



MEDIA PACK

WHAT IS unLTD?

unLTD is a vibrant platform for the modern Sheffield City Region business community.

At its heart is a monthly magazine distributed to 5,000 organisations and individuals across the region, underpinned and enhanced by a website updated daily and three social media channels.

The content is modern, relevant and focused on the issues that matter to business in the 21st century and includes:

- **Success Story** – profiling leading businesses – and the leaders and teams behind them
- **Company Culture** – top tips from business owners on how to get the most from your workforce
- **If You Ask Me** – regular expert commentary on hot business topics
- **Focus On** – an in-depth look at key areas and cutting-edge industries and upcoming sectors
- **5 Minutes With** – established entrepreneurs share their enterprise journey and lessons learned
- **Your Pitch** – a showcase spot for up-coming start-ups
- **After Hours** – because business life isn't always 9 to 5

We also have regular news sections, an in-depth events calendar, experts' columns, interviews and much more besides. The design and look are eye-catching, contemporary and sophisticated – this is a magazine for budding entrepreneurs as well as established leaders of business.

unLTDBUSINESS.COM

Sitting alongside the monthly magazine is an online portal to give Sheffield City Region and the surrounding area a platform to push out positive business news daily.

unltdbusiness.com provides the long overdue opportunity to have a cutting edge, informative and entertaining online business news service and forum reaching a growing audience each day with breaking news and in-depth analysis on the key issues of the moment.

SUPPORTED BY unLTD'S THREE POPULAR SOCIAL CHANNELS

Twitter @unLTDbusiness

LinkedIn unLTD Business

Instagram @unLTDbusiness

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unLTD is a fantastic publication which has filled a gap in the market for a forward thinking and fresh business publication in Sheffield. It recognises growth of emerging companies and leaders in the city with an excellent reach and target demographic. For Benchmark, unLTD has been good for profile raising and networking building with key contacts. The team are exceptionally helpful and supportive with design layout for advertorials, requesting comment for editorial pieces, as well as being proactive and supportive with social media activity.

Louisa Harrison-Walker
MD at Benchmark

ADVERTISING RATES

Double page spread (DPS) **£1300**

Full page **£800**

Half page **£400**

First DPS **£1500**

Back cover **£1500**

Inside front cover **£1100**

Page 3 **£1100**

Inside back cover **£1100**

Front cover button **£200**

Section Sponsorship from **£100** per page

All prices are subject to VAT.

DISCOUNTS

12 issues **35%**

6 issues **25%**

3 issues **15%**

Charities/pre-payment **10%**

Inserts: **£500** per issue for 5000 copies

All copy for advertisement can be emailed to **advertising@unltdbusiness.com** in the following format:

PDF—Please ensure all images used are CMYK mode and not RGB colour and all fonts are outlined where possible, embedded or supplied with copy.

TECHNICAL SPECIFICATION

DOUBLE PAGE SPREAD

Design area 350 mm wide x 248 mm deep
Bleed area 356 mm wide x 254 mm deep
Safe area 330 mm wide x 228 mm deep
Please allow a 6mm channel along centre spine.

FULL PAGE

Design area 176 mm wide x 250 mm deep
Bleed area 182 mm wide x 256 mm deep
Safe area 156 mm wide x 230 mm deep

HALF PAGE

Design area 176 mm wide x 118 mm deep
Bleed area 182 mm wide x 124 mm deep
Safe area 156 mm wide x 98 mm deep

WHO WE ARE

unLTD is the brainchild of two of Sheffield's leading media organisations.

HRM is one of Yorkshire's most experienced PR agencies with unrivalled media contacts and a wealth of experience delivering successful and effective content rich information. The team is drawn from across the Sheffield City Region and, as a result, has first class local knowledge, great local networks and contacts. HRM's team includes former and current journalists and professionals from across the PR and Communications industry and work with a number of key businesses across sectors including business, sport, finance, legal and leisure.

Blind Mice Media publish monthly entertainment and lifestyle magazine Exposed, which is widely regarded as the finest regular publication in the city. The team also own Meze Publishing—publishers of a hugely successful range of regional cookbooks and a former Independent Publisher of the Year award-winner.

CONTACT DETAILS

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UNLTD MAGAZINE

HRM

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Blind Mice Media Ltd

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Launchpad regularly advertise in unLTD as it is a perfect fit with our audience of aspiring entrepreneurs and new businesses in the Sheffield City Region. We love the style and design of the magazine—it always features great content that is relevant to business and the team do a fantastic job of showcasing the variety of new and established businesses in the area. Most of all, our clients love it when we offer them the chance to be featured in the magazine.

Anna Smith, Programme Manager, Sheffield City Region Launchpad

unLTD is a targeted B2B magazine with a real sense of community. It wants Sheffield businesses to prosper and the team are incredibly passionate about adding value. We have seen a real uplift in our profile through word-of-mouth generated by the publication. It also gives us a platform to demonstrate the role IT plays to support growing organisations, while addressing diversity issues in the industry, ensuring we provide our customers the best possible service.

Jo Snow,
Central Technology (CT Ltd)