



enterprise
community cohesion
empowerment
regeneration
economic development
sustainability
localism
sustainable communities
Big Society
social enterprise
local government
poverty



WHY NEW START?

Who subscribes to New Start?

New Start magazine is part of the Centre for Local Economic Strategies (CLES) – the leading think tank dedicated to economic development, regeneration and local governance – whose members include local authorities, government departments, housing associations, consultancies, social enterprises, charities, academia, think tanks.

The majority are in senior positions charged with the responsibility for making the key decisions, from commissioning services to shaping future priorities.

Through our new website launched in 2011, our monthly ezine and regular Hotnews bulletin we bring our members together to help them in their pursuit of creating better places.

Why is New Start the best place for you to advertise?

We bring together a powerful group of some of the UK's major decision-makers, creating an ideal marketplace for anyone wanting to reach this unique audience.

Do you have an event or service to advertise? Are you in the market for public sector contracts? Would you like to celebrate a successful initiative in front of your peers?

In the fast changing landscape of regeneration and economic development we understand that there is an increasing demand for more timely, accurate and cost effective ways of reaching your target audiences than conventional print media allows.

Our newly launched online service offers you numerous ways to reach our members via advertising and special reports in New Start which

uniquely combines the journalistic heritage of New Start with the research focus of CLES.

New Start is the destination for features and debate on economic development and regeneration, it unites the various strands of all those in the business of creating successful and resilient places, from architects to economic development experts, social entrepreneurs to council leaders.

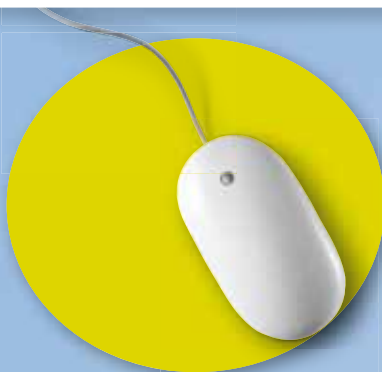
With around 1,000 members on its launch, the website includes daily, updated exclusive feature articles plus an archive of New Start and CLES content. Each month a digital magazine containing the best articles is sent out to members.

Advertising space is available online, in the digital magazine and via our weekly Hotnews email bulletin.

Who advertises in New Start?

New Start attracts advertising from a broad range of clients across the UK and international markets.

Sectors include: housing; central government and local councils; planning; architecture; education; charities and civil society; publishing; community organisations; tourism; enterprise; universities and colleges; leisure; property and construction industry.



ADVERTISING OPTIONS

Online

Display:

- Top mast head banner - fixed position: **£800 per month**
- Top mast head banner - rotating (appears at least 50% of the time): **£550 per month**
- Right hand side banner - fixed position: **£600 per month**
- Right hand side banner - rotating (appears at least 50% of the time): **£400 per month**

Events and tenders:

Company logo & 250 words of text: **£395**

Directory listing:

A basic listing on our directory is free of charge. Your logo, 250 words about your organisation, a photo & link to website can all be added at a cost of **£50** for each item.

Monthly digital magazine (ezine)

Containing the very best features and articles sent out to all our members. We can also organise mail shots of the ezine to your key contacts.

Ezine advertising rates:

- Full page: **£900**
- ½ page: **£500**
- ¼ page: **£300**
- Classified: **£100**

Special reports: guarantee coverage in the digital magazine over anything from a page to 8 pages. Written to the same high journalistic standards as our other coverage, our editorial team will work with you to ensure your story reaches a wider audience.

- 1 page: **£1,000**
- 2 pages: **£1,750**
- 4 pages: **£3,000**
- 8 pages: **£5,000**

Print runs of your special report can also be organised. Contact Siobhan Hanley (details overleaf)

Hotnews

Our free weekly must read email bulletin delivers latest news and articles, events and jobs to our comprehensive database of 12,000 subscribers. Include 250 words & website links: **£395**

Have your own bespoke bulletin sent out to Hotnews subscribers: **£900**

Marketing

Catalogues, promotional letter, postcards – call to discuss requirements and get a quote – price dependant on weight, size and volume.

Events

CLES has over 20 years' experience in the field of regeneration and local economic development and this expertise complements each of our events from policy seminars and training, to our landmark annual summit and presence at other major conferences.

For further information and sponsorship opportunities, contact Sarah Longlands by email: sarahlonglands@cles.org.uk or tel: **0161 236 7036**.



CONTACTS

For enquiries regarding advertising, Hotnews, special reports and marketing, contact: **Austin Macauley** at **austinmacauley@cles.org.uk** or **Sarah Longlands** at **sarahlonglands@cles.org.uk**. Both can also be contacted on **0161 236 7036**.

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