khan, East Lancashire Chamber of Commerce
We've seen the growth of cybercrime accelerate since the pandemic, with people working from home.

Gary Clifton, Parthenon
Cybercrime is escaping an awful lot of our time as an insurance broker. It is a risk accelerating as quickly as the innovations on the technical side and, in terms of response, it is ahead trying to keep pace.

Jon Lawson, Lancaster University
We have been running two projects recently, funded projects for small to medium businesses. The aim was to help them understand how to defend themselves.

Mark Edwards, Serium
Cybercrime is ever-evolving. It used to be phishing, now it's attacking global entities and they're moving forward to the next one. What you know what it will be. There is no discrimination.

Don Gianani, North West Cyber Response Centre
We are a police-led partnership set up to support SMEs with their cyber attacks. Cyberattacks are costing the UK economy around £2.2bn a year. About 42 per cent of all crime now is online, cyber-enabled crime.

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Steven Cole, Avonika
A couple of years ago I was asked by our accounts department whether an IT project had been finished because an invoice had come through to pay it. It was around £12,000 for some coding.

Paula Ardus-Gommal, Fish The Parties
We business to balance about and before looking for private events and companies. Last year when I was holiday my site was closed, someone was using 'business card' and taking money off customers.

Janis Griffin, Alexander Goss Law
We've got a huge number of clients and we had all sorts of information on them. Access to the online money laundering regulations and the details we need to confirm when we're doing a property transaction as their bank.

Lee Champ, Oldham Engineering
Our business carries out manufacturing work for the nuclear industry primarily as well as defence and rail. We deal with a lot of high staff, sensitive and classified information.

Protect your business with Cyber Essentials Plus
Get accredited: 01282 500770

“The event itself put us in the room with some highly influential people which has opened a lot of doors for us and resulted in several referrals. Some of our biggest contracts have come as a direct result of being involved with Lancashire Business View over the years.” **Laura Brown**, marketing manager, Serium

CELEBRATION PACKAGES

Our celebration features have been developed to showcase organisations marking anniversaries, product launches, senior appointments, new premises – or any significant occasion.

These editorially-based features, which include advertising space, focus on the story you want to tell.

As part of the package, you can have your own special front-cover designed for distributing to your staff, customers and suppliers.

And we'll provide you with a special framed item with your front cover and celebration feature to display in your offices.

We'll promote your celebration feature through our various social media channels.

£3,250
+ VAT

To celebrate our 20th anniversary, we partnered with LBV to reach an audience similar to our customer base. Their anniversary package allowed us to highlight the occasion effectively through a feature in their publication. The article, photos, and LinkedIn engagement generated significant traction for this milestone. **Simon Speak**, director, AFR Consulting

LANCASHIREBUSINESSVIEW

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REGULAR FEATURE SPONSORSHIP

Start a conversation and stand out in your sector.

If you're looking to pair your advertising campaign with editorial input, sponsoring one of our regular features offers a multi-faceted solution.

Features available for sponsorship range from single-page items through to in-depth reports spanning several pages and include feature list.

You can enquire about any of our existing features, or if you don't already see a topic that suits your campaign, we can work with you to develop something new.

Whichever option you choose, your sponsored feature will include your branding and you'll get the chance to put an expert forward to provide comment, opinion or analysis.

PRICE ON APPLICATION

DEALMAKERS
IN ASSOCIATION WITH **Forbes Solicitors**

BROTHERS TAKE DIFFERENT ROADS

It had been rumored to be on the cards. But the announcement that Blackburn's two brothers were going their separate ways was still a massive moment.

A rift of announcements in early June revealed the end of a close family partnership that had built a leading business empire. It had its beginning in 2003 when Zuber and Mahan bought a run-down petrol station close to Bury town centre.

The brothers rose to the top seat there, modernising the petrol forecourt and built their Blackburn headquarters. Ego Group was born into a great company, acquiring petrol stations, convenience stores and restaurants worldwide along the way.

However, their biggest business deal came in 2009 when the brothers and private equity firm TDH Capital joined forces to buy supermarket giant Asda from US giant Walmart for £6.8bn.

Both have made the 2023 Sunday Times Rich List, alongside the 500 wealthiest in the North West.

Publicly, they share few media interviews along the way. Though in March, Mahan said the CEO had despite Asda's heavy debt pile was "time for the long haul".

He also discussed rumors of a rift with his brother Zuber, saying the pair "got on exceptionally well".

We sat the brothers: "We talk to each other probably two or three times a day. We're very, very private. We have been on a journey and we have a long way to go."

Just three months later and the brothers were heading in different business directions. And here's what the raft of announcements means for them and their future plans.

Zuber has sold his stake in supermarket giant Asda and acquired the forecourt division of the Ego Group. He plans to invest in TDH Capital, increasing his holding to 67.5 per cent.

“EG Group is a UK success story on the global stage that has created significant opportunities for people in Blackburn and other local communities in the group's international markets – and pioneered the foodservice model at the roadside.”

At a time of £2.2bn, Zuber has acquired the petrol forecourt business which the Ego Group's success has been built, alongside a number of standalone foodservice locations.

He steps down as co-chair of the board of the group, but retains his chairmanship and will serve as a non-executive director. And he will also have an advisory role. The Ego Group, headed by Mahan as sole director, will now focus on its convenience food shops which span three continents: North America, Europe and Australia.

The group is the third largest independent convenience retail chain globally, the fifth in the UK, and second in Continental Europe and Australia.

The business will maintain a presence in the UK. Through Convenience, its wholly owned catering business, the group's rapidly growing catering business, resort, and its Starbucks franchise business.

In a statement, Zuber said: "Since Mahan and I acquired TDH, I've been proud to be a part of a successful business. I've been able to see the potential of this business and I'm excited to see it continue to grow under Mahan's leadership."

"With the divestment of my Asda shares, I will now focus my attention towards leading and managing the remaining Ego UK forecourt sites that have personally inspired, and spend more time on my charitable endeavours. I'm pleased to see TDH retaining its investment in Asda, Biff Moberg and TDH's

engaging vision and shared passion. I am confident that Asda will continue to grow and achieve significant progress in transforming Asda."

"We have added a major convenience business, given Asda's very long history in the UK, and we will continue to support the right way in the traditional supermarket sector. In other markets, long-term growth."

"My equity return, we will continue to work closely with the Asda management team and colleagues across the business to support the ambitious strategy, which we believe is the right one to continue to drive Asda forward."

They also point to Asda's recent successful rebranding of more than 23,000 of its stores, which the retailer says reflects strong demand from investors and has put out the message of its priorities into the retail decade.

There was also a major reaction from the GMB union, which described Zuber's larger stake in Asda as "bad news" for workers and staff.

Naïna Houghton, GMB national officer, said: "Their private equity ownership has already been bad for workers. Asda has to be sold to protect Asda workers and stop the British retail sector being run by private equity."

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A PLUM PIECE OF BUSINESS

Blackburn-based online retailer Victoria Plum has acquired that Victoria Plum for £23.5m.

Having under similar names and operating in the same sector, the two businesses have looked for the past with Victoria Plum winning a trademark case in court in 2016.

More recently, Concern House Victoria Plum has suggested, entering into administration and making moves to significantly reduce its costs.

The agreed price for AMK Design, which trades as Victoria Plum, represents 6.6% of its estimated annual revenue.

Meanwhile AMK-based Victoria Plum has been rising rapidly. For the year ended 30th September 2023 turnover was £295.1m, up from £238.6m the year before. Gross profit was £33.6m, up from £12.0m.

The company is also being a new £44.0m off from its layout.

Mark Radcliffe, chief executive of Victoria Plum, said: "It was delighted to announce the acquisition of Victoria Plum, a well-established brand with a solid base of customers, suppliers and product range."

"The acquisition aligns with our ambitions to accelerate our growth. We are pleased to welcome the existing Victoria Plum team to our group and believe we can continue to provide customers with a fantastic range of premium products and experiences."

He added: "This acquisition represents another exciting strategic milestone for the company and, together with the investment in our new distribution centre, provides a unique opportunity to deliver increased shareholder value."



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LOOSE INSERTS

Looking for a promotion that packs a punch? A loose insert will make your brand stand out like no other.

Options include loose-leaf inserts included in the mailing circulation of Lancashire Business View magazines, stitched-in inserts on your paper of choice, and the “belly-band” - guaranteed to generate maximum exposure for your message.

We can carry anything from single sheet A5 flyers through to full brochures. Contact us to talk through your ideas and we can help you build a cost-effective insert campaign that's sure to get you noticed.

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FROM
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PER 1000



“We recently utilised LBV’s loose leaflet insert package providing a guaranteed method for our advertisement to reach thousands of businesses across Lancashire. We were able to select specific postcodes for distribution. This targeted approach has proven to be highly effective for our marketing efforts, resulting in the acquisition of several new clients.” **Harvey Wilkinson**, managing director, Cotton Digital

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JULY/AUGUST 2024 ISSUE 117 | £7.50

LANCASHIRE BUSINESS VIEW

APPRENTICE AWARDS

A CELEBRATION OF EXCELLENCE

IN THIS ISSUE

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Our most profitable SMEs revealed
- WISH LIST**
What's needed post-election
- ALIVE AND KICKING**
Blackburn's big masterplan

INSPIRATIONAL, EDUCATIONAL AND ASPIRATIONAL APPRENTICE AWARDS EVENING

Blackburn College shone the light brightly on apprentices who have shown success, passion and dedication as well as on employers who are leading the way in developing talent and skills in Lancashire.

The Apprenticeship Awards Evening 2024 was held on campus in the new Industry Collaboration Zone and showcased the college's impact in 13 business sectors including small and large employer of the year and the coveted Principal's Award. A £750,000 investment with support from the UK Shared Prosperity Fund, the Industry Collaboration Zone provides a fantastic space for businesses to connect and collaborate.

The evening welcomed apprentices, their employers, family and friends, distinguished guests and proud tutors, with Richard Slater, chairman of Lancashire Business View, hosting proceedings.

Notable speakers included Ram Gupta, managing director of Nybble Group and Blackburn College skills governor, and Sponsor Harrison, head of learning development for E2 Group, who shared their experiences of the power of apprentices, the value and skills they bring, and the contribution made to the local area and businesses.

Throughout the evening, apprentices themselves talked about what they enjoyed about their apprenticeships, the benefits, and how Blackburn College helped them achieve and learn.

Each winner received a personalised trophy.

Nicola Clayton, director of business development and external engagement, said: "Congratulations to all our finalists, and thank you to their amazing employers who have invested in our apprentices' development."

"We took the decision to host the awards in very much a participatory way: hearing and sharing our apprentice and employer stories is very important to us."

"We are delighted to receive the Lancashire Provider of the Year Award for 2024 for our apprenticeship provision, this is a tribute to our fantastic staff teams."

"It's a very exciting time at the college; we are continuing to secure additional funding to allow investment in cyber, digital, engineering, health, hospitality, electric and hydrogen motor vehicle technology and construction, for example. Please do be part of it and get involved."

Apprentice Award Winner	Apprentice Employer	Apprenticeship Award Category
Anees Desai	Auto Express	AIT
Phoenix Willis	Lezer	Digital Marketing
Jessica Zemdeks	Blackhouse Aerospace	Human Resources
Kimberly Cragg	Symyx Industrial	Customer Service
Kamran Khan	AKIZ Barber Shop	Hair & Barbering
Daniella Duncan	Pure Health and Beauty Clinic	Beauty
Alice Applehill	Lancaster Council	Housing
Thomas Kape	Blackburn with Darwen Borough Council	Construction - Planning
Harrison Jones	Darwen Electrical Services	Construction - Electrical
Lewis Jones	MIT Projects	Construction - Gas
Leo Brady	Places for People	Construction - Gas
Jawad Kabeer	Headlandford Motor Group	Motor Vehicle
Uma Dandhata	Little Cheeky Monkey's Blackburn	Early Years & Education
Jessica Green	St Aidan's School	Teaching Assistant
Phoenix Willis	Lezer	Principal's Award
Uma Dandhata	Little Cheeky Monkey's Blackburn	Principal's Award
	Darwen Electrical	Small Employer of the Year
	Blackburn with Darwen Borough Council	Large Employer of the Year

For more information get in touch with our Apprenticeship team by email apprenticeships@blackburn.ac.uk or call 01254 292500

Blackburn College Celebrating Blackburn College Apprenticeships

LANCASHIREBUSINESSVIEW.CO.UK

In addition to our bi-monthly magazine, we have a range of other channels to spread your marketing message.

Our online options (which are detailed in full in our digital media pack) include promotion through our website, where fresh news is posted daily; and through our social media channels which have more than 37,500 followers as well as 8,000 opted in email subscribers.

If maximum turnout to your event is critical, a media partnership package with Lancashire Business View can spread the word, help improve attendance and promote your brand.

Ideal for seminars, conferences, exhibitions or awards ceremonies, we'll use our online and offline channels to promote your event in advance and, depending on the nature of the deal, we can follow-up in print and online.

Whatever the goals and budget of your marketing campaign, whether you see the ideal option for you listed within this media pack or you'd like to try something new, we look forward to working with you to create a campaign that delivers results.

PRICE ON APPLICATION

CONTACT US NOW

Through our magazine, website, social media, email marketing and events, we have a wide range of ways for you to promote your brand to tens of thousands of Lancashire business owners, managers and decision-makers.

And whether you're on a limited budget or you're looking to for maximum exposure, we can help you build a series of activities combining the best of everything we offer to deliver exceptional results across a cost-effective campaign.

Talk to us about creating the perfect mix of options to build a campaign with impact.

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