

NOT LTD

not all businesses
are limited.

2026 MEDIA PACK

The UK's leading media brand for solo entrepreneurs, freelancers,
consultants & not-limited company owners



Not Limited is the UK's only dedicated multi-platform resource created for the UK's fastest growing business sector: the 4.1 million sole traders, freelancers, consultants, and micro-business owners who run without the structure of a limited company.

Where our sister title **BUSINESS MATTERS** is the voice of SMEs, Not Limited is the voice of the **SELF-EMPLOYED**.

Through rolling digital content, newsletters, toolkits, podcasts and community-led features, Not Limited offers practical guidance, relatable stories, and affordable resources that help one-person businesses not just survive but thrive.

OUR MISSION: to champion independence, provide clarity in a noisy market, and empower the UK's smallest businesses with the same respect, authority and support as their larger SME peers.



AUDIENCE PROFILE

TYPICAL READER:

Freelancer, consultant, coach, creative, tradesperson, or self-employed professional

TURNOVER:

£20,000 – £250,000

CHALLENGES:

Finding clients, pricing fairly, cashflow, tax, contracts, burnout, scaling up

LIFESTYLE:

Works from home or co-working, digitally connected, balancing work-life priorities

VALUES:

Community, flexibility, independence

REACH & ENGAGEMENT

WEBSITE:

Projected 250,000 monthly unique visitors (launch year)

NEWSLETTER:

20,000+ subscribers by year-end one

SOCIAL:

Integrated cross-promotion with Business Matters (Twitter, LinkedIn, Threads)

PODCASTS:

Featuring “This is how I run my business” stories + expert toolkits



CONTENT & FEATURES

REGULAR CATEGORIES

MONEY & TAX: simplified guides to self-assessment, expenses, cashflow.

CLIENTS & CONTRACTS: finding, winning, keeping clients, and getting paid.

MARKETING & BRAND: personal branding, low-cost digital marketing.

TOOLS & TECH: productivity apps, AI hacks, finance software.

WORK-LIFE & MINDSET: avoiding burnout, balance, resilience.

SCALING UP: when to go limited, outsourcing, growing smart.

COMMUNITY STORIES: “This is how I run my business” profiles.

SPECIAL FEATURES

- Monthly Playbook (step-by-step growth guide)
 - Quarterly State of the Self-Employed report
 - Downloadable toolkits: invoice templates, contract checklists, proposal packs
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ADVERTISING & PARTNERSHIP OPPORTUNITIES

DIGITAL ADVERTISING

HOMEPAGE BANNER:	£650/per 28 days
CATEGORY SPONSOR:	£500/per 28 days
SECTION BOX:	£300/per 28 days
SPONSORED POSTS: (Live indefinitely)	£250
TEXT LINK IN CONTENT:	£75

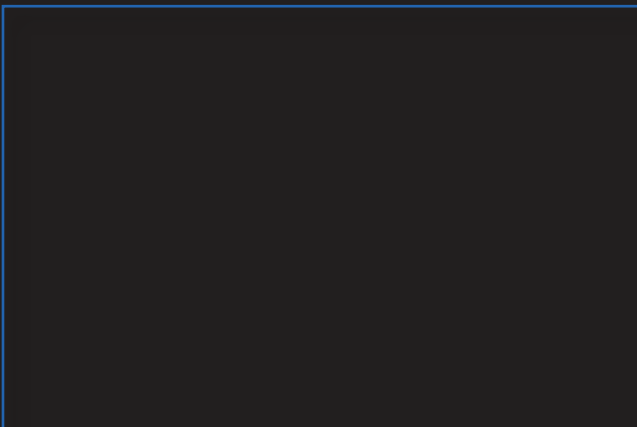
NEWSLETTER & EMAIL MARKETING

BANNER: (Per day)	£450
TEXT LINK:	£150
SOLUS BROADCAST: (HTML email)	£1,200

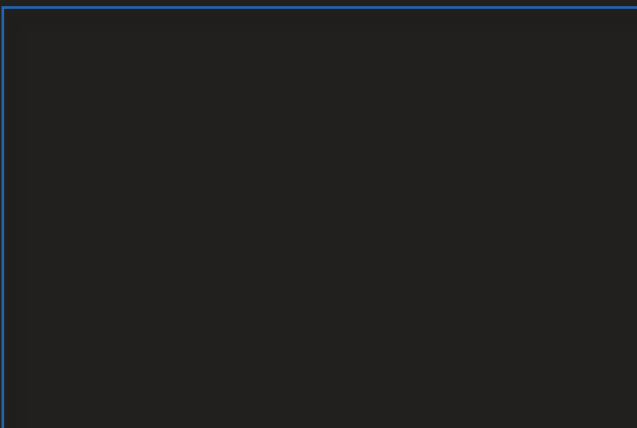
SPONSORED FEATURES & TOOLKITS

BRANDED "HOW-TO" GUIDES:	£1,500
SPONSORED TOOL OF THE WEEK:	£350
CO-BRANDED DOWNLOADS: (e.g. invoice templates)	£950

Website:



Email Marketing:



WHY PARTNER WITH NOT LIMITED

Untapped Audience

The UK has over 4.1 million sole traders, freelancers, consultants and self-employed professionals who collectively represent the largest segment of the UK business landscape – yet they are under-served by traditional business media. Not Limited was created specifically to give these business owners a trusted voice and a practical, day-to-day resource. By partnering with us, brands gain direct access to this dynamic but overlooked audience, reaching decision-makers who influence spend on technology, tools, financial services, insurance, training, and lifestyle products. This is an engaged market hungry for support, and one that values partners who recognise and invest in them.

Authority & Trust

Not Limited is part of Capital Business Media, publishers of Business Matters – the UK's largest SME magazine, founded in 1986. That heritage means we bring decades of editorial credibility, industry relationships, and proven audience engagement to the self-employed space. Our readers know that our journalism is independent, practical and rooted in real experience. For partners, this means alignment with a trusted media brand that carries the weight of authority, but delivered in a tone and format that resonates with everyday business owners. Your message benefits from the halo effect of being endorsed by the UK's most respected SME publisher.

Engagement

Unlike broad business media, Not Limited speaks directly to people who wear every hat in their business – marketer, finance director, HR manager, and frontline worker. Our content is designed to be practical, accessible and immediately actionable, ensuring high reader engagement and repeat visits. The average self-employed reader relies on us for daily news, weekly toolkits and community stories they can see themselves in. This creates an audience that is both emotionally connected and commercially receptive. Partnering with Not Limited allows your brand to engage in a context where readers are actively seeking solutions and are more likely to act.

Multi-platform

We deliver across digital, newsletters, podcasts, downloads, and social – ensuring that your brand reaches readers wherever they consume content. Our website will attract hundreds of thousands of monthly visitors; our newsletters land in inboxes of decision-makers at the exact moment they are working on their business; our podcasts offer intimate, long-form conversations with community leaders; and our downloadable toolkits keep your brand literally on their desktops. With flexible advertising formats – from banner sponsorships to co-branded content – we can help you build campaigns that run across multiple touchpoints, reinforcing your message and maximising ROI.

Community Impact

The not-limited market is not just an audience – it's a movement of independent professionals who value resilience, autonomy, and authenticity. By supporting Not Limited, your brand positions itself as an ally of this community, helping to give them the tools, knowledge and inspiration they need to thrive. This creates goodwill and loyalty far beyond a single transaction. Whether through sponsoring a "This is how I run my business" profile series, co-creating toolkits, or providing exclusive offers, your business becomes part of a positive ecosystem built on empowerment. This community-first approach ensures your partnership delivers both visibility and impact.



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