



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

ADVERTISING AND PARTNERSHIPS

# MEDIA PACK 2027

Print · Website · Email · Podcast · Events · Awards

Rates and figures at October 2026

The UK's longest-established business magazine,  
writing for SME owners since 1986

# FOUR DECADES OF WRITING FOR SME OWNERS

Founded in 1986, Business Matters is the UK's longest-established and largest business magazine, with 49,874 paying print subscribers\*. It is read by the managing directors and owners of UK small and medium-sized businesses. They come to us for news, practical advice and interviews with the people who have built successful companies.

We publish a monthly print magazine, a news website, daily and weekly emails and a podcast. We also run events, five business awards and the Female Founders 250 list.

## OUR MISSION

To give SME decision-makers the knowledge, resources and inspiration they need to grow and succeed, and then to recognise and reward that success through our awards programmes.

PRINT

WEBSITE

EMAIL

PODCAST

EVENTS

AWARDS



## OUR AUDIENCE IN NUMBERS

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**49,874**

paying annual subscribers to the monthly print magazine. No free or bulk copies

**1.17m**

unique page views a month on bmmagazine.co.uk, 731,000 of them in the UK

**89,700**

double opted-in subscribers to the Daily News email, with a 34.2% open rate

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**50,000+**

followers across our social media channels

**10,000**

average podcast listens per episode, and more businesses rewarded through our awards programmes

**20,000+**



### 03 · OUR READERS

## WHO READS BUSINESS MATTERS

### OUR TYPICAL READER

|            |                                                    |
|------------|----------------------------------------------------|
| Role       | Managing director or owner of an SME               |
| Turnover   | £250,000 to £50 million, with 22% over £15 million |
| Ownership  | 50% or more of the business                        |
| Salary     | £100,000 or more                                   |
| Challenges | Scaling, time management, financial strategy       |

# 90%

of our email subscribers work in businesses with 10 to 249 employees: roughly 80,000 people.

Our email data can be segmented by company size, sector (SIC code) and region, so a campaign can go to the whole audience or to the part of it you need.

## WHAT WE COVER

### 01 IN BUSINESS

Leadership, operations and growth strategies.

### 02 FINANCE

Funding, financial planning and accounting.

### 03 LEGAL

Compliance, employment law and regulation.

### 04 MARKETING AND SALES

Campaigns, social media and winning customers.

### 05 TECHNOLOGY

Innovation, digital transformation and AI.

### 06 OPINION AND PROFILES

Thought leaders and entrepreneur interviews.

#### EVERY ISSUE

A cover story on the people and issues shaping UK business.

#### DAILY NEWS EMAIL

The day's business news, sent to 89,700 double opted-in subscribers.

# EDITORIAL FEATURES 2027: JANUARY TO JUNE

| Issue                     | Feature                                                              | What it covers                                                                                                                                                                            |
|---------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| January<br>On sale 1 Jan  | The 2027 survival map<br>Twelve dates that will define your year     | Every SME deadline of 2027, month by month, from the new unfair dismissal rules to the EU AI Act, with the cost and a “do this now” action for each.                                      |
| February<br>On sale 5 Feb | Six months to get it right<br>Hiring under the new rules             | Redesigning probation, onboarding and performance management as the unfair dismissal qualifying period falls to six months.<br>Plus: Launch of the Business Workplace Awards 2027         |
| March<br>On sale 5 Mar    | Cash is king again<br>Funding growth when money gets dearer          | Where to raise money as rates rise, from banks and the British Business Bank to private credit, and what a 60-day payment cap means for cash flow.                                        |
| April<br>On sale 2 Apr    | Who gets the business?<br>The great handover                         | Selling, employee ownership, buy-outs or passing it on, with the tax on each route, as unused pensions enter inheritance tax from 6 April.<br>Plus: Business Champion Awards 2027 winners |
| May<br>On sale 7 May      | Female Founders 250<br>The women building British business, ranked   | The UK’s leading female founders ranked from 1 to 250, with profiles and the seven marquee award winners.                                                                                 |
| June<br>On sale 4 Jun     | The yellow jersey economy<br>Cashing in on Britain’s summer of sport | A playbook for hospitality, retail, transport and events firms to profit from the Tour de France, the Ashes, Wimbledon and The Open.<br>Plus: Best in Business 2027 winners               |

# EDITORIAL FEATURES 2027: JULY TO DECEMBER

| Issue                      | Feature                                                                                  | What it covers                                                                                                                                       |
|----------------------------|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| July<br>On sale 2 Jul      | Hire an agent<br>Your first AI employee                                                  | AI agents that run whole workflows, from bookkeeping to customer service, with real costs, lessons learned and the governance a small firm needs.    |
| August<br>On sale 6 Aug    | The defence dividend<br>How small firms win a slice of rearmament                        | How firms outside defence can win MoD work as it aims to lift its annual spend with SMEs to £7.5bn: registration, accreditation and first contracts. |
| September<br>On sale 3 Sep | The UK's best places to work<br>Business Workplace Awards 2027: rated by their own staff | Up to 100 UK employers rated highest by their own staff, plus Business Workplace of the Year, and what the best did differently.                     |
| October<br>On sale 1 Oct   | The 20p revolution<br>Getting ready for the circular economy                             | As deposit return goes live on 1 October, the full green-compliance picture, from packaging fees to the carbon border levy, with typical costs.      |
| November<br>On sale 5 Nov  | The UK's Top 50 Most Innovative Companies<br>Business Innovation Awards 2027             | The UK's 50 most innovative companies and 32 sector and theme top-10 lists, revealed on 4 November.                                                  |
| December<br>On sale 3 Dec  | The best of rural Britain<br>Rural Business Awards 2027: the winners                     | All 17 category winners from the 4 November awards night, set against the year's rural business story.                                               |

The magazine goes on sale on the first Friday of each month. Copy for the January issue is due by 10 December 2026.

# OPTIMUM

**Performing at your best as a business owner, four times a year.**

A quarterly guide for owners, directors and senior managers: how to think clearly, stay well, lead better, work smarter, protect your money and switch off properly. Expert-led, not wellness fluff. Every piece ends with something to do this week.

MIND

BODY

LEAD

SYSTEMS

WEALTH

RECHARGE

**4**

issues: January, April, July and October

**32**

pages, 7 of them for advertising

**6**

permanent hubs on the website

**35–60**

typical reader age, carrying the risk personally

**2.4m**

UK small business owners report burnout, rising to nearly six in ten at firms with 10 to 49 staff

**52%**

of work-related ill health in Great Britain is caused by stress, depression or anxiety

# OPTIMUM 2027: FOUR ISSUES, FOUR THEMES

Each issue goes out with Business Matters and carries all six sections, built around one theme.

## JANUARY ISSUE

### RESET

The launch issue

#### Built to last

- The burnout audit
- Sleep is a business strategy
- Pay yourself properly in 2027

## APRIL ISSUE

### PRESSURE

Timed for Stress Awareness Month and Mental Health Awareness Week

#### Calm under fire

- How surgeons and pilots perform when it counts
- Your annual MOT
- What's your exit number?

## JULY ISSUE

### ENERGY

Timed for the home summer of sport

#### Built for the long race

- The art of switching off
- Strong at 50
- Your AI chief of staff

## OCTOBER ISSUE

### FINISH STRONG

Timed for World Mental Health Day and World Menopause Day

#### Midlife, unstoppable

- Lonely at the top
- Feedback for the boss
- Year-end money moves

**Advertising and sponsorship in Optimum:** rates on request.

# PRINT ADVERTISING

| Position                   | Rate   | Trim size   | With 3mm bleed |
|----------------------------|--------|-------------|----------------|
| Double page spread         | £5,586 | 420 x 297mm | 426 x 303mm    |
| Outside back cover         | £3,780 | 210 x 297mm | 216 x 303mm    |
| Inside front or back cover | £3,160 | 210 x 297mm | 216 x 303mm    |
| Full page                  | £2,814 | 210 x 297mm | 216 x 303mm    |
| Half page, landscape       | £1,974 | 210 x 148mm | 216 x 154mm    |
| Half page, portrait        | £1,974 | 105 x 297mm | 111 x 303mm    |
| Quarter page               | £945   | 105 x 148mm | 111 x 154mm    |



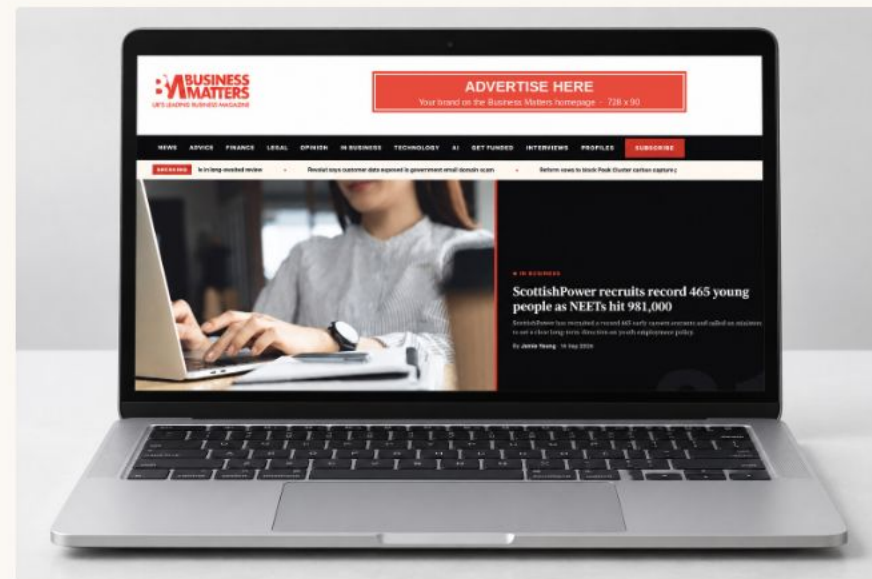
**Monthly, A4.** 49,874 paying annual subscribers. On sale the first Friday of each month.

Series discounts for 3, 6 or 12 issues, priced on request.

# WEBSITE ADVERTISING

| Position                          | Size                          | Rate               |
|-----------------------------------|-------------------------------|--------------------|
| Homepage banner                   | 728 x 90; mobile<br>300 x 250 | £1,250 per 28 days |
| Homepage box                      | 300 x 300                     | £940 per 28 days   |
| Category sponsor                  | 728 x 90                      | £850 per 28 days   |
| Section box                       | 300 x 300                     | £530 per 28 days   |
| Sponsored post, live indefinitely | Article                       | £540               |
| Text link in content              | Link                          | £140               |

- Site rebuilt in September 2026, and meets the WCAG 2.2 AA accessibility standard
- Third-party ad server and verification tags accepted
- Targeting by nation within the UK
- Sponsored posts stay live indefinitely; social sharing is not included



**1m** impressions a month across the homepage banner and box

# EMAIL ADVERTISING

| Daily News and solus                  | Rate   |
|---------------------------------------|--------|
| Business Matters Daily News, per send | £1,495 |
| Solus broadcast, HTML email           | £2,340 |

## 34.2%

Daily News open rate, from 89,700 double opted-in subscribers. 9.7% of those who open click.

| Weekly newsletters, per send | Rate   |
|------------------------------|--------|
| AI · Mondays                 | £1,600 |
| Finance · Tuesdays           | £1,300 |
| Legal · Wednesdays           | £1,000 |
| Deep Dive · Thursdays        | £1,200 |
| Technology · Thursdays       | £1,200 |
| Get Funded · Fridays         | £1,800 |
| Opinion · Fridays            | £900   |

Roughly 50,000 subscribers each. Exact numbers on request.

## SOLUS EMAIL: YOUR MESSAGE, AND ONLY YOURS

Sent to just over 85,000 subscribers who accept third-party emails, with 100% share of voice. Open rates average above 28%, and 8% to 9% of those who open click. Sends can be split by company size, sector or region, at the same price as the full send. Copy is due 48 hours before the send.

# CONTENT, PODCASTS AND EVENTS

## WHAT WE MAKE

- Sponsored articles and explainers
- Case studies, with short films shot by our own team
- Webinars, live and on demand
- Podcast episodes and sponsorship
- Half-day or virtual events

## HOW IT TRAVELS

- Starts on the homepage
- Carried in our newsletters
- Shared on LinkedIn and Facebook
- Paid promotion on LinkedIn and Meta can be added
- Clearly labelled as paid content

**1.17m**

unique page views a month on bmmagazine.co.uk, where your content starts, before it reaches 89,700 Daily News subscribers and 50,000+ social media followers.



## THE PODCAST

### In Conversation with Richard Alvin

An average of 10,000 listens per episode, on all major podcast platforms and YouTube. Sponsorship and branded episodes available.

## 11 · AWARDS · BLACK-TIE FINALS



Recognising the entrepreneurs, SMEs and fast-growth companies that make the UK economy work.

- Entries close 31 December 2026
- Finalists announced 1 February 2027
- Black-tie final in London for more than 400 guests, 23 March 2027
- 14 categories, each with its own panel of four judges who have built businesses themselves
- Promoted by more than £100,000 of marketing, including paid social and advertising in The Times and The Telegraph

**Category partnership: from £20,000**, with an in-depth online case study on every finalist in your category.

**[BusinessChampionAwards.co.uk](https://BusinessChampionAwards.co.uk)**

## BLACK-TIE FINAL



Championing the businesses that power rural Britain.

- Entries open 1 February 2027
- 17 categories, free to enter
- Judged independently by rural business owners and sector leaders
- Black-tie final at the National Conference Centre, Birmingham, 4 November 2027

**Headline, category and supporting partnerships:** prices on request.

**[TheRuralBusinessAwards.co.uk](https://TheRuralBusinessAwards.co.uk)**

## 11 · AWARDS · WINNERS' CELEBRATIONS



Naming the UK's best places to work: up to 100 employers chosen by their own staff, plus 10 headline awards. Awards cannot be bought.

- Entries 1 February to 25 June 2027
- Reception in central London, 2 September 2027
- List in the September issue and online

### Sponsorship

Headline partner: **£30,000**

Award sponsor (13 awards): **£3,500** each

Reception sponsor: **£12,500**

Venue partner: no fee, space provided in kind

**[WorkplaceAwards.BMmagazine.co.uk](https://WorkplaceAwards.BMmagazine.co.uk)**



Ranking the UK's most innovative companies in 32 lists, each with a top 10, judged by an independent panel. Not pay-to-play: sponsors take no part in judging.

- Entries open 1 March 2027 and close 1 October 2027
- The UK's most innovative company named at a reception on 4 November 2027
- Lists in the November issue and online

### Partnership opportunities

Headline partner: **£30,000**

Theme list sponsors (6 themes): **£3,500** each

Reception sponsor: **£12,500**

Venue partner: no fee, space provided in kind

**[InnovationAwards.BMmagazine.co.uk](https://InnovationAwards.BMmagazine.co.uk)**

## 11 · AWARDS



Put your name to the UK's best suppliers to small business: more than 100 awards across 16 sectors, won on client and small business survey evidence. Awards cannot be bought.

- Entries 2 November 2026 to 31 March 2027
- Reception in central London, 3 June 2027
- Winners in the June issue and online

### Sponsorship

Headline partner: **£30,000**

Category sponsor (16 sectors): **£3,500** each

Reception sponsor: **£12,500**

Venue partner: no fee, space provided in kind

**[BestInBusiness.BMmagazine.co.uk](https://BestInBusiness.BMmagazine.co.uk)**

## THE LIST



Show your support for the UK's leading female founders, with the top 250 ranked on merit, plus seven marquee awards. Places cannot be bought.

- Entries 5 November 2026 to 12 March 2027
- Reception in London, 6 May 2027
- List in the May issue and online

### Sponsorship

Headline partner: **£30,000**

Marquee award sponsor (7 awards): **£3,500** each

Reception sponsor: **£12,500**

Venue partner: no fee, space provided in kind

**[FemaleFounders.BMmagazine.co.uk](https://FemaleFounders.BMmagazine.co.uk)**

## BOOKING AND SUPPLYING COPY

### RATES

All rates exclude VAT. Recognised agencies receive a 10% discount. Series discounts for 3, 6 or 12 issues on request. Payment is due 30 days from invoice.

### CANCELLATION

In writing: at least six weeks before publication for print, and at least one month for online. Inside those periods the fee is payable in full.

### PRINT COPY

A4 with 3mm bleed, supplied as a press-ready PDF. Ask us for the copy deadline for each issue.

### DIGITAL AND EMAIL COPY

Banners at 728 x 90 (300 x 250 on mobile) and boxes at 300 x 300. Solus email copy is due 48 hours before the send, on any date we agree with you.

Bookings are subject to Capital Business Media's standard terms and conditions, available on request.

**CONTACT**

# TALK TO US

Tell us who you need to reach and we will put a plan together.

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