

The logo for Business Matters features a stylized red 'B' on the left, composed of two curved shapes. To its right, the words 'BUSINESS' and 'MATTERS' are stacked in a bold, red, sans-serif font.

BUSINESS MATTERS

UK'S LEADING BUSINESS MAGAZINE

2025 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.



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



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

DOUBLE PAGE SPREAD:	£5,320
FULL PAGE:	£2,680
HALF PAGE:	£1,880
QUARTER PAGE:	£900
OUTSIDE BACK COVER:	£3,600

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

DIGITAL ADVERTISING

HOMEPAGE BANNER:	£1,100/per 28 days
HOMEPAGE BOX:	£900/per 28 days
CATEGORY SPONSOR:	£800/per 28 days
SECTION BOX:	£450/per 28 days
SPONSORED POSTS:	£500 <i>(Live indefinitely)</i>
TEXT LINK IN CONTENT:	£110

NEWSLETTER & EMAIL MARKETING

BANNER: <i>(Per day)</i>	£800
TEXT LINK:	£295
SOLUS BROADCAST: <i>(HTML email)</i>	£2,200

Sponsorship Costs:

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

PODCASTS & EVENTS

Podcast sponsorship and branded content opportunities

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



BLEED
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TRIM
W408 x H296mm
TYPE
W386 x H265mm

DOUBLE PAGE



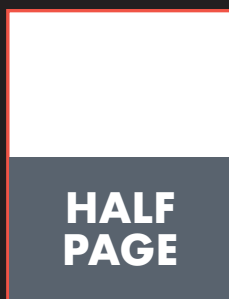
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HALF PAGE DPS



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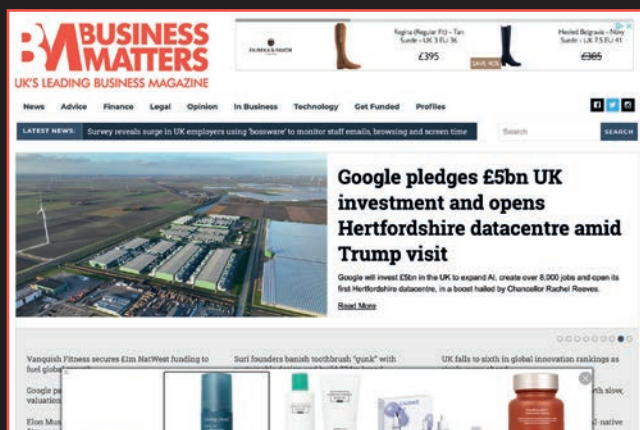
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TYPE W182 x H138mm

HALF PAGE

Website:



Email Marketing:



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 .



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