

BUSINESS

WOMEN SCOTLAND | Magazine |



MEDIA INFORMATION
2019

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MEDIA INFORMATION

Business Women Scotland magazine is a great platform to showcase and promote women in business in Scotland to the BWS readership via social media, online subscribers and BWS members.

BWS Online Subscribers - 12,000. BWS was established over 10 years ago during the first financial crisis, there was a gap in the market for women to have a platform and a voice to promote their work and businesses.

BWS helps to create more business role models to inspire the next generation of leading women and the contribution women are making to boost Scotland's economy and continue to develop a diverse and thriving world-class business ecosystem.

The features are informative and the business profiles allow the BWS readers a further insight about the business, the individual and their role in a business environment.

PROFILES

Double page spread profiling a woman in business. A 900 word feature with images and the option to add in video content in the editorial feature.

COST: £425 + vat



ASK THE EXPERT?

One page editorial of an expert in their area of expertise, to give advice to the BWS reader, approx 500 words.

COST: £395 + vat



Q'S AND A'S PAGE

A one page feature with approx 6 questions and answers to a business woman in any area of work.

COST: £295 + vat



ADVERTORIALS

Using the expertise of the content team, BWS can create compelling, paid for editorial written and designed in the BWS house style, incorporating your message, logo and images.

Cost: £350 + vat



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SOCIAL MEDIA STATS

6,650

6,650 people like this page and 6,493 people follow this page - Reach averages 12,000 per month (organic reach)



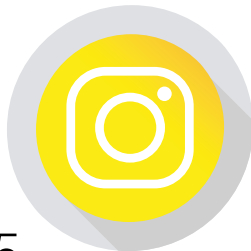
368

Page only fully utilised since April 2018 - 368 Followers - Grown 300% in that time.



3500

3,500 Followers. For 2018 our posts enjoyed 389,300 Impressions & 15,761 Profile Visits. Our average likes/retweets are 4 to every post.



885

Only fully utilised from April 2018. Now have 885 Followers - Grown 800% in the last 9 months and averages 24 liked per post.



474

Closed Facebook

Was only officially launched on 1st August 2018 (05.03.19) - 474 members and has multiple daily activity from users.

WEBSITE

9,800 users in the last 180 days. This will increase greatly following launch of our new site which has been designed with massive increased functionality to promote engagement.

DIGITAL EDITION

BWS magazine on line subscribers - 11,000 unique users. All adverts are hyperlinked to your web page.

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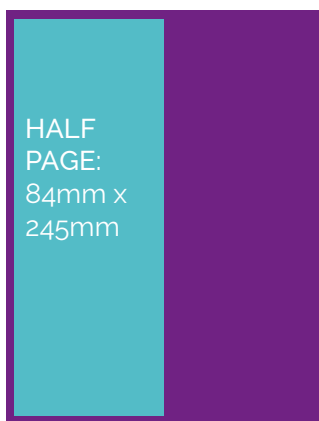
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ADVERTISING RATES

	Quarter Page	Half Page	Full Page	
1 issue	£200	£300	£600	
2 issue	£400	£600	£1200	less 10%
3 issue	£600	£900	£1800	agency
4 issue	£800	£1200	£2400	commission.
5 issue	£1000	£1500	£3000	
6 issues	£1200	£1800	£3600	

ARTWORK & DESIGN

BWS Creative offers a design service for artwork required by the client. Charges for artwork created by our in-house design team are subject to sizing and requirements of the advert. Please call 0141 332 8801 to discuss your requirements with a designer, where a quote can be arranged. Design charges are exclusive of VAT and copyright will be owned by the client following artwork approval and payment. All adverts are subject to a 25% cancellation fee of the full amount. Additional charges may incur if more than two sets of changes are required. Artwork designed by BWS Creative remains under the ownership of its creator until full payment has been received from the client following print.



SIZES QUOTED AS HEIGHT X WIDTH

FULL PAGE:	245MM X 168MM
HALF PAGE (LANDSCAPE):	122MM X 168MM
HALF PAGE (PORTRAIT):	245MM x 84MM
QUARTER PAGE :	122MM X 84MM
DOUBLE PAGE SPREAD:	245MM x 336MM

3mm bleed required on all pages.
Please keep text at least 12 mm in from the inner edges.

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MAGAZINE DATES

MONTH

September/October 2019
 November/December 2019
 January/February 2020
 March/April 2020
 May/June 2020
 July/August 2020

ADVERT DEADLINE

23rd August 2019
 25th October 2019
 17th December 2019
 February 20th 2020
 22nd April 2020
 20th June 2020



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Why editorials are good for your business and offer the following benefits

Target market audience of women in business

You can add in animations, slideshows, video content and stream media to deliver a brand message.

Build brand awareness & recognition

Drive traffic to a website

Immediacy **Promote an event** **Increase sales**

Promote offers

Promote new and/or specific products

Increase social media engagement

<https://view.joomag.com/business-women-scotland/M0355008001486400864>

For further information please contact Lynne@bwsLtd.co.uk

