

The logo for Business Matters features a stylized 'B' on the left, composed of two red semi-circles. To its right, the word 'BUSINESS' is written in a bold, red, sans-serif font. Below 'BUSINESS', the word 'MATTERS' is written in a larger, bold, red, sans-serif font, with the 'M' being significantly larger than the other letters.

# BUSINESS MATTERS

UK'S LEADING BUSINESS MAGAZINE

**2026** MEDIA PACK

The UK's most respected SME magazine since 1986



Founded in 1986, Business Matters is the UK's largest and most influential SME media brand. For nearly four decades, we have delivered authoritative news, expert insights, and interviews with the country's most successful entrepreneurs.

From our monthly print magazine with over **150,000 READERS**, to our website with more than **ONE MILLION MONTHLY VISITORS**, through newsletters, podcasts and awards, Business Matters is the trusted voice of the UK's SME leaders.

**OUR MISSION:** to provide SME decision-makers with the knowledge, resources and inspiration they need to grow and succeed in a competitive business environment.

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## AUDIENCE PROFILE

### **TYPICAL READER:**

Managing Director / Company  
Owner of an SME

### **TURNOVER:**

£100,000 – £6 million

### **EQUITY:**

50%+ ownership

### **SALARY:**

£70,000+

### **LIFESTYLE:**

Premium car, frequent European travel

### **CHALLENGES:**

Scaling, time management, financial  
strategy

## REACH & ENGAGEMENT

### **PRINT READERSHIP:**

143,000 per issue

### **DIGITAL:**

1M+ monthly unique visitors

### **NEWSLETTER:**

90,000+ subscribers

### **PODCASTS:**

10,000+ listeners, 850+ subscribers

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## CONTENT & FEATURES

### EDITORIAL FOCUS

**IN BUSINESS:** leadership, operations, growth strategies.

**FINANCE:** funding, financial planning, accounting.

**LEGAL:** compliance, employment law, regulation.

**MARKETING & SALES:** campaigns, social media, customer acquisition.

**TECHNOLOGY:** innovation, digital transformation, AI.

**OPINION & PROFILES:** thought leaders, entrepreneur interviews.

### SPECIAL FEATURES

- Monthly cover entrepreneur profiles
  - Business Matters Best in Business Awards (49 categories)
  - Podcasts: In Conversation with Richard Alvin
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# ADVERTISING & PARTNERSHIP OPPORTUNITIES

## PRINT ADVERTISING

<b>DOUBLE PAGE SPREAD:</b>	£5,586
<b>FULL PAGE:</b>	£2,814
<b>HALF PAGE:</b>	£1,974
<b>QUARTER PAGE:</b>	£945
<b>OUTSIDE BACK COVER:</b>	£3,780

*Creative options: gatefolds, belly wraps, inserts, tip-ons*

## DIGITAL ADVERTISING

<b>HOMEPAGE BANNER:</b>	£1,250/per 28 days
<b>HOMEPAGE BOX:</b>	£940/per 28 days
<b>CATEGORY SPONSOR:</b>	£850/per 28 days
<b>SECTION BOX:</b>	£530/per 28 days
<b>SPONSORED POSTS:</b>	£540 <i>(Live indefinitely)</i>
<b>TEXT LINK IN CONTENT:</b>	£140

## NEWSLETTER & EMAIL MARKETING

<b>BANNER:</b> <i>(Per day)</i>	£840
<b>TEXT LINK:</b>	£295
<b>SOLUS BROADCAST:</b> <i>(HTML email)</i>	£2,340

### Sponsorship Costs:

<b>BUSINESS MATTERS UPDATE:</b>	£1,495
<b>SALES COACHING:</b>	£1,600
<b>START-UP ADVICE:</b>	£1,800
<b>THE GOODS:</b>	£1,800
<b>SMALL BUSINESS NEWS:</b>	£900

## PODCASTS & EVENTS

*Podcast sponsorship and branded content opportunities*

*Custom half-day or virtual events co-created with partners*



BLEED  
W418 x H306mm  
TRIM  
W408 x H296mm  
TYPE  
W386 x H265mm

**DOUBLE PAGE**



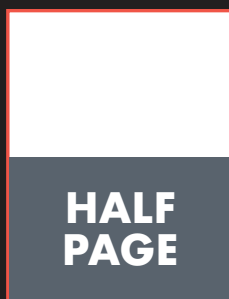
BLEED  
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TYPE  
W386 x H138mm

**HALF PAGE DPS**



**FULL PAGE**

BLEED W213 x H306mm  
TRIM W203 x H296mm  
TYPE W182 x H265mm



**HALF PAGE**

BLEED W213 x H151mm  
TRIM W203 x H146mm  
TYPE W182 x H138mm

### Website:



### Email Marketing:



**BUSINESS MATTERS**  
UK'S LEADING BUSINESS MAGAZINE

**Your daily news update...**

## WHY PARTNER WITH **BUSINESS MATTERS**

### — Authority

For almost 40 years, Business Matters has been the UK's most respected SME title. Our editorial reputation and long-standing readership provide brands with unmatched credibility and trust in the SME market.

### — Scale

With over one million monthly digital visitors, 143,000 print readers, and 90,000 newsletter subscribers, we deliver scale across multiple platforms. This reach ensures partners connect with the UK's most influential SME decision-makers.

### — Engagement

78% of our readers have acted on information they read in Business Matters. Whether it's adopting new technology, choosing financial services, or attending events, our content drives measurable engagement and ROI .

### — Multi-platform

From print and online to newsletters, podcasts and awards, Business Matters offers brands multiple ways to connect with readers. Integrated campaigns ensure messages are reinforced across touchpoints for maximum impact.

### — Proven ROI

Our research shows that readers don't just consume our content, they act on it. Advertising in Business Matters delivers not only visibility but tangible business results, with long shelf-life and high pass-on readership .



# **BUSINESS MATTERS**

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## **CONTACT US**

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