



London Evening Standard

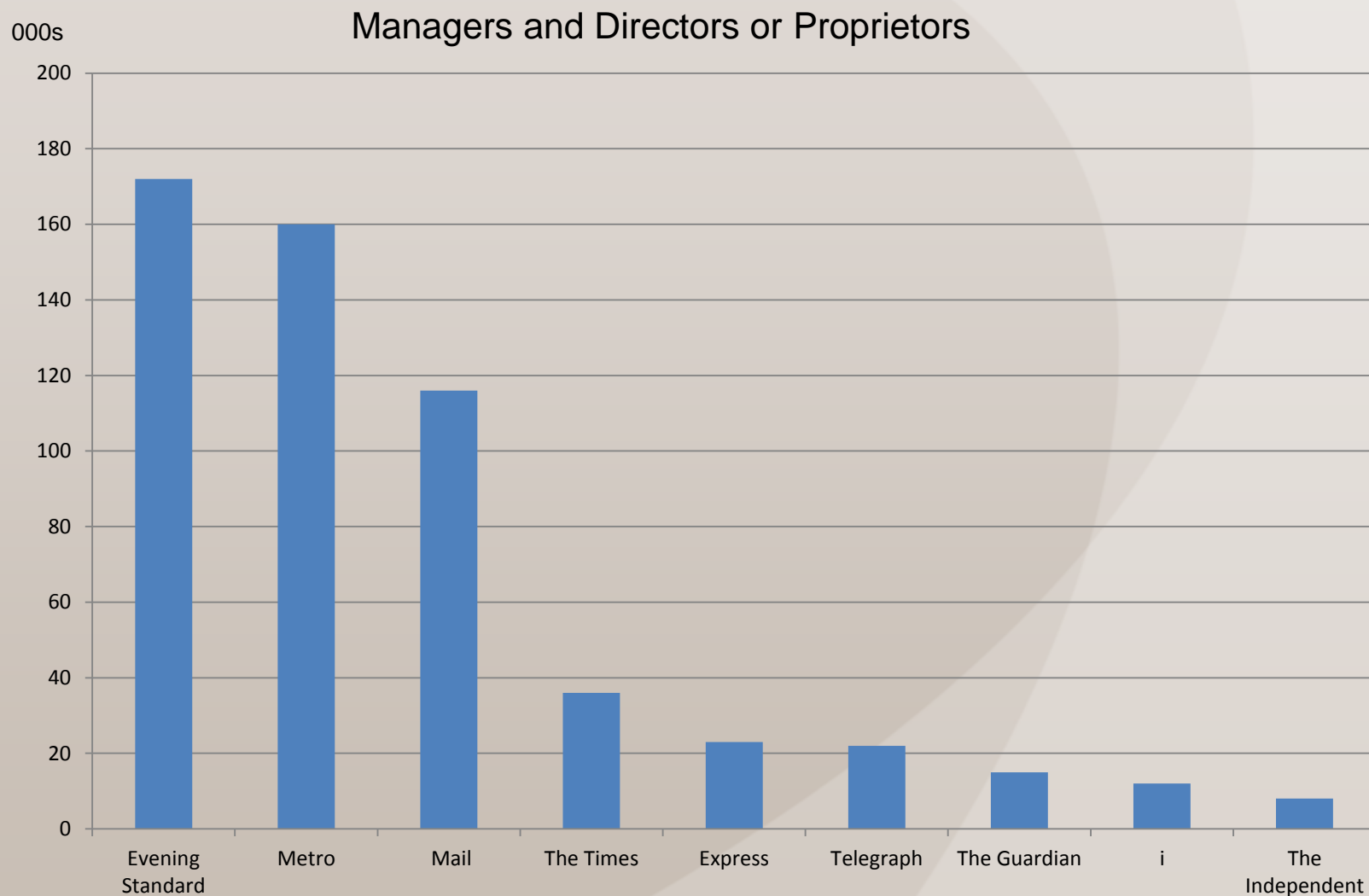
*‘Business Connections –
a new club for the SME business community’*

**Business
Connections**

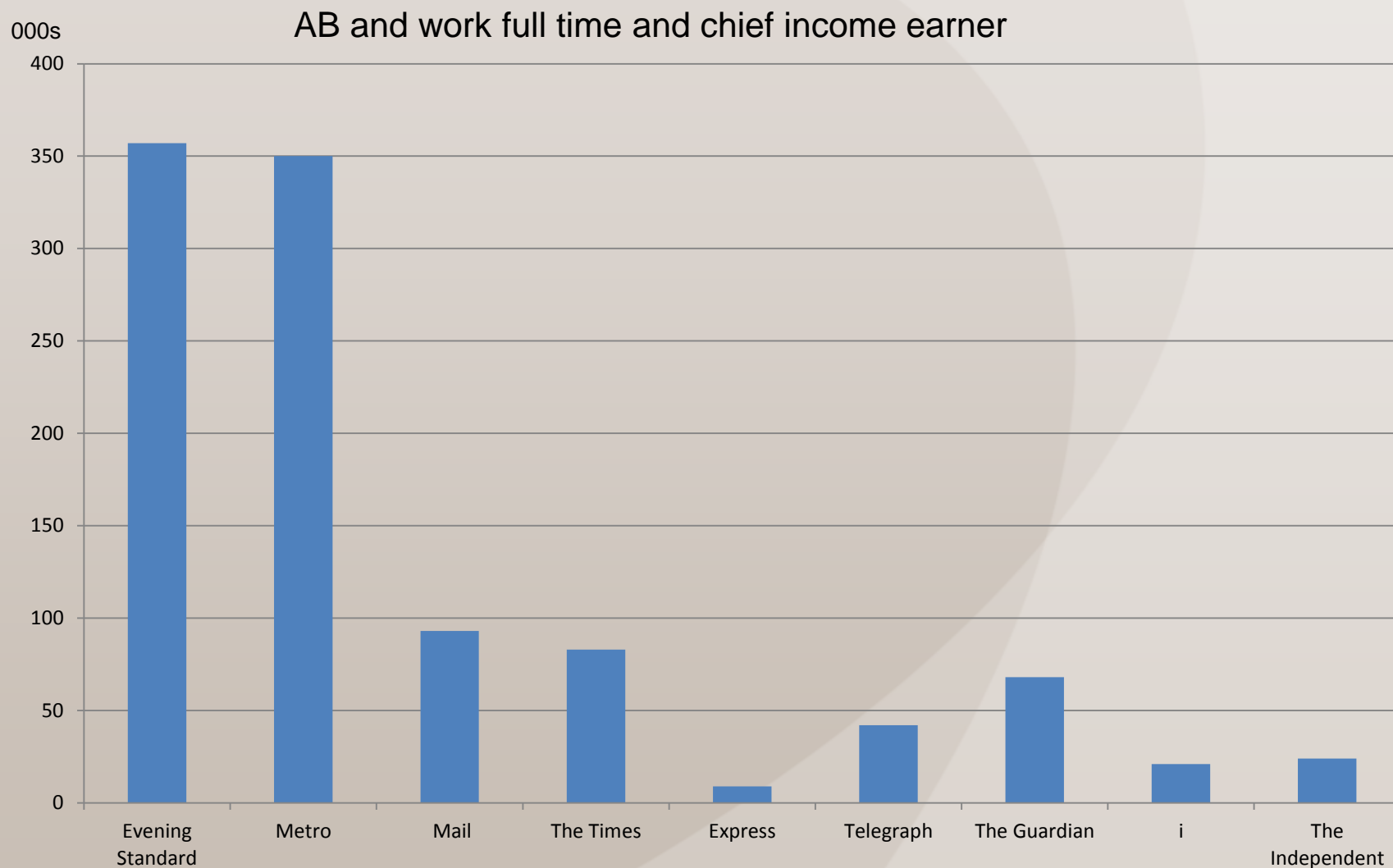
Executive Summary

- An exciting business communications concept for London's SME community
- Powered and supported by the London Evening Standard
- Delivering a multitude of benefits to members from access to rich content to topical events and member promotions
- An interactive year round digital business community and hub
- An annual series of free, topical events and workshops designed to meet the needs and interests of businesses in London
- Series speakers to be key figures from leading business, government and entertainment sectors
- Online networking forum's and blogs
- Significant in-paper coverage for Business Connections and its Partners
- Sponsor driven promotions, rewards and loyalty schemes

Why the London Evening Standard can credibly take a lead in this area...



Why the London Evening Standard can credibly take a lead in this area...



About Business Connections

- An exciting new business communications concept for London
- Delivers a multitude of benefits to members, including access to;
 - rich and exclusive content
 - free, topical events
 - member promotions
 - networking opportunities
- An interactive year-round digital business community and hub
- Targeted at SMEs across London and the South East

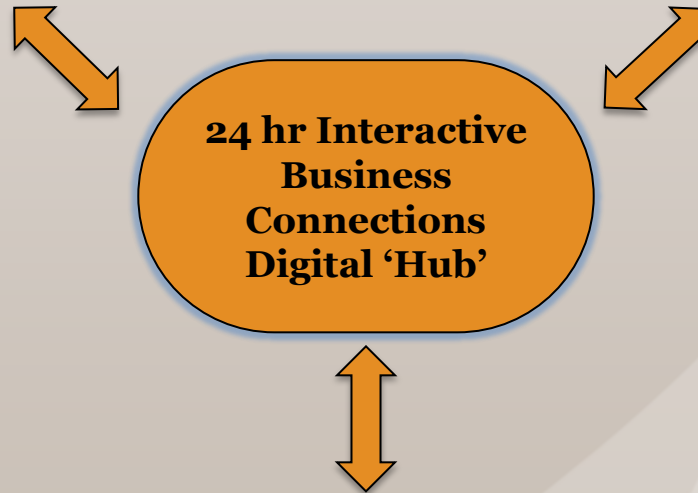


Business Connections concept



An annual series of topical events (4 per year).

Support from partners, such as
London Chamber of Commerce
Federation of Small Businesses
Elite Business Event



London Evening Standard

Driven by the London Evening Standard – the capital's leading newspaper

About the Business Connections Hub

- The hub will be the central home for Business Connections www.standard.co.uk/businessconnections
- This dedicated channel hosts all relevant SME content from the Evening Standard and Independent newspapers.

Monday 16 March 2015 Sign in Register Apps Shop London Dating H&P Shop Property Search Offers Search Go

Breakdown cover from £27.99* Get covered RAC

HOME NEWS SPORT FOOTBALL SHOWBIZ GOING OUT LIFESTYLE FASHION & BEAUTY VIDEOS BUSINESS COMMENT HOMES & PROPERTY

Business News City Spy Analysis & Features Money Media Investing Courses Business Connections Corporate Tickets Business Directory

FAMILY HOME CRACKS IN HALF AND COLLAPSES BECAUSE OF BUILDERS' BOTCHED BASEMENT DIG

SMEs - Click here to join Business Connections

BUSINESS

Elliott Advisors fires first shot in war with Alliance Trust as it names City trio for board

Elliott's other UK bets

- National Express
- Morrisons
- Prezzo
- Game
- F&C Asset Management

Activist investor Elliott Advisors has unveiled a trio of City heavyweights it wants to put on the board of £2.8 billion investment trust Alliance Trust to beef up performance and cut costs.

date london Sign up for free

Company Search: Go

| | |
|-------------|------------|
| FTSE 100 | 0.94% |
| Dow Jones | 0.89% |
| Oil | -2.34% |
| Gold | -0.22% |
| Pound today | \$1.4838 ↑ |
| | €1.3997 ↑ |

09:45 11:30 13:15 15:00 Source: A|B|L

MOST READ Commented Shared

- 1 felt like James Bond: Boy, 13, enlists taxi in chase across city to find iPhone he left on bus
- 'Smelly poo' forces long-haul flight to turn back for Heathrow
- Natalia Kills and Willy Moon sacked from X Factor New Zealand after branding contestant 'disgusting' and a 'laughing stock'
- Eight-strong team of ex-British Army soldiers set to join fight against Islamic State in Syria

Monday 16 March 2015 Register Login Apps Jobs Dating H&P Shop Property Search Offers Go

London Evening Standard elitebusiness NATIONAL CONFERENCE & EXHIBITION

LOOKING TO GROW YOUR BUSINESS?

16-19 MARCH 2015 THE OLD TOWN HALL, LONDON

HOME NEWS SPORT FOOTBALL SHOWBIZ & ENTS GOING OUT LIFE & STYLE BUSINESS COMMENT HOMES & PROPERTY

HOME ABOUT EVENTS ARTICLES MEMBERS DIRECTORY PARTNERS LOGIN

Business Connections

Where London's entrepreneurs meet

Previous Event

24 FEB

Can entrepreneurs prosper without access to a global talent pool?

Become a Member NOW

MEMBERSHIP BENEFITS

- > Access to exclusive events
- > Networking
- > Q&A with speakers
- > Top tips for SMEs

Previous Event

10 Next event - Lord Bilmoria:

Growth Accelerator Now part of BUSINESS

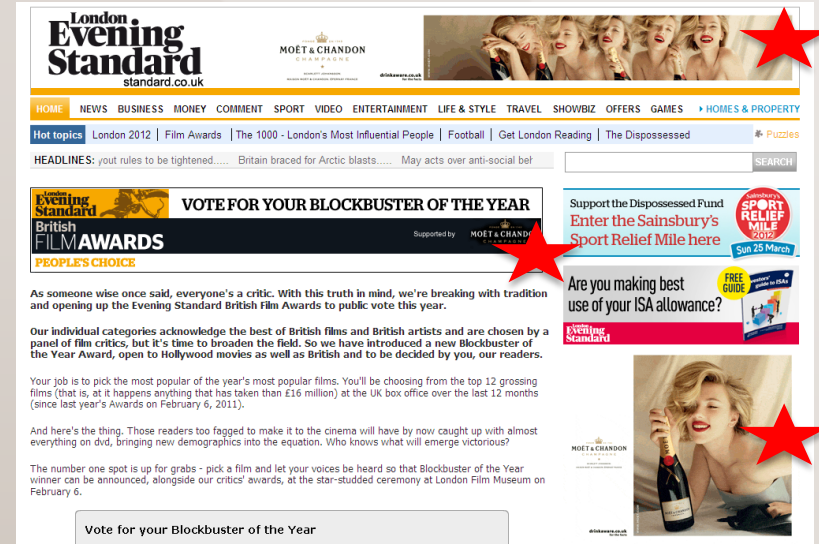
Growth support for your business

We offer tailored coaching and training to help you grow your business

HELP ME TO GROW MY BUSINESS

About the Business Connections Hub cont...

- Business Connections event coverage will be available exclusively for members
- The entry point for membership and Business Connections events
- Data capture systems will provide partners with access to SME databases
- Integrated sponsor driven content



Online integration examples from 2011 Film Awards



Example inclusion in email to Evening Standard database

Business Connections events

- A key element within this concept is a series of must attend events
- Events will focus on information sharing and networking, with content from these events being shared online
- 4 events a year; industry driven, specific & relevant topics at each event
- High profile speakers and circa 500 attendees per event
- Free to members and £50 to non-members



Business Connections –Event Schedule

- Business Connections events take place at the Senate House.

Recent event speakers include:

- Theo Paphitis
- James Caan
- Jo Malone
- Jacqueline Gold
- Karan Bilimoria
- Vince Cable

Upcoming event speakers include:

- James Averdick
Founder of Gu - May 2015
- Touker Suleyman
New Dragon on Dragons' Den – Sept 2015
- Michelle Mone
Founder of Ultimo – Nov 2015
- Hosted by Chris Blackhurst, City Editor of the Evening Standard and Independent



Business Connections Membership

Membership:

- Annual corporate membership available for £50, including access to all Business Connections events
- Principally aimed at SME audience but open to all types of business and individuals, with some events and contents aimed at specific sub-groups
- ABC 1 demographic of business owners and senior decision makers from London businesses
- Current Business Connections database stands at 2,300.

Join the **Business Connections** network
Supporting SMEs across London



THE BUSINESS CONNECTIONS ADVANTAGE

Are you a small to medium-sized enterprise in London or the South East looking for ways to help your business grow? The London Evening Standard is here to help. Business Connections is our new members-only platform dedicated to SMEs and annual membership is great value at only £40. **Find out more at es-bc.co.uk**

London
Evening
Standard

Business
Connections

es-bc.co.uk

Business Connections Membership

Breakdown of members:

Our members come from over 200 different sectors, this is a list of the top 15.

| % | Sector |
|--------|---------------------------|
| 23.45% | Business Services |
| 8.43% | Media |
| 5.33% | Communications |
| 4.53% | Retail |
| 4.45% | Legal |
| 3.66% | Banking |
| 3.66% | Professional Organisation |
| 3.58% | Education |
| 3.58% | Hospitality |
| 3.34% | Real Estate |
| 3.18% | Health & Beauty |
| 2.23% | Entertainment |
| 1.83% | Mining & Construction |
| 1.83% | Transportation |
| 1.35% | Wholesale |

Breakdown of the top 5 positions held by our members within their businesses:

| % | Position in Company |
|--------|------------------------|
| 18.62% | CEO/ Managing Director |
| 18.48% | Director |
| 16.82% | Owner/ Sole Proprietor |
| 8.05% | Senior Manager |
| 5.19% | Partner |

Business Connections – Print Platform

- Dedicated editorial support
- Content will focus on being advisory; promoting positive, educational and motivational editorial
- We will campaign on relevant issues
- Leading entrepreneurs will partner with us offering guidance and inspiration as columnists
- ‘How to...’ guides, taking readers through every stage of development from start up to flotation
- Themed business specials
- Quarterly supplements and monthly DPS articles are being discussed but will be at an additional cost



Carrying a torch for the Olympics: Locog chief executive Paul Deighton at the inaugural London Evening Standard Business Connections event last night

Games chance small firms can grasp

SMALL and medium-sized businesses still have time to take advantage of the boost that the Olympics will give to British business.

This was the message for a gathering of London's small and medium enterprises at last night's inaugural London Evening Standard Business Connections event.

Locog chief executive Paul Deighton held aloft the Olympic torch and said it was an example of how small businesses can get involved. "This very torch was designed in Shoreditch by an SME, engineered in Basildon by an SME, and made in Coventry by another SME," he said. "This is what can be done."

Hosted at the Emmanuel Centre in Westminster, Adrian Moorhouse MBE - the Olympic

Business Connections

Gold Medal winner and now businessman, Vernon Everitt, managing director of marketing & communications for Transport for London, and Neil Crockett, managing director for London2012 at Cisco Systems, helped advise the small businesses attending the event on how to get the most out of the Olympics.

Laura Chesters

Video and pictures: standard.co.uk/businessconnections

Example editorial article that ran following the first event in March

Sponsorship opportunities

- Print Circulation (source: ABC Feb 2015)
 - Evening Standard - 878,000
 - The Independent titles – 338,000
 - i – 279,000
- Monthly Digital Traffic (source: site catalyst Feb 2015):
- Standard.co.uk:
 - 25m Page impressions
 - 6.5 m Unique users
- Independent.co.uk:
 - 170 m Page impressions
 - 47 m Unique users
- es-bc.co.uk:
 - 13,533 page impressions

Sponsorship opportunities

- Print
- 5x7 strips on:
 - The Evening Standard business page = £4,200 +VAT per insertion
 - On The Independent SME page = £2,100 +VAT per insertion
 - On i business page = £2,100 +VAT per insertion
- Online:
 - Advertorial on Business Connections hub = £5,600 +VAT
 - Co-branded Traffic Drivers to drive users to the hub = £10cpm
 - Traffic drivers can appear run of Business sections in Independent or Evening standard websites.

Sponsorship opportunities

- At Event
- Goodybag to be handed to all delegates on entry to a Business Connections event = £4,500+VAT
- Exhibit Stand to be present in networking room throughout event = £7,500+VAT
- Logo to be present on screens and banners throughout a business connections event = £3,500+VAT
- Masterclass - 15min masterclass session in auditorium, post guest speaker – theme and expert to be provided by sponsor = £15,000
- Surgery – sector specific one-on-one session with selected delegates = £15,000

Partnership Structure

One exclusive Partner per Quarter

Quarter 1

Jan – Mar 2015

£50k net

Quarter 2

Apr – Jun 2015

£50k net

Quarter 3

Jul – Aug 2015

£50k net

Quarter 4

Sep - Dec 2015

£50k net

or £175,00 net for 1 Year

Sponsorship Rights include

Status & Designation

- Eg. London Evening Standard Business Connections in association with
- Presenting Partner composite logo
- Support Partners will be used wherever possible and appropriate alongside composite Business Connections/Presenting Partner logo
- Exclusivity within your defined and agreed sector

Business Connections Hub

- Advertising on Business Connections Hub
- Comment opportunities in Hub editorial features
- Opportunities to contribute sponsor commissioned research and content
- Inclusion in all Business Connections related advertising

At Event

- Extensive on-site branding and promotional opportunities
- Speaking opportunities and introductions to other speakers
- Opportunities to run sponsor led workshops and breakouts groups
- Brand mentions and thanks by event host
- Tickets (brand logo), networking and data capture opportunities

In newspaper

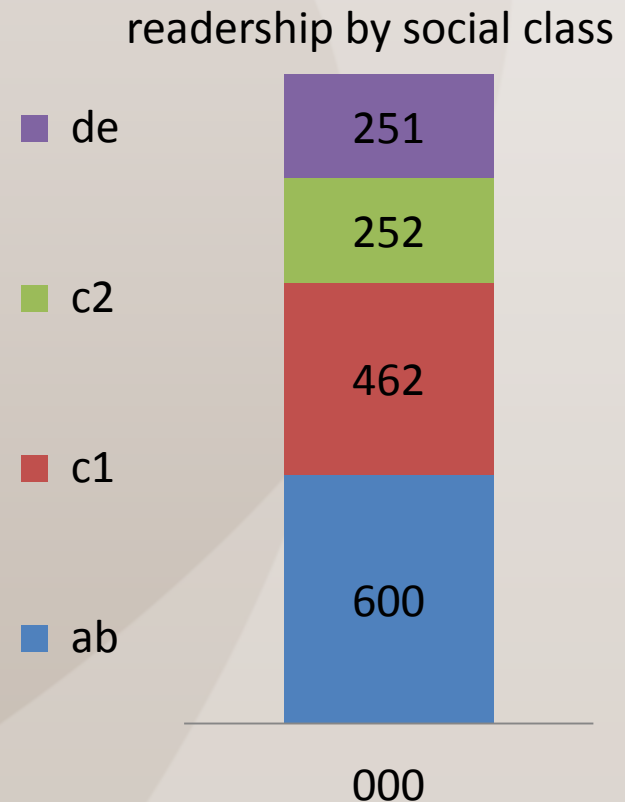
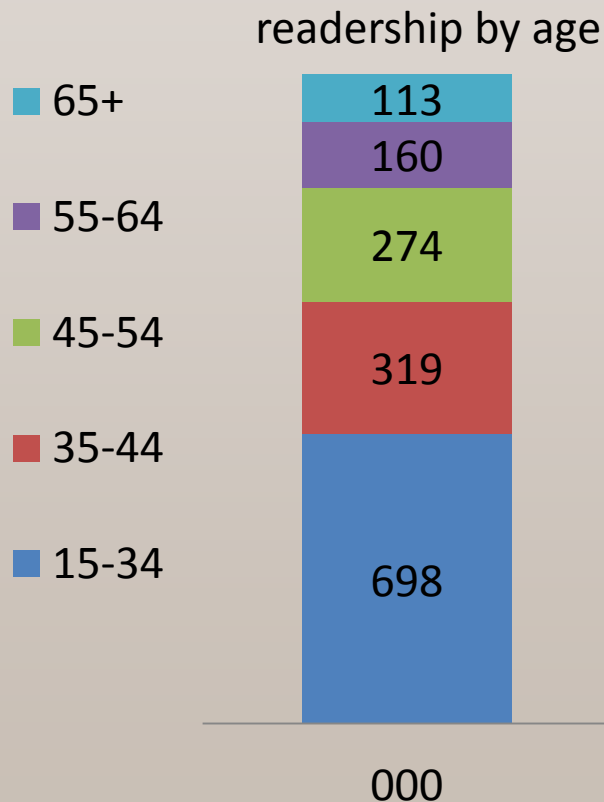
- Sponsors to be included in all Business Connections newspaper advertising and editorial coverage
- Sponsor led advertising strip every Monday in the London Evening Standard and The Independent + Comment column –see next tile**
- Comment opportunities



Appendix

Why the Evening Standard?

- The Standard has a massive working and upmarket audience - 1.3m readers under 55 years old and 1.1m ABC1s (68%):



Why the London Evening Standard?

- An established and well respected Business editorial team.
- Existing editorial support of SMEs through Growth Capital.
- In-depth coverage which looks beyond the headline news to unravel complex business issues.
- Daily editorial includes:
 - analysis and commentary
 - share listings
 - city comment
 - market round-up
 - tomorrow's agenda
 - business in brief
 - market reports
 - high profile interviews.

Evening Standard wins Newspaper of the Year

20 May 2011

Recommend 38 +1 0

The Evening Standard has capped an unprecedented year of recognition and achievement by being named **Daily Newspaper of the Year**.

The London Press Club award, one of the most prestigious in British journalism, was presented by the [Duchess of Cornwall](#) to Editor [Geordie Greig](#).



Winners: the Duchess of Cornwall presents the award to Editor Geordie Greig

Standard's Lucy Tobin is named Young Journalist of Year

Evening Standard 28 Jul 2011

+1 0

Evening Standard City reporter [Lucy Tobin](#) has been named **Young Journalist of the Year** at [DLA Piper's](#) inaugural media awards.

At the ceremony, held at One London Wall in Barbican, judges said Tobin, 25, had been chosen from a list including journalists from [The Times](#) and [Financial Times](#) because she had made a significant contribution to news reporting in the previous 12 months.

This year Tobin - who is part of the Standard's Olympics team - was highly commended as [Journalist to Watch](#) at the [Wol](#). Like this content on Facebook. Regional Journalist of the Year at the [HeadlineMoney](#) awards for financial journalism.



The London Evening Standard



- Launched in 1827 the London Evening Standard is an independent, fresh and forward-looking newspaper, renowned for setting the agenda
- The Standard's award-winning journalists bring the latest news, city, and sports coverage to readers
- Top columnists, quality feature writers and the latest arts reviews also make the Standard essential reading for Londoners
- Daily features provide advertisers and clients the opportunity to reach their desired target audiences with advertising surrounded by relevant editorial.

The London Evening Standard Audience



The quality of our readership profile has been maintained and our reach of 15-44 year olds has grown:

| | |
|--------------------------------|-----------|
| • Evening Standard Circulation | 690,473 |
| • Readership | 1,565,000 |
| • ABC1 Adults | 68% |
| • 15-44 year olds | 65% |
| • Male | 62% |
| • Female | 38% |