

TEES.  
Business.

THE VOICE OF BUSINESS IN THE TEES REGION

Always Positive.  
Always Business.  
Always Tees.

PRINT & DIGITAL

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Media Pack

**2024**

[#TalkingUpTeesside](#)

## Introduction

***Tees Business* has been the recognised voice of business in the Tees region since 2015, acting as the only dedicated brand covering the local business scene.**

Published quarterly, the print version of *Tees Business* magazine is circulated to a readership of 20,000+, with an online edition achieving up to 12,000 views per issue. Content covers everything from local business news, advice and comment, key appointments across the region, Q&As with leading local business figures and much more. The publication also provides a platform for businesses to raise the profile of their products and services to our huge business-focused audience.

*Tees Business* magazine is delivered free to all major businesses covering the whole of the Tees region, including Middlesbrough, Stockton, Redcar & Cleveland, Billingham, Yarm, Stokesley, Wynyard, Hartlepool, Sedgefield and Darlington. You'll also find the publication in high-end restaurants and hotels, leisure facilities and office spaces.

*Tees Business* also operates various digital platforms, giving our online readers up-to-date news on the Tees region's business scene. From our website and social media channels to our 3 x weekly e-newsletter, we reach an ever-increasing digital audience.

We're aware that our audience engage with Tees Business content in different ways and are conscious that our clients like to be able to get in front of our readers at any time, so we have a suite of digital products and packages designed to be utilised whenever needed.



## Our Audience



**4,000 print circulation**

**12,000 online views**

**Combined readership:  
20,000+**

**70+ corporate partners**



### Website

14,000 average monthly unique visitors

26,000 average monthly page views



### Tees Business e-news

1,600 subscribers

Open rate 32% (industry average 28%)

Click rate 9% (industry average 5%)



### LinkedIn

13,000 followers

200,000 monthly impressions



### Twitter

8,800 followers

100,000 monthly impressions



### Facebook

6,200 followers

25-30,000 monthly engagements



### Instagram

1,900 followers

3,000 accounts reached monthly

PRINT

# TEES Business.

#TalkingUpTeesside

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## Pay As You Go

Double page spread: £1,490+vat

Full page: £880+vat

Half page: £550+vat

Quarter page: £350+vat

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All rates in this Media Pack are exclusive of VAT



## Tees Sponsorship

- > Double page spread in four consecutive issues of *Tees Business*
- > Space to be used for an editorial feature, conventional advert or combination of both
- > Access to our team of writers, photographers and designers
- > 10% discount on additional advertising within *Tees Business* magazine

Annual cost: £4,760+vat upfront

(£5,060+vat when paying per edition (£1,265+vat x 4))



DOUBLE PAGE SPREAD EXAMPLE



## Roseberry Sponsorship

- > Full page in four consecutive issues of *Tees Business*
- > Space to be used for an editorial feature, conventional advert or combination of both
- > Access to our team of writers, photographers and designers
- > 10% discount on additional advertising within *Tees Business* magazine

Annual cost: £2,820+vat upfront

(£2,992+vat when paying per edition (£748+vat x 4))



FULL PAGE ADVERT EXAMPLE

FULL PAGE EDITORIAL EXAMPLE

## Newport Sponsorship

- > Half page in four consecutive issues of *Tees Business*
- > Space to be used for an advert or editorial feature
- > Access to our team of writers, photographers and designers
- > 5% discount on additional advertising within *Tees Business* magazine

Annual cost: £1,760+vat upfront  
(£1,860+vat when paying per edition (£465+vat))

Big move  
for Superlec

One of the UK's leading online cable and electrical product distributors is moving its 40th Year with an expansion and move to new Middlesbrough premises.

As part of its expansion plans, Superlec Electrical Distributors is moving its headquarters and depot from its current base within the grounds of sister business Cleveland Cable Company to a newly refurbished office and warehouse facility in nearby Barton Road.

Thanks to the phenomenal growth the site has experienced, coupled with flexible next working day delivery and trade counter collection services, Superlec is regarded as a go-to resorting for householders, electricians and electrical installers across the UK.

"We stock more than 8,000 product lines and have outgrown the current facilities," explained branch manager Ian Richardson. "We are expanding faster than at any other time in our history."

The 165-acre site will contain 3,500 sq ft of office space, a custom packaging area, trade counter and parking for 30 cars, while it will provide an overall 20,000 sq ft of warehousing.

To support the increase in both range and volume of stock, "We have started recruiting for a wide range of positions in advance of the move," says Ian. "As well as the additional warehouse room that we need, the new building will also be home for the admin, sales, picking and warehouse staff needed for the next stage in our development."

Established in 1981 as Bilcoun, Superlec has grown to be a reputable supplier to domestic, contractor and industrial customers alike with a promise of "top quality brands at better-than-trade prices".

In 2013, Superlec launched an e-commerce website - [superlectdirect.com](http://superlectdirect.com) - featuring industry-leading stock levels across an ever-expanding product range.



New home - Superlec is expanding and premises in Barton Road

The site now services a significant share of the local DIY market, in addition to seeing traditional counter sales customers such as contractors and installers making the switch to buying online.

an added "We have one of the largest ranges of stock in the country, which is available both for same-day dispatch via courier and immediate collection at our trade counter."

"I believe that's what sets us apart from our competitors. We offer free next-working day delivery on orders over £50, which we just couldn't do if we didn't have the stock in hand to support it."



Teesside High School  
Education as it should be.

## EDUCATION AS IT SHOULD BE.

Teesside High School combines a family-style environment, small class sizes, inspirational teaching and outstanding individual care to nurture, support and challenge every individual. As well as exceptional examination results, our pupils enjoy a rich and varied co-curricular and outdoor education programme, enriching their school day with creative, sporting, musical and nature-based activities.

We believe our school is a unique and wonderful place to learn and grow. Call 01642 782095 or email [admissions@teessidehigh.co.uk](mailto:admissions@teessidehigh.co.uk) to arrange a tour appointment today.

[www.teessidehigh.co.uk](http://www.teessidehigh.co.uk)



OPEN DAY  
SAT 27 JAN

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## DRIVING FORCE

Coach firm in its 40th year - and the best is still to come

Cosham Coaches has battled through the pandemic and tripled its revenue in the last three years - but how far it's achieved this? The story of how Cosham came about gives some hints.

The company was founded in the early 1980s as an honest "means to an end" - a way for Michael Hodgson to earn a living and support his young family with a minibus while closing Cosham Tyre Centre without owing a penny to creditors in going so.

Michael may be better known on Teesside for his achievements in non-league football with Gosforth Town. Footballers who played for him and fighting spirit, and staying one step ahead of opponents - an approach instilled into his business life.

When many would have gone bankrupt because of a bad sector, Michael's pride and ethic wouldn't allow him to do that. That moral fibre was the backbone

of Cosham Coaches and continued to drive the business forward.

The business grew steadily, guided by Michael and his wife Barbara, taking on regular school contracts and picking up a strong client base for private hire in an industry that was unregulated and where profit was very much derived from the ethos. "I'd heard you work the more money you make."

Better work was secured when opportunities arose with IC Wilton and its subsidiary companies, with vehicle upgrades made to reflect a better service. But when IC Wilton closed its doors in 2008, corporate work opportunities dried up - at least in the short term.

Step forward to today and Cosham Coaches is a true family business, with Michael's son Mark the MD, and his sister Niccy and Louise, brother-in-law Andy and nephew Aaron integral parts of the business.



The bedrock of the business is now quality "home to school and college" services, work for a number of growing reputation as being the "go-to" operator for all things transport.

Mark said: "Our strength is our flexibility. One day a driver may be taking children to school and their swimming lessons, the next day they may be carrying multinational company CEOs on a site visit to Teesside."

"We really are the Swiss Army knife of the transport industry. We replace vans when the ones aren't working, we help airlines move passengers when airports are closed and Cosham alone gets 1,300 children to and from school and college each day, taking up to 1,000 cars off the road during rush hour."

Visit [coshamcoaches.co.uk](http://coshamcoaches.co.uk)



Consultants  
Network

### Using Apple technology in your business?

istation are an established Apple Authorised Independent Repair Provider based in Teesside, specialising in the support and maintenance of all Apple products for retail and business customers. Contact us today to find out how we can support your business, help you get the most out of your Apple devices and for pricing on new devices.

[www.istationonline.co.uk](http://www.istationonline.co.uk)



istation

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## Ironopolis Sponsorship

- > Quarter page in four consecutive issues of *Tees Business*
- > Space to be used for an advert only
- > Access to our team of designers
- > 5% discount on additional advertising within *Tees Business* magazine

Annual cost: £1,120+vat upfront  
(£305+vat when paying per edition (£1,220+vat x 4))



QUARTER PAGE ADVERT  
EXAMPLE



## Sponsored video content

- > Creation of a 2 minute video promoting the products and services of your business, filmed by our digital content creation team
- > Video embedded into an online article, along with 500 words by our specialist writing team, posted on the *Tees Business* website and fixed to the home page for at least 24 hours
- > LinkedIn, Twitter and Facebook posts from the *Tees Business* social media platforms over a week's period promoting your online feature and directing readers through to the article on the Tees Business website
- > Link to your online article in our weekly e-news

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£895.00+VAT

## Online sponsored article

- > Bespoke 500 word article from our specialist writing team posted on the *Tees Business* website, fixed to the home page, with professional photography to complement the article
- > LinkedIn, Twitter and Facebook posts from the Tees Business pages over a week's period promoting your online feature and directing readers to the article on the *Tees Business* website
- > Link to your online article in our weekly e-news to 1,600 local business email addresses

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£435.00+VAT

## Online digital advertising

Promote your business across our digital platforms, with your company logo & branding in our three-times-a-week e-newsletter and website. With 1,600 subscribers to our e-newsletter and over 25,000 page views on the *Tees Business* website each month, this is the perfect package to get your company in front of current and potential clients across the Tees business community.

- > Flash banner advert in 12 consecutive e-newsletters (3 times a week for 4 weeks)
- > Flash banner advert on the home page of the Tees Business website for 4 weeks

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£545.00+VAT

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## Solus e-mail

Send your content direct to our subscribers with a solus email **£765+VAT**

## Official E-Newsletter partner

The opportunity to have your logo/branding at the top of every one of our 3 x weekly e-newsletters, sent out to 1,600 subscribers from across the *Tees Business* community.

- > E-Newsletter sent out every Monday, Wednesday and Friday morning
- > Higher than industry average open rate for e-newsletter
- > Have your logo/branding featured at the top of 140 consecutive e-newsletters

£110+vat per month (minimum 12 month term) or £1,100+vat upfront

## What our community says...

"We see *Tees Business* as a crucial part of our marketing plan. It allows us to discuss pressing topics and gives us a platform to engage with the local business.

However *Tees Business* isn't 'just a publication', it's a cross industry community that promotes all the good the Tees Valley has to offer."

ANTHONY SUDDER, MARKETING & COMMUNICATIONS  
MANAGER, AV DAWSON

"No one represents the business community of Teesside better than the team at *Tees Business*. They know their market more than any other!"

KARL PEMBERTON, MANAGING DIRECTOR,  
ACTIVE FINANCIAL PLANNERS

"We get great value from our relationship with *Tees Business*. Not only is it the ideal platform for sharing and celebrating business successes, but it brings the business community on Teesside together as a force to be reckoned with."

KIRSTEN DONKIN,  
HEAD OF COMMUNICATIONS AT PD PORTS

"Cornerstone has advertised in *Tees Business* for six years and our profile has shot through the roof in that time. The magazine and website read like a Who's Who of leading local businesses."

CHRIS PETTY, MANAGING DIRECTOR,  
CORNERSTONE BUSINESS SOLUTIONS

## Specifications

### Print advert dimensions

Quarter page: 93mm wide x 142mm high

Half page: 190mm wide x 142mm high

Full page (with bleed): 216mm wide x 303mm high

Please ensure important text/information is at least 3mm away from edges (15mm on 'Full Page with bleed')

### Accepted File Types

PDF

JPEG (highest quality)

### Print advertorials

Half page: 350 words with 1 image.

Full page: 650 words with 1 image or 500 words with 2 images

Double page: 950 words with 2-3 images.

### Quality check

All artwork for ads must be supplied in high resolution, PDF or j.peg format with all fonts and embedded images flattened.

We reserve the right to amend words supplied for advertorials to fit with our house style.

Supplied images are also subject to approval, and must be at least 300dpi.

## Contact us

### Address

Plenary BV House  
Queen's Square  
Middlesbrough  
TS2 1PA

### Telephone

01642 450255

### Email

info@teesbusiness.co.uk

### Website

www.teesbusiness.co.uk

### Social Media:

LinkedIn: Tees Business

Facebook: TeesBusiness

Twitter: @Tees\_Business

