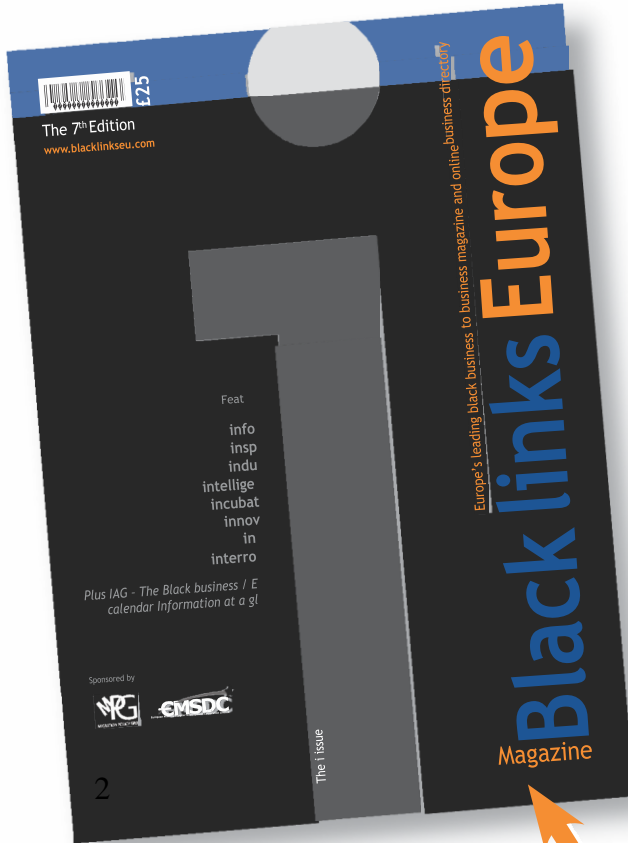


# Black Links UK

“Europe’s leading Black Business to Business magazine and online consumer directory 2014/15”

## Media Pack



The Black Links publication was founded in 1999. The publication is now in its second decade. It is re-launched as Black Links UK with online and offline directory: [www.BlackLinksUK.com](http://www.BlackLinksUK.com). The directory has a growing database which is at the centre of the black business diversity, enterprise and intelligence initiative. It serves as a platform for business opportunities in the UK and the Diaspora.

## Editorial content:

Black Links Europe 2014/15 is divided into the following sections:

### Corporate Section

Approx 24 pp of themed editorial covering eleven business sectors

Professional Services, Creative, Cultural Industries, Employment, Education and Training, Manufacturing, Agriculture, Retail, Third Sector including Faith Groups and Charities, Public Sector, Leisure and Entertainment.

The editorial will include news, reviews, interviews and market research covering the following issues:

- Global Trade and Business
- Access to finance
- Funding
- Procurement
- Marketing Intelligence
- International trade and networking.
- Business start ups
- Research and development
- Imports and exports
- Fair Trade

### Classified / Directory Section (Approx 128pp).

Standard industrial classifications of approximately 20,000 to increase to over 60,000 BME businesses divided regionally, nationally and internationally.

### Information at a glance (IAG)

The BME business research and event calendar.

## The Target Market Profile:

- Business to Business – 60,000 BME businesses.
- Central and local government organisations.
- Private corporate companies targeting the BME sector.
- Individuals and consumers interested in BME market place.



4TH EDITION 005  
“MAP OF BRITAIN”  
PAGINATION - 312PP

5th EDITION 2004  
WORKING SOLUTIONS”  
PAGINATION - 192PP

1st EDITION 2000 “LAUNCH” PAGINATION - 334PP	2nd EDITION 2001 “MILLENNIUM” PAGINATION - 466PP
3rd EDITION 2002 “THE EYE” PAGINATION - 308PP	4th EDITION 2003 “THE GLOBE” PAGINATION - 210PP

“The UK’s leading Black Business to Business magazine and online consumer directory 2014/15”

## Black Links UK Distribution Strategy

Print - 25 000 copies  
Readership - 125 000 copies

## Rate Card

## Controlled circulation - 50,000 copies

### Distributed to:

- Business centres
- 25 London colleges and Universities
- Central Libraries
- Enterprise Agencies
- 1 000 selected
- Local authorities
- Embassies / High commissions
- 3, 000 top BME businesses, across eleven business sectors

## Sponsorship Programme

### CLASSIFIED SECTION

	COLOUR	DIMENSIONS
BOX ADVERT	£139	6(W) x 3 cm (H)
ONE-EIGHTH	£480	6(W) x 9 cm (H)
ONE-SIXTH	£610	6(W) x 12 cm (H)
QUARTER PAGE	£750	19(W) x 6 cm (H)
HALF PAGE	£1,075	Horizontal 19(W) x 13 cm
HALF PAGE	£1,285	(H) Vertical 12.5(W) x 26 cm
FULL PAGE	£1,750	(H)
ADVERTORIAL	£2,550	19(W) x 26 cm
DPS	£3,150	(H) FULL PAGE
		2 X 19(W) x 26 cm (H)

### PRIMARY SPONSORSHIP

Sponsorship in association with "Black Links UK"

- Logo and "In Association" tag placed on front cover and content page.
- Primary sponsors logo to replicate all placement sites of Black Links UK.
- Outside back cover Advertising Site.
- "In association" site with BLUK on spine of Directory.
- DPS Advertorial featuring the primary sponsor within relevant Business Sector supplement.
- 1 Full Page adverts in the classified section

Editorial feature (1000 words) **Total: £75,000**

Objective: Editorial feature on business of the sponsor.

### SECONDARY SPONSORSHIP

- Inside back or inside front advertising page option (Dependent on Availability).
- Placement of logo within sector icons. Located within 3 key relevant business sector supplements.
- DPS Advertorial featuring the secondary sponsor within relevant business sector supplement.
- 1 Full page advert in the classified section

**Total: £35,000**

### SECTOR SPONSORSHIP

Sponsorship of supplement covering a key category sector within Black Links UK 2014/15 themed section.

- Logo on sector cover
- Logo on strip within sponsored sector (This will depend on pagination and will be at the discretion of Black links Europe).
- Full page advert/advertorial on sponsor.
- Half page advert in classified section

**Total: £20,500**

### SUB SECTOR SPONSORSHIP

- Within the sector key category.
- Sponsors logo within association by tag.
- Logo on strip within themed section allocated.
- Full page advert

**Total: £15,000**

### CORPORATE SECTION

	COLOUR
ADVERTORIAL	£7,550
ONE FULL COLOUR A4 PAGE	£5,300
DOUBLE PAGE SPREAD	£9,900
HALF PAGE (SUBJECT TO AVAILABILITY)	£3,535

### PRIME LOCATIONS

	COLOUR
BACK PAGE	£15,500
INSIDE FRONT COVER	£12,500
INSIDE BACK COVER	£10,500

### INFORMATION SECTION SPONSORSHIP

REFER TO SPONSORSHIP PROGRAMME

### INSERTS

PRICE TO BE NEGOTIATED

\*\*\* ALL PRICES ARE EXCLUSIVE OF VAT \*\*\*

NOTE: Black Links UK reserves the right to decline or accept any advertising copy. All booking & Editorial design will be at the discretion of Black Links UK.

## Products and Services

1. Quarterly Themed Business magazines - (16 page, A4 tabloid magazines online and print featuring specific business sectors).

**Featuring seven themed controlled circulated business sectors:**

1. **intelligence** featuring Professional Services Sector (7,500)
2. **inspire** featuring Creative and Cultural Industries (8,000)
3. **indulge** featuring Leisure & Entertainment (2,500)
4. **inform** featuring Public Sector (tbc)
5. **influence** featuring Third Sector (Faith groups and Charities) (4, 000)
6. **interact** featuring International Trade and Networking (tbc)

### Editorial content

Market Intelligence by sector

News, reviews and interviews of industry leaders

Procurement and contract advice by sector

Legislation and compliance information

Sector Recruitment and Training

### Business Magazine advertising rate card

- Recruitment: £25.00 SCC
- Run of paper: £20.00 SCC
- Classified: £18.00 SCC

Sponsorship packages – To be negotiated

### Distribution Strategy

Print run 5 – 10 000copies

Readership 25 000copies

Controlled circulation – Free to BME businesses (SME) operating in the relevant sectors.

## 2. Black Links UK Database

- Direct mail service
- SMS Text messaging
- Telephony sales
- Research marketing

### Black Links UK Database Rate Card

Direct mail - £175.00 per 1`000 Business Contacts

SMS text service - TBC

Telephony sales service - TBC

Market research - TBC

Market research - dependent on package

## Contents of A4 themed Magazines

### SECTORS

**intelligence** Featuring Professional Services

Editorial Content:

- Supply & Procurement
- Finance & Banking
- Business Start-ups
- Energy
- It Telecommunications
- Legal
- Marketing
- Research & Development
- Directory Listings

**inspire** featuring Creative & Cultural Industries

Editorial Content:

- Design
- Art & Craft
- Sculpture
- Fine Art
- Jewellery
- Hair & Beauty Services & Products
- Directory Listings

**indulge** featuring Leisure & Entertainment

Editorial content:

- Leisure
- Food & drink
- Film
- Media
- Directory Listings

**inform** featuring Public Sector

Editorial content:

- Central & local government
- Health & alternative
- Therapy
- Adoption & fostering
- NHS
- Directory Listings

**influence** featuring third sector

Editorial content:

- Faith groups
- Voluntary & charity
- Organisations
- Directory Listings

**interact** featuring International trade

& Networking

Editorial content:

- Import trade mission
- Export legislation
- Country Reports including emerging markets by sector
- Directory Listings

## Products and Services continued

### Online

Description	Amount	Comments
Standard	FREE	Basic information
Standard Plus	£15.00	Additional business information, a logo, social media links and an advertisement. The advertisement can be <b>Text</b> , an <b>Image</b> , or an embedded <b>Video</b>
Retrieve and Upload	<div> <div>&lt;1/2 column</div> <div>£30</div> <div>inclusion</div> <div>£250</div> </div> <div> <div>1/2 column</div> <div>£50</div> <div>in</div> <div>£320</div> </div> <div> <div>1 column</div> <div>£80</div> <div>i-Magazine</div> <div>£580</div> </div> <div> <div>2 column</div> <div>£150</div> <div>prices</div> <div>£700</div> </div> <div> <div>1 page</div> <div>£250</div> <div>alongside</div> <div>£900</div> </div>	<p>A retrieval and upload of your existing advertisement held in our image bank based on column size.</p> <p>Change of telephone number £30.00</p>
Home Page Body of Page 1 of 4	£10 for 1 Week	
Homepage Top of Page (horizontal rotator) 1 of 4	£10 for 1 Week	
Classification Page (vertical rotator) 1 of 4	£7 for 1 Week	

# Black Links UK

“The UK’s leading Black Business to Business magazine and online consumer directory 2014/15”

## i-Magazine 2014/15 of 6 Themed Series Distribution Strategy

Print - 25 000 copies  
Readership - 125 000 copies

## Rate Card

### CLASSIFIED SECTION

	COLOUR	DIMENSIONS
BOX ADVERT	£95	6(W) x 3 cm (H)
ONE-EIGHTH	£288	6(W) x 9 cm (H)
ONE-SIXTH	£366	6(W) x 12 cm (H)
QUARTER PAGE	£450	19(W) x 6 cm (H)
HALF PAGE	£645	Horizontal 19(W) x 13 cm
HALF PAGE	£770	(H) Vertical 12.5(W) x 26 cm
FULL PAGE	£1050	(H)
ADVERTORIAL	£1530	19(W) x 26 cm
DPS	£1890	(H) FULL PAGE
		2 X 19(W) x 26 cm (H)

### CORPORATE SECTION

	COLOUR
ADVERTORIAL	£5,285
ONE FULL COLOUR A4 PAGE	£3,710
DOUBLE PAGE SPREAD	£6,930
HALF PAGE (SUBJECT TO AVAILABILITY)	£2,475

### PRIME LOCATIONS

	COLOUR
BACK PAGE	£10,850
INSIDE FRONT COVER INSIDE BACK	£8,750
COVER	£7,350
DPS	£10,850
SPECIAL PAGES*	£ 5,500

### SPECIAL PAGES\*

- An advertorial of a maximum of 1000 words,
- Strategically placed in the sector specific area,
- Dedicated to the industry of choice,
- Inclusive of images and
- Occupying a maximum page area.

### INFORMATION SECTION SPONSORSHIP-PAYMENT TERMS

- After receiving your application, we will be sending you the invoice. Payment should reach us within 7 working days.
- Foreign Companies to pay by Telex Transfer in Favour of "BLUK EXHIBITIONS ORGANIZERS".
- Bank IBAN:

## Controlled circulation - 5000 copies

### Distributed to:

- Business centres
- 25 London colleges and Universities
- Central Libraries
- Enterprise Agencies
- 1 000 selected
- Local authorities
- Embassies / High commissions
- 5, 000 top BME businesses, across eleven business sectors

## Sponsorship Programme

### PRIMARY SPONSORSHIP

#### Sponsorship in association with "i-Magazine Theme"

- Logo and "In Association" tag placed on front cover and content page.
- Primary sponsors logo to replicate all placement sites of Black Links UK.
- Outside back cover Advertising Site.
- "In association with.." i-Magazine Theme and Black Links UK on spine of Directory.
- DPS Advertorial featuring the primary sponsor within relevant Business Sector supplement.
- 1 Full Page adverts in the classified section

Editorial feature (1000 words) **Total: £45,000**

Objective: Editorial feature on business of the sponsor.

### SECONDARY SPONSORSHIP

- Inside back or inside front advertising page option (Dependent on Availability).
- Placement of logo within sector icons. Located within 3 key relevant business sectors.
- DPS Advertorial featuring the secondary sponsor within relevant business sector supplement.
- 1 Full page advert in the classified section

**Total: £24,500**

### SECTOR SPONSORSHIP

Sponsorship of magazine covering a key category sector within i-Magazine 2014/15 themed publication.

- Logo on sector cover
- Logo on strip within sponsored sector (This will depend on pagination and will be at the discretion of Black links Europe).
- Full page advert/advertorial on sponsor.
- Half page advert in classified section

**Total: £20,500**

### Presentation Stands

- Presentation Area at i-Event Venue
- Advert in i-Event Agenda
- Company name panel
- Company Logo on all Promotional Literature

**Total: £3,000**

## Banner Advertising Rate Card

ADVERT TYPE	ROTATION	DURATION	COST + VAT
Home Page Top Banner (760 By 100 Pixels)	x 2 business rotations	3 months	£3500.00
Home Page Top Banner (760 By 100 Pixels)	x 2 business rotations	6 months	£5000.00
Home Page Bottom Banner (760 By 100 Pixels)	x 2 business rotations	3 months	£2000.00
Home Page Bottom Banner (760 By 100 Pixels)	x 2 business rotations	6 months	£3500.00
Home Page Box Banner (760 By 100 Pixels)	x 3 business rotations	3 months	£850.00
Home Page Box Banner (760 By 100 Pixels)	x 3 business rotations	6 months	£1500.00
Top Page Banner (760 By 100 Pixels)	x 2 business rotations	3 months	£550.00
Top Page Banner (760 By 100 Pixels)	x 2 business rotations	6 months	£850.00
Bottom Page Banner Located on each classification Page (760 By 100 Pixels)	x 2 business rotations	3 months	£425.00
Bottom Page Banner (760 By 100 Pixels)	x 2 business rotations	6 months	£750.00
Side Box Banner (760 By 100 Pixels)	x 3 business rotations	3 months	£350.00
Side Box Banner (760 By 100 Pixels)	x 3 business rotations	6 months	£550.00

## Research Data

Members of the African Caribbean Community are twice as likely as other Londoners to start up their own business.\*

London estimated 300,000 businesses are primarily engaged in services-based activities. Only 13% of businesses are in the manufacturing and construction sectors.\*

29% of black business owners were women. This compares favourably with representations of white and Asian women owners, which were 21% and 15% respectively.\*

African Caribbean people and Asians from Indian subcontinent are more likely to start a business than their British counterparts respectively.\*

African Caribbean businesses contribute £5.6 billion to London’s economy.\* There are approximately around 132,000 BME owned businesses in United Kingdom, employing 1.1 million people and generating combined turnover of £90 billion in 2004.

There are approximately 186,000 self-employed people from the BME communities who are also contributing to the United Kingdom’s economy.

Total entrepreneurial activity for white females is 3.6% and is two and half times higher amongst women from mixed backgrounds (10.2%), for Bangladeshi women (10.9%), other Asians (10.3%) and black Caribbean’s (10.5%). The most entrepreneurial female grouping is that of ‘other black’ at 29.9% of all women (GEM 2004).

In London, the average proportion of women owners is 21% for white owned businesses, 29% for black owned businesses and 15% for Asian owned Businesses (LABS 2003).

The predominant source of start up finance for many ethnic groups is friends and family. The figures are other Asian 53.4%, Pakistan 93%, Black African, 52.6%, and Black other 52.9%. The predominant source of finance for white people is overdraft (29.3%) as it is for black Caribbean’s people (38.8%).