

PORTFOLIO

NORTH

Media Pack 2023

Businesses we work with

City of Sunderland



THE INN COLLECTION GROUP

WE ARE

THE SDDE SMITH GROUP



Building Design Northern



Riverside Sunderland

KIRTLEY CO.



millerhomes



DAKOTA HOTELS

Berry's

WEST NAUTICAL

Sunderland City Council

SHEEPFOLDS



ACKLAM HALL



Northumberland Estates

MD MASTER DEBONAIR

JESMOND DENE HOUSE
NEWCASTLE - UPON - TYNE

Callerton Kitchens & Interiors

PORSCHE



Newcastle Building Society



AVANT homes

RAMSIDE HALL
HOTEL • GOLF • SPA
★★★★

BARKER AND STONEHOUSE

DAME ALLAN'S SCHOOLS
building the future

Mincoffs SOLICITORS

MMC

smartoutdoor

THE SOCIAL CO.

we are ken.

CREO COMMS

sachins

VAULKHARD

MALHOTRA
MALHOTRA GROUP PLC

IDA HOMES
The Heritage Builders

YOUTH

mhw
PR & Marketing

Styled INTERIOR DESIGN

Belvedere
RESIDENTIAL & COMMERCIAL SERVICES

BONNER INTERNATIONAL

Blueline Group

WOODSmith
CONSTRUCTION GROUP

magnahomes

UK LAND ESTATES

toddandcue insurance.

THE FUNKY MONK
STAY FUNKY

nwr hygiene group

STAY LOCAL

Polestar

Hotel du Vin & Bistro

Legal & General

Get A Drip

swinburnemaddison
Legal solutions that fit

GLASS & MIRROR SOLUTIONS

Marie Curie
Care and support through terminal illness

THE LORD CREWE
BAMBURGH

oltco

KARPET MILLS

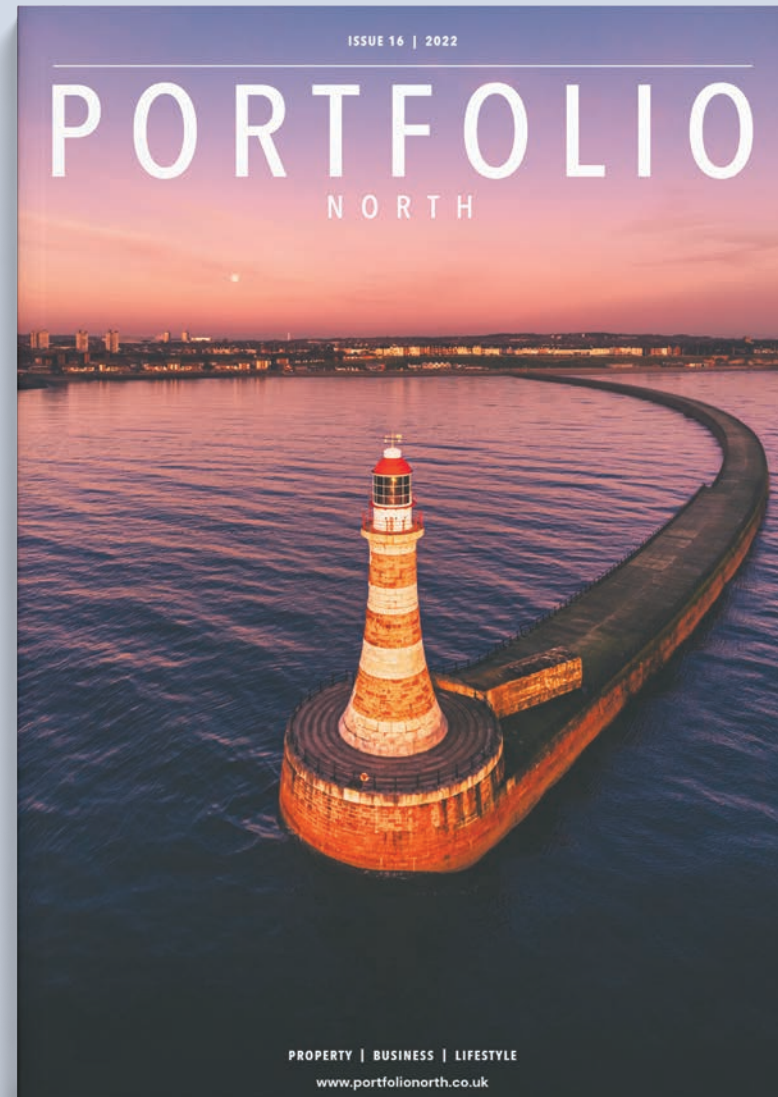
Heel & Toe
Children's Charity
Small Steps Lead To Great Things

Who we are

Our mission is to be recognised as a leading print and online publication by aspirational professionals, senior business leaders and influential decision makers across the North.

We aim to create the first-choice print magazine, website, e-newsletter and social media platforms for credible and influential sources of business news, insightful thought leadership and interesting lifestyle features for AB individuals in the North East.

Our unrivaled distribution and events strategy puts our clients in front of the right people, leading to heightened brand awareness and new business for our partners.



Our Key Pillars

Credibility

We are a trustworthy, expert and first-choice source of news, thought leadership and features delivered with authority.

Relevance

We understand our audience and creating interesting, educational, timely and relevant articles for our key demographic.

Readability

We maintain a mix of engaging content, a clear print magazine layout and high quality, digital readability.

Aspiration

Portfolio North is created for and with aspirational, successful and ambitious professionals and accomplished decision makers.

Sustainability

People

Being aware of the impact of our operations on employees, customers and communities both now and in the future.

Planet

Actively seeking and taking opportunities to reduce our carbon footprint and responsibly and mindfully.

Purpose

Supporting our mission and our 'why' in everything we do. Staying true and consistent to our purpose.

Profit

Creating a feasible, independent, ambitious and sustainable business to support our growing team and clients.

Postcode distribution of magazine

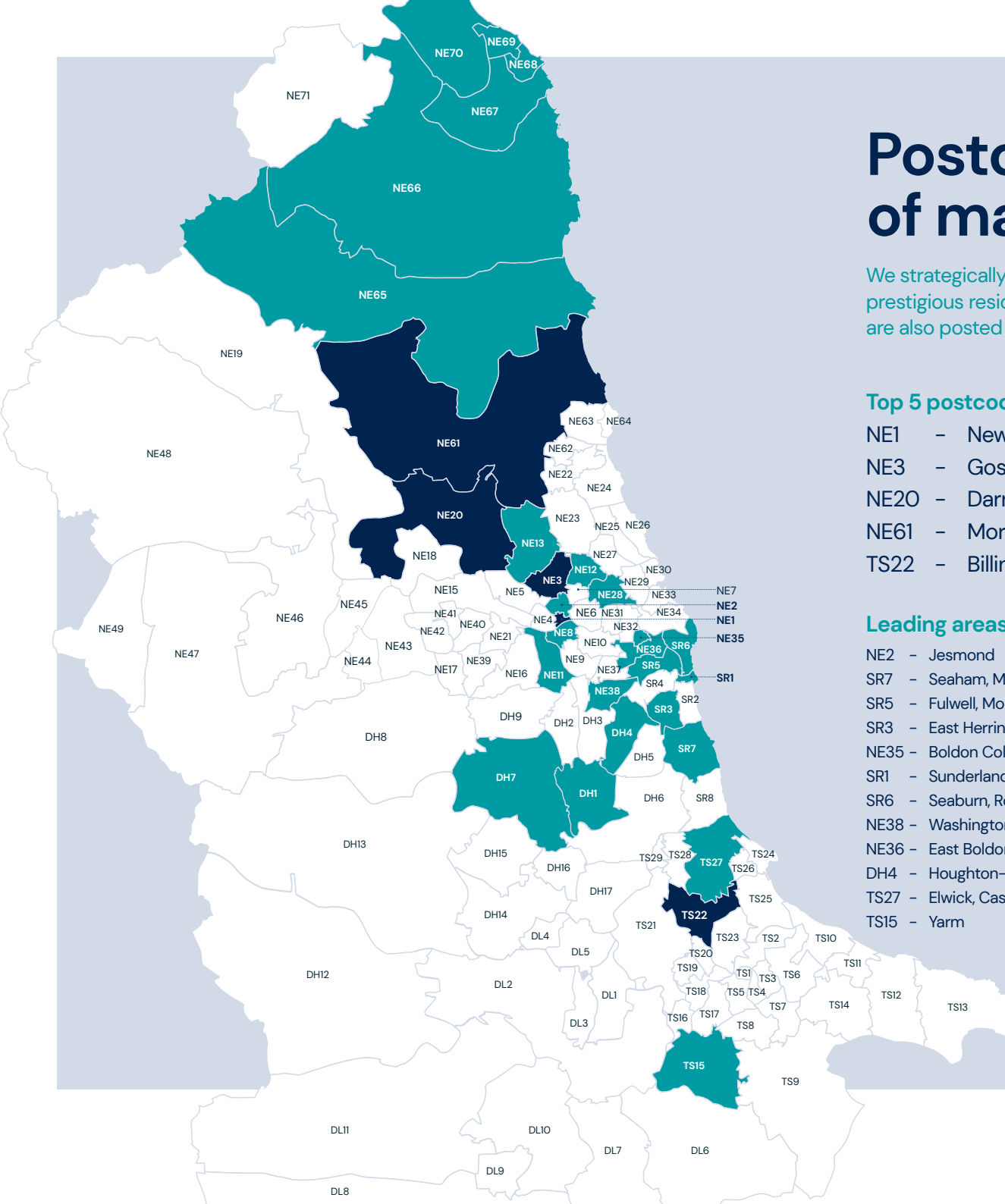
We strategically distribute Portfolio North to carefully chosen areas including; prestigious residential areas, businesses, and hospitality venues. Magazines are also posted directly to our target demographic and subscribers.

Top 5 postcodes:

- NE1 - Newcastle Centre
- NE3 - Gosforth, Great Park
- NE20 - Darras Hall, Ponteland
- NE61 - Morpeth, Hepscott
- TS22 - Billingham, Wynyard

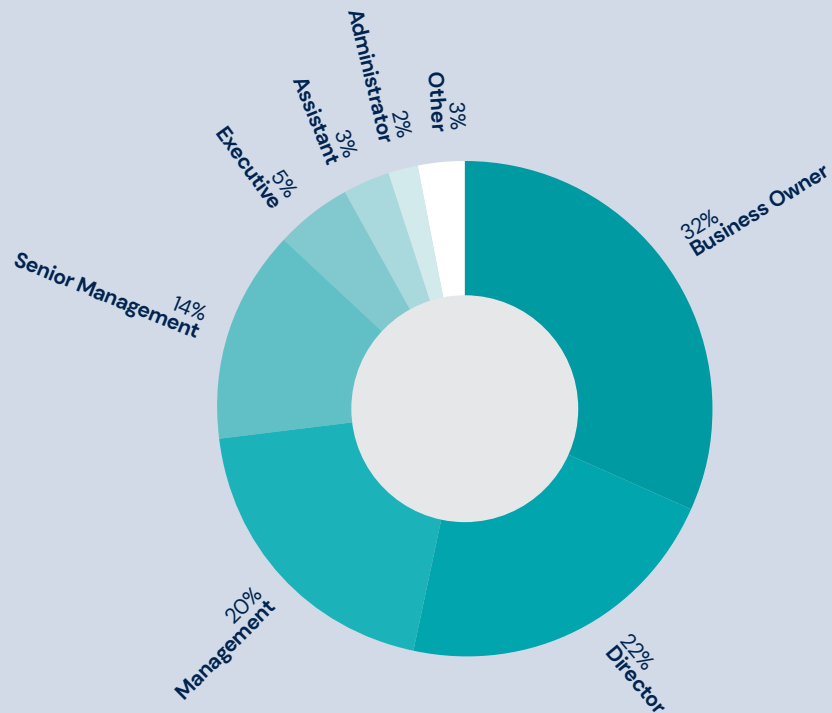
Leading areas:

- NE2 - Jesmond
- SR7 - Seaham, Murton
- SR5 - Fulwell, Monkwearmouth, North Hylton
- SR3 - East Herrington, Doxford Park
- NE35 - Boldon Colliery
- SR1 - Sunderland City Centre
- SR6 - Seaburn, Roker, Cleadon, Whitburn
- NE38 - Washington
- NE36 - East Boldon, West Boldon
- DH4 - Houghton-le-Spring, The Raintons
- TS27 - Elwick, Castle Eden
- TS15 - Yarm
- NE67 - Beadnell, Chathill, Ellingham
- NE68 - Seahouses, North Sunderland
- NE69 - Bamburgh
- NE70 - Belford, Lucker, Waren Mill
- NE66 - Alnwick
- NE65 - Warkworth, Felton, Amble
- DH1 - Durham Centre
- DH7 - Lanchester, Burnhope, Ushaw Moor
- NE28 - Wallsend, Silverlink
- NE8 - Gateshead
- NE11 - Team Valley, Metrocentre
- NE12 - Killingworth, Longbenton
- NE13 - Brunton Park, Wideopen, Brunswick
- DL2 - Middleton St George
- NE46 - Hexham
- NE43 - Stocksfield
- NE44 - Riding Mill



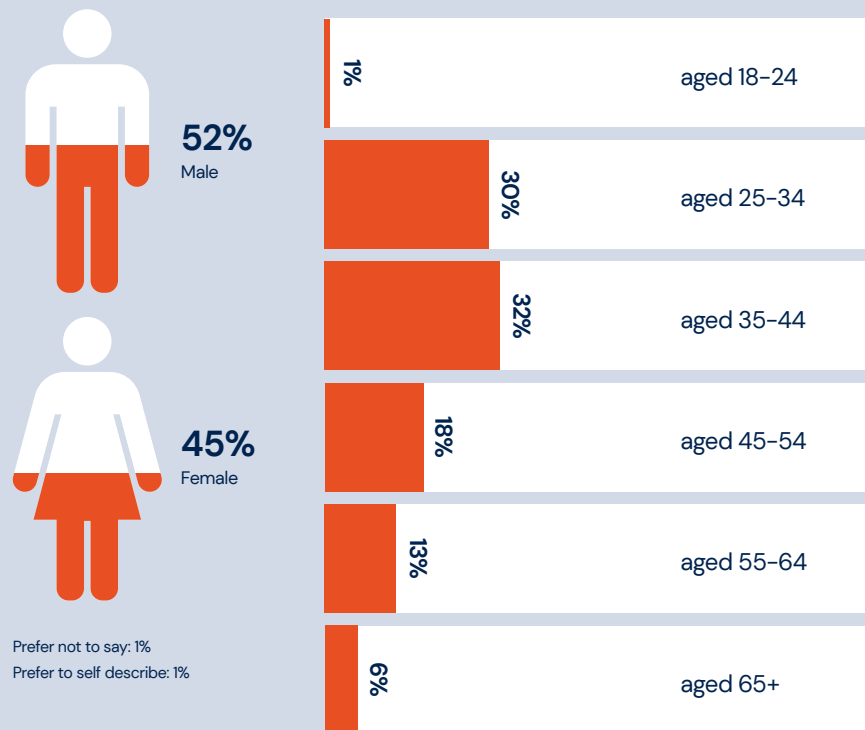
Company Position

Around a third of respondents were Business Owners, with a further 22% describing themselves as a Director. 34% were in a managerial position and a total of 88% were management level and above.



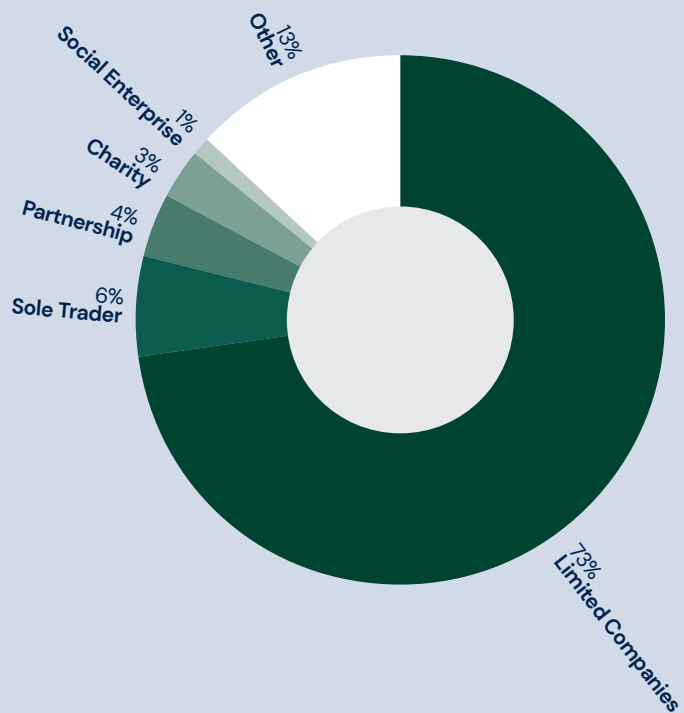
Demographics

A mix of gender was recorded, with 62% of respondents aged between 25-44 years.



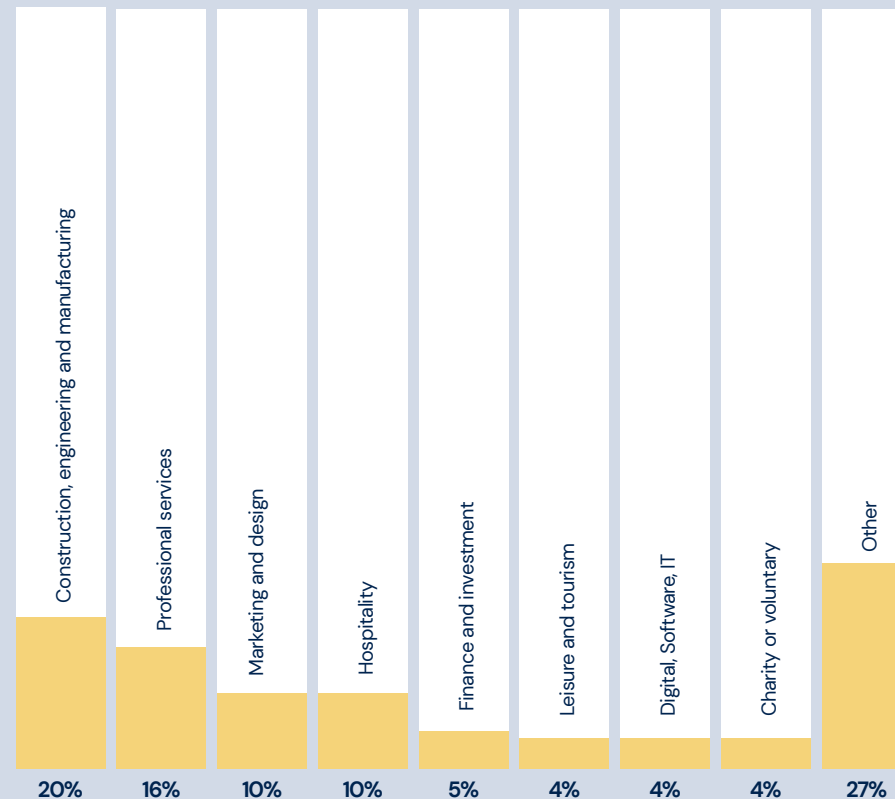
Business Type

Almost three-quarters of businesses or places of work were limited companies.



Business Sector

1 in 5 were within the construction industry, with 16% working within professional services

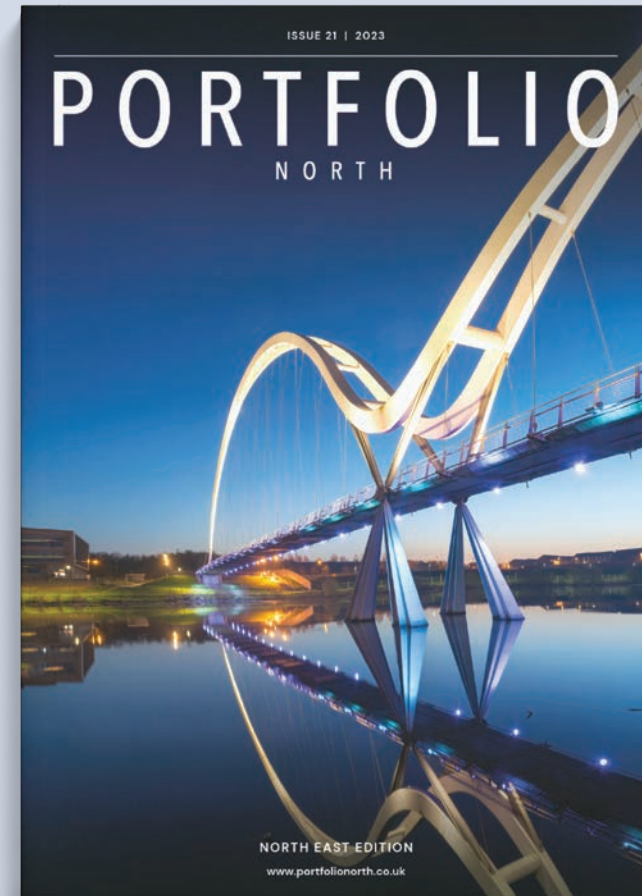


Print Magazine

Put your business in front of the region's business leaders and key decision makers.

We reach tens of thousands of readers with each print edition of Portfolio North.

- Targeted directly to the region's key decision makers, business owners and influential people at work or at home.
- Distributed to prestigious residential areas across the North East.
- Offered to visitors of the region's best hotels, restaurants, cafes, golf clubs, car showrooms and more.
- Strategically placed in local business hubs, offices and a carefully curated network of high-footfall locations across the region.
- Our print magazine is supported by a range of digital coverage which you can read about on page 10.
- A range of independent journalism and partner features, creating an authoritative and integral voice for North East business and our built environment.



Individual Bookings

Standard Pages

Single Page Advert/Advertorial	£990
Double Page Advert/Advertorial	£1,600
Editorial Pages	£750
Double Page Spread Editorial	£1,300

Prime Pages

Inside Front	£1,500
Inside Back	£1,500
Outside Back	£1,800

The above also includes:

- Website Coverage
- Social Media Coverage
- Editorial Design
- EDM Coverage

Discounts for packages and repeat bookings available.
Advertising agency commission of 15% paid on these rates. All prices are subject to VAT.



Digital Magazine

Dedicated website which is updated daily with news stories and features

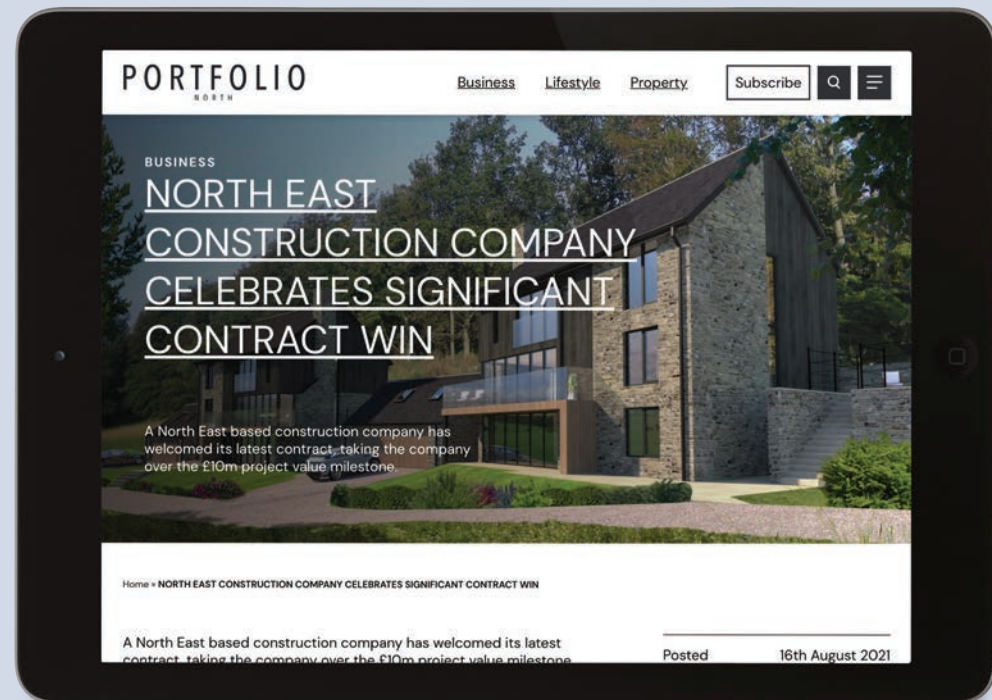
News App to ensure accessibility and mobile-friendly reading

E-mail newsletter sent to thousands of subscribers twice-weekly

32% email open rates

Significant social media following

Daily growth in subscriptions to all platforms



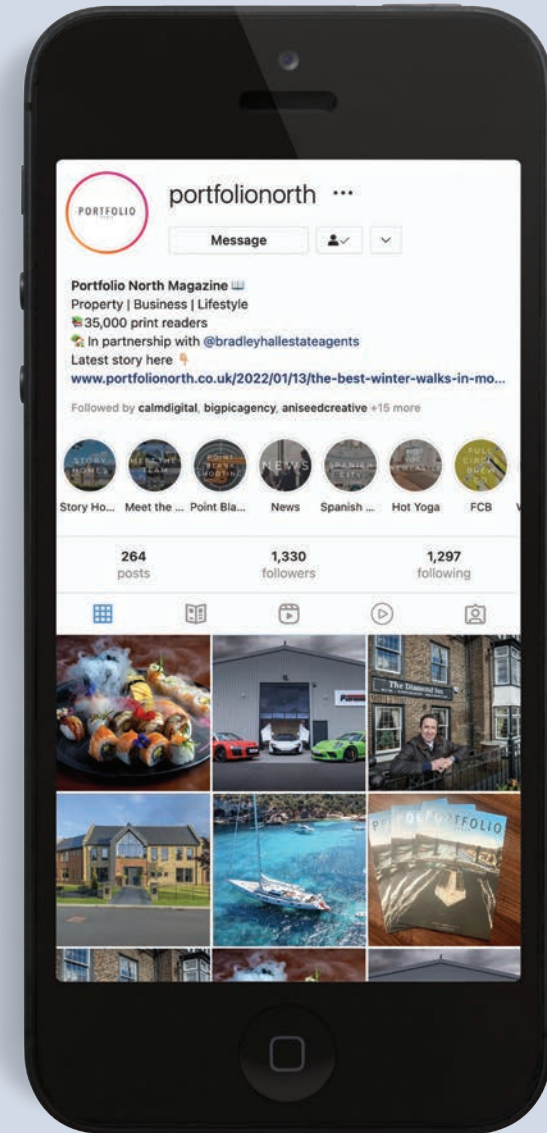
Digital Advertising

Portfolio North has a growing digital presence which includes an engaging and responsive website which is updated with multiple stories on a daily basis, a reactive and engaging social media presence and direct email campaigns to an established database which grows by the day.

Top story within a section of your choice on the site

- Business
- Lifestyle
- Commercial Property
- Residential Property

Header story	£75 per week
Featured story	£35 per week
Header story on homepage (one of three)	£150 per week
Featured story on homepage	£95 per week
Dedicated EDM campaign To our established database targeted at your website	£250 for 2 x emails
Sponsored social media posts	From £250



Digital Banner Advertising

Showcase your business exclusively on our digital banner advertising slot on a news section of your choice.

Target potential clients via these affinity categories to attract prospects with an interest in your product or service. All adverts provide a 'click through' to your chosen website destination.

Choose from

- Commercial property
- Business
- Lifestyle
- Residential Property
- Portfolio North Wine Club

£750 + VAT pcm

Digital adverts are booked in a four-week block, with discounts available for multiple or block bookings.



Portfolio North Events

**Network directly with the region's leading business people.
Create bespoke events in partnership with Portfolio North.
Make valuable and lasting relationships with key contacts.**

Collaborate with the Portfolio North team on creating an outstanding and memorable event by tapping into their extensive network of venues, guests and suppliers. Events can be small and intimate dinners or wine tasting events, round tables, seminars and panel events to large networking or celebrations. There is also the opportunity to become sponsors of Portfolio North's regular wine tasting evenings and networking events.

Types of Events include:

- Round tables
- Networking events
- Panel discussions
- Seminars
- Portfolio North Business Lunch

From £2,000

Portfolio North Wine Club

The Portfolio North Wine Club is an invitation only event which is targeted at a strategically curated guest list. We create the invite list around contacts who we know are likeminded and could develop mutually beneficial business relationships. The Wine Club evenings provide a relaxed and informal event enjoyed in locations across the North East. We explore a range of wines whilst being guided through the experience by an expert sommelier.



Editorial & Advert Package



Added Value

- Guaranteed reactive coverage of all PR articles supplied to Portfolio North on the website including backlinks
- Strategy and planning support
- Social media coverage
- EDM campaigns
- 2x week digital banner ads on a page of your choice on the Portfolio North website
- Priority access to events

February

- DPS editorial feature
- 1 x full page advert

April

- DPS editorial feature
- 1 x full page advert

June

- DPS editorial feature
- 1 x full page advert

August

- DPS editorial feature
- 1 x full page advert

October

- DPS editorial feature
- 1 x full page advert

December

- DPS editorial feature
- 1 x full page advert

Packages also available for PR, Communications, Marketing & Advertising agencies
 £15,180 + VAT - approx. 10% repeat booking discount
Total £13,660

Editorial and Prime Advert Package

Added Value

- Guaranteed coverage of articles featured in Portfolio North on the Portfolio website including backlinks
- Strategy and planning
- Social media coverage
- Instagram takeovers
- Guaranteed hero story feature on homepage
- EDM campaigns
- 4x week digital banner ads
- Priority access to events

February

- DPS editorial feature
- 1 premium full page advert* (can include back, inside back or inside front)

April

- DPS editorial feature
- 1 x full page advert

June

- DPS editorial feature
- 1 premium full page advert* (can include back, inside back or inside front)

August

- DPS editorial feature
- 1 x full page advert

October

- DPS editorial feature
- 1 premium full page advert* (can include back, inside back or inside front)

December

- DPS editorial feature
- 1 x full page advert

Total cost- £1,650 +VAT - approx. 10% repeat booking discount

Total - £16,550 +VAT

*dependent on availability



Partner Package

Added Value

- Partnership status in magazine and online
- Guaranteed coverage of articles featured in Portfolio North on the Portfolio website including logo and backlinks
- Referrals and introductions
- Strategy and planning
- Social media coverage
- 6x week digital banner ads
- Priority invitations to events
- Unlimited stories and features covered online
- Guaranteed hero story feature on homepage of all articles
- EDM campaigns
- Inclusion on partner page in magazine
- Exclusive Business Interview feature
- Sponsorship and speaking opportunities at Portfolio North Business Lunch Events.

February

- DPS editorial feature
- 1 x full page advert

April

- DPS editorial feature
- 1 x premium full page advert

June

- DPS editorial feature
- Back page advert (can include back, inside back or inside front)

August

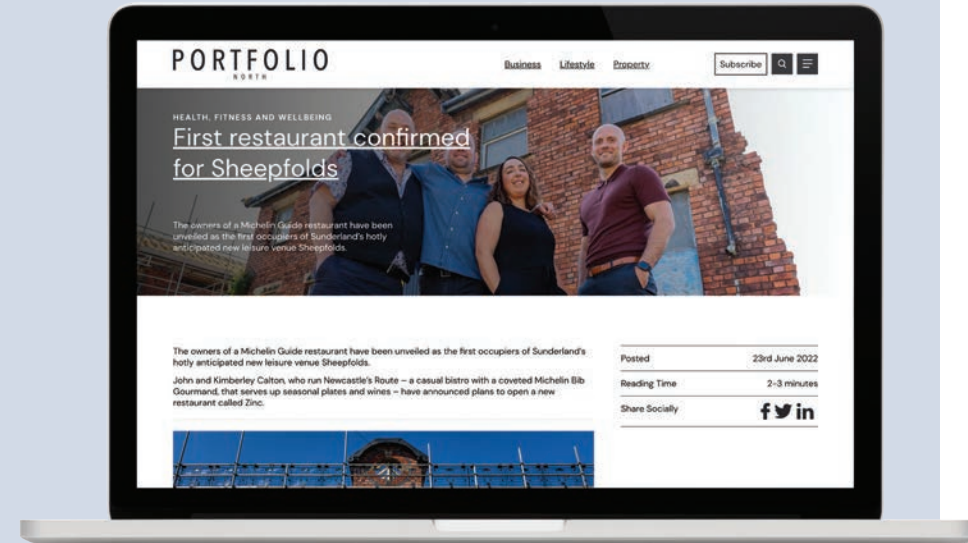
- DPS editorial feature
- 1 x full page advert

October

- DPS editorial feature
- 1 premium full page advert (can include back, inside back or inside front)

December

- DPS editorial feature
- 1 x full page advert



Total cost - £20,570 + VAT – approx. 10% repeat booking discount

Total £18,800+ VAT

A5 Insert

A dedicated booklet for your business.

Stand out from the crowd with this exclusive and glossy mini-publication within an edition of Portfolio North.

16 page book
£9,500 + VAT

12 page book
£9,000 + VAT

8 page book
£8,500 + VAT

Prices including design, print and distribution.

Run on per 1000
£500 + VAT

**Distribution of additional copies
to the Portfolio print run**
£500 per 500



Independent Contract Publishers in the North East

Having a glossy, engaging and eye catching publication will elevate your business and brand. The printed word is an extension of your marketing activity that gives credibility and will be seen by your clients and prospects. It serves as a flagship to assert your presence with the prestige of a coveted magazine.

Our team has significant experience in all aspects of the publishing process from inception to distribution. This includes; concept development, content strategy and writing, photography, design as well as production and distribution.

We will create the perfect publication to showcase your organisation, build your brand and support your marketing strategy. Portfolio North Contract Publishing will help you make an impact in front of the right people, in the right place at the right time.

If you would like to have an initial discussion about a dedicated magazine for your business, please contact the team today.



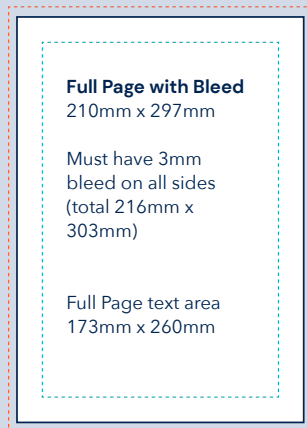
Advertising Specification

All adverts must be supplied as

- High Resolution PDF (300dpi)
- High Resolution jpeg or tiff (300dpi)

All images and colours to be set as CMYK.

Full Page

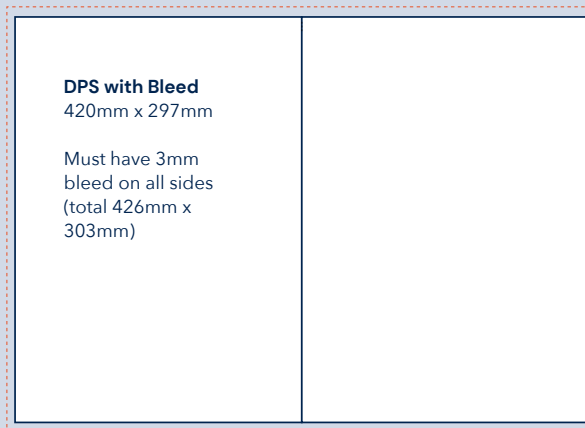


Full Page with Bleed
210mm x 297mm

Must have 3mm
bleed on all sides
(total 216mm x
303mm)

Full Page text area
173mm x 260mm

Double Page Spread



DPS with Bleed
420mm x 297mm

Must have 3mm
bleed on all sides
(total 426mm x
303mm)

Terms & Conditions

Cancellations

If an advert is cancelled by the booker within a fourteen-day period prior to our print deadline, the advert will be charged in full, with additional VAT.

Editorial

All editorials must be received by the editorial deadline stated upon agreement. Portfolio North is not responsible for any errors after this period or sign-off. The opinions expressed in this issue are not necessarily the views held by Portfolio North.

Advertisement

Although the upmost care, time and detailed processes are in place to ensure accuracy, the publishers regret that they cannot accept responsibility for the loss or damage caused by an error in the printing or damage to, loss of artwork, transparencies of photos or logos.

Complaints

Regarding advertisement will only be considered for up to a week after publication. No responsibility is accepted for error.

Deadlines for artwork and copy for 2023

February Edition - January 23rd

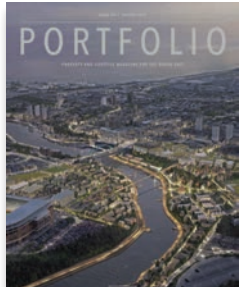
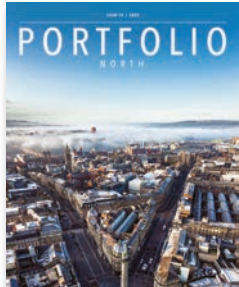
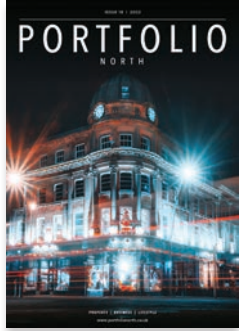
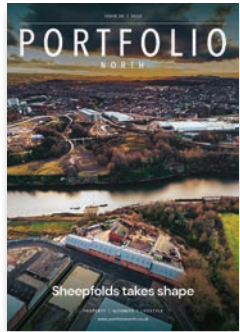
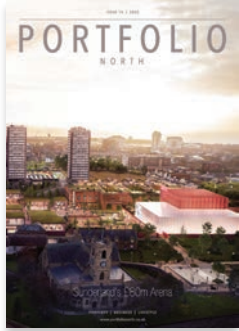
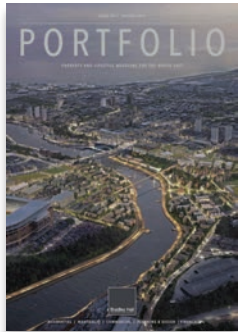
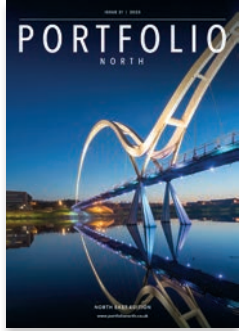
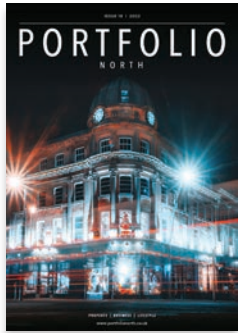
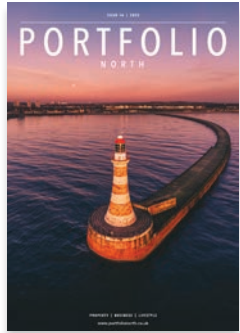
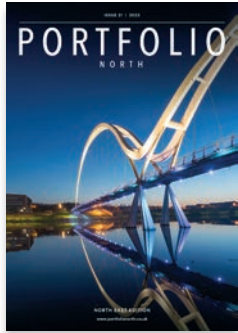
April Edition - March 20th

June Edition - May 22nd

August Edition - July 17th

October Edition - September 18th

December Edition - November 20th



Let's Talk

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