

# 3MOptimum

Where Leadership **MEETS WELL-BEING**

2025 **MEDIA PACK**

**PEAK PERFORMANCE FOR BUSINESS LEADERS**

**ABOUT OPTIMUM • AUDIENCE • ADVERTISING • WHY PARTNER WITH US**

CBM





# ABOUT OPTIMUM

**Launching in 2025 by Capital Business Media, Optimum is the UK's only dedicated magazine and digital platform focused on helping business leaders, CEOs, and entrepreneurs achieve peak performance — mentally, physically, and professionally.**

Where **BUSINESS MATTERS** delivers essential SME news, finance and operations insights, **OPTIMUM** explores the person behind the role. We cover resilience, leadership mastery, wellness, lifestyle, wealth and legacy planning. From neuroscience and sleep science to coaching, travel, and purpose-driven leadership, **OPTIMUM** is where ambitious leaders go to be at the top of their game.

## **QUARTERLY PRINT MAGAZINE**

Subscription-based

## **ROLLING WEBSITE CONTENT**

Optimised for leadership and wellbeing

## **NEWSLETTERS**

Curated for high-performing executives

## **PODCASTS AND EVENTS**

Offering in-depth conversations and live experiences

## **STATS "AT A GLANCE"**



**LAUNCH YEAR XXX**



**PRINT CIRCULATION XXX**



**DIGITAL REACH XXX**

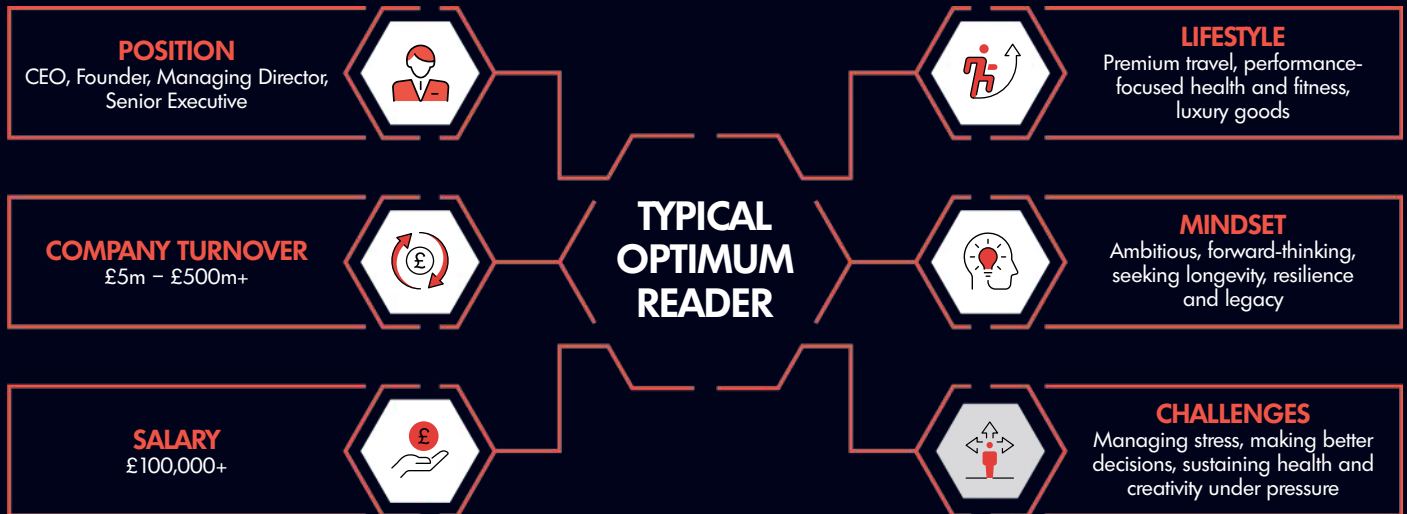


**NEWSLETTER XXX**



**PODCAST XXX**

# WHO READS OPTIMUM?



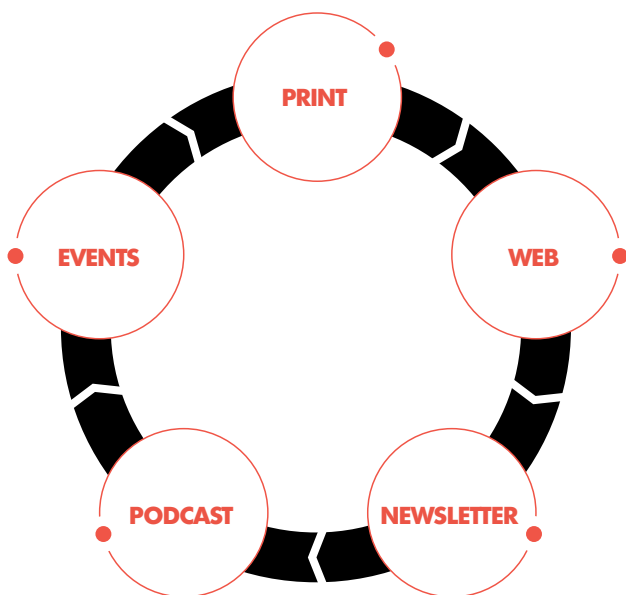
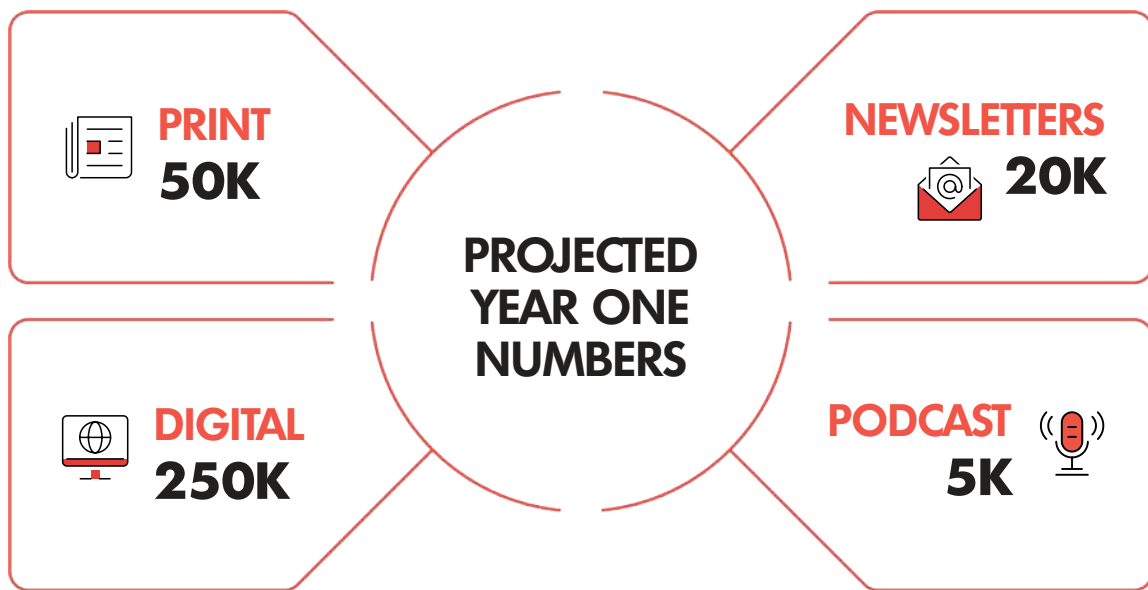
## REACH & ENGAGEMENT (YEAR 1 PROJECTIONS)

|                                                       |                                                             |
|-------------------------------------------------------|-------------------------------------------------------------|
| <b>PRINT READERSHIP</b><br>50,000 premium subscribers | <b>NEWSLETTER</b><br>20,000 subscribers                     |
| <b>DIGITAL</b><br>250,000+ unique monthly visitors    | <b>DIGITAL</b><br>Launching with 25,000 listeners in Year 1 |

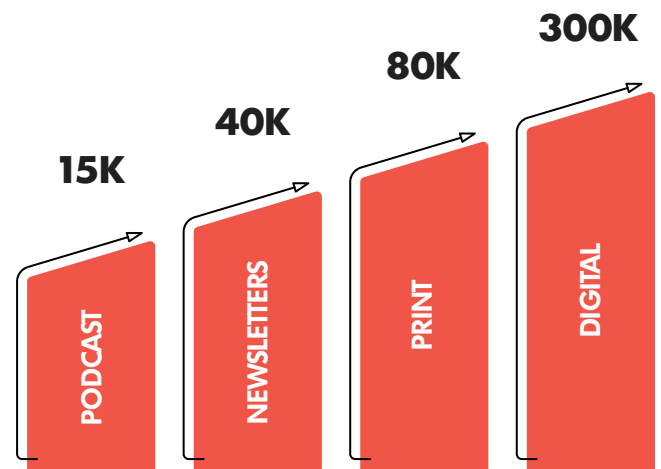
**“OPTIMUM IS WHERE AMBITIOUS LEADERS  
GO TO BE AT THE TOP OF THEIR GAME”**



# OUR REACH

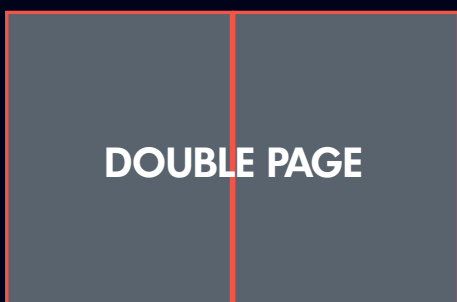


## DIGITAL PRICING



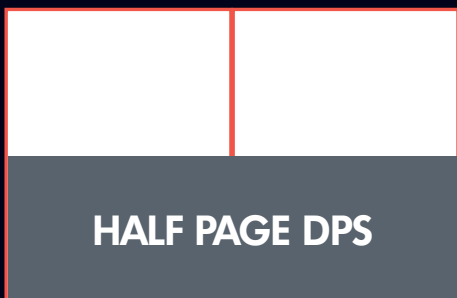
# PRINT OPPORTUNITIES

## PRINT ADVERTISING



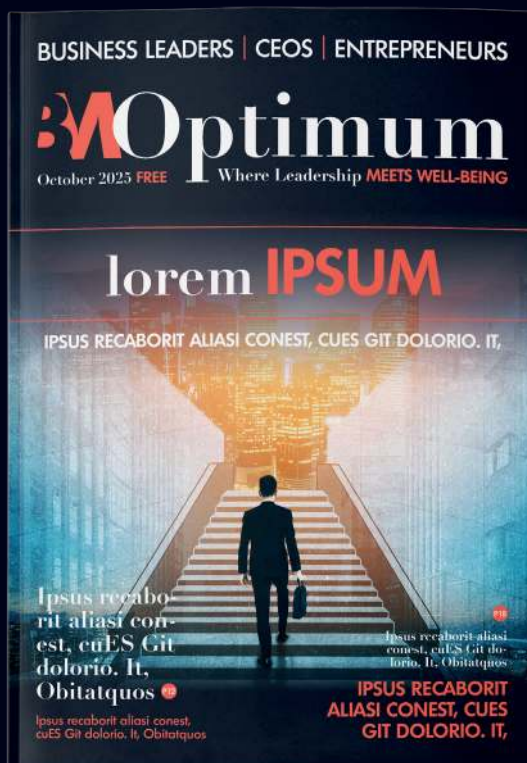
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TRIM  
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TYPE  
W386 x H265mm



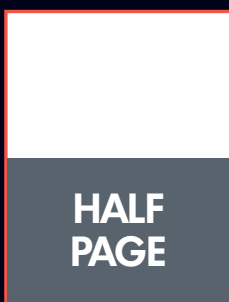
HALF PAGE DPS

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FULL PAGE

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TRIM W203 x H296mm  
TYPE W182 x H265mm



HALF PAGE

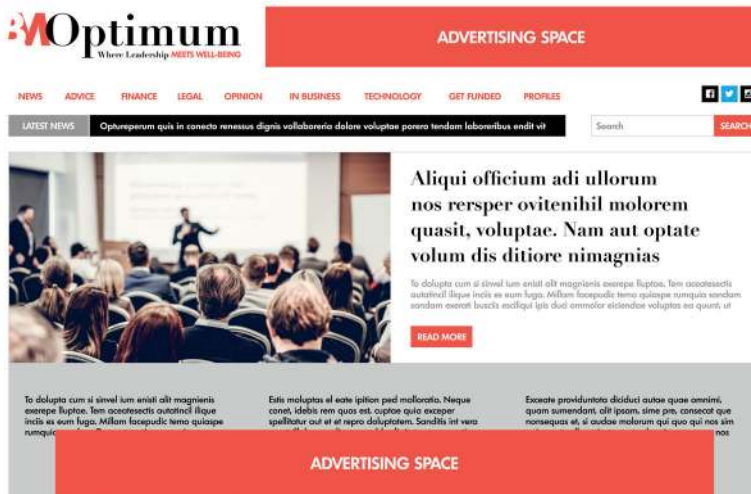
BLEED W213 x H151mm  
TRIM W203 x H146mm  
TYPE W182 x H138mm

## PRINT PRICING

|                     |        |
|---------------------|--------|
| DOUBLE PAGE SPREAD: | £5,750 |
| FULL PAGE:          | £2,950 |
| HALF PAGE:          | £2,050 |
| QUARTER PAGE:       | £1,050 |
| OUTSIDE BACK COVER: | £3,900 |
| FIRST DPS / RHP     | +15%   |

Creative executions available: gatefolds, belly wraps, inserts, tip-ons

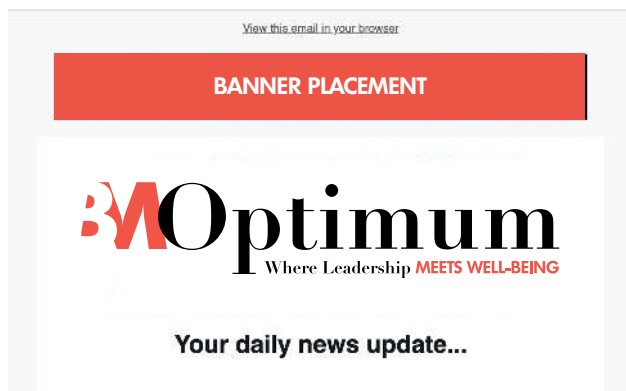
# DIGITAL OPPORTUNITIES



## DIGITAL PRICING

|                                                         |                    |
|---------------------------------------------------------|--------------------|
| <b>HOMEPAGE BANNER:</b>                                 | £1,250/per 28 days |
| <b>HOMEPAGE BOX:</b>                                    | £1,000/per 28 days |
| <b>CATEGORY SPONSOR:</b>                                | £850/per 28 days   |
| <b>SECTION BOX:</b>                                     | £495/per 28 days   |
| <b>SPONSORED FEATURE:</b><br><i>(Live indefinitely)</i> | £650               |
| <b>TEXT LINK IN CONTENT:</b>                            | £125               |

# DIRECT ACCESS TO DECISION-MAKERS



## NEWSLETTER & EMAIL MARKETING PRICING

|                                               |        |
|-----------------------------------------------|--------|
| <b>BANNER:</b> <i>(per day)</i>               | £900   |
| <b>TEXT LINK:</b>                             | £325   |
| <b>SOLUS BROADCAST:</b> <i>(bespoke HTML)</i> | £2,100 |

## NEWSLETTER SPONSORSHIPS (MONTHLY)

|                                                              |        |
|--------------------------------------------------------------|--------|
| <b>OPTIMUM UPDATE:</b>                                       | £1,750 |
| <b>THE ROUTINE:</b> <i>(leadership habits)</i>               | £1,850 |
| <b>PEAK PERFORMANCE:</b><br><i>(health &amp; resilience)</i> | £2,000 |
| <b>LIFESTYLE &amp; RENEWAL:</b>                              | £1,750 |
| <b>LEGACY &amp; WEALTH:</b>                                  | £1,250 |

# OPTIMUM PODCASTS & LIVE EXPERIENCES

## PODCASTS

**PODCAST SPONSORSHIP:** £1,200 per episode  
(audio + digital promotion)

**SEASON SPONSORSHIP:** £9,000 (10 episodes)

Branded segments &  
native advertising available

**Optimum**  
Where Leadership MEETS WELL-BEING

the **PODCAST**



## EVENTS

**OPTIMUM LIVE:** Bespoke half-day events,  
retreats, or virtual masterclasses  
co-created with partners

“LEADERS DON’T JUST READ OPTIMUM —  
THEY LISTEN, CONNECT AND ATTEND”

**Optimum**



# WHY PARTNER WITH US



## AUTHORITY

Optimum is the UK's only dedicated magazine and digital platform focused on leadership performance, resilience and wellbeing. Backed by Capital Business Media, the publisher of Business Matters, the UK's largest SME title, Optimum carries the same credibility and journalistic rigour but aimed squarely at CEOs, founders and senior executives. With interviews, research and expert contributions from global thought leaders, Optimum sets the agenda in leadership performance and personal mastery. For advertisers, this provides unrivalled association with a premium brand that decision-makers trust and respect — positioning your business in the heart of a high-value leadership community.



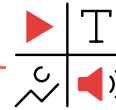
## PREMIUM AUDIENCE

Unlike mass-market business publications, Optimum attracts a highly selective readership of board-level leaders, founders and entrepreneurs with proven purchasing power. These readers are not only business decision-makers but also high-spending consumers who value health, lifestyle and legacy. They invest in premium travel, executive education, wellness, property, finance, and luxury goods. Our audience seeks solutions that help them perform better at work while living richer, more balanced lives. Advertising in Optimum offers direct access to this elusive group — leaders who influence both corporate budgets and personal spending decisions, and who actively engage with content that speaks to their ambitions.



## ENGAGEMENT

Optimum is built around depth, trust and connection. Our content is designed to be practical, inspiring and actionable, giving leaders ideas they can implement immediately to improve performance. This high-value editorial approach ensures our audience doesn't just skim the content — they engage deeply, bookmark articles, share with teams, and return regularly for fresh insights. Brands featured in Optimum benefit from this engaged mindset. Campaigns aren't just seen; they're absorbed by readers looking for trusted recommendations and solutions. With strong loyalty across print, digital, newsletters and podcasts, Optimum offers partners a uniquely engaged and responsive leadership audience.



## MULTI-PLATFORM

Optimum delivers across every major channel that today's leaders use to consume content and make decisions. Our premium monthly print magazine offers high-impact placements in a tactile, enduring format. The website provides rolling digital updates, SEO authority and shareable features, attracting thousands of leaders each month. Newsletters deliver targeted messaging directly to the inboxes of senior executives, while podcasts and live events allow deeper conversations and face-to-face engagement. By partnering with Optimum, brands can build integrated, cross-platform campaigns that reinforce messaging across touchpoints, maximising visibility and ROI while ensuring your message reaches leaders wherever they are.



## IMPACT

Advertising with Optimum is not about impressions alone — it's about influence. Our content speaks to leaders at the exact intersection of professional ambition and personal wellbeing, when they are most receptive to new ideas, services and products. By aligning your brand with Optimum, you join a trusted conversation around peak performance, resilience and leadership mastery. Whether it's positioning your brand as a thought-leader, showcasing premium products, or reaching high-spending consumers, Optimum offers measurable impact and lasting associations. Partnering with us means placing your business at the centre of the leadership lifestyle movement, where influence meets action.

# BM Optimum

Where Leadership **MEETS WELL-BEING**

## LET'S TALK

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**WEB** [www.optimummagazine.co.uk](http://www.optimummagazine.co.uk)



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