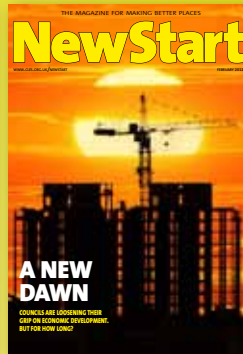


NewStart

The magazine for making better places

The magazine for making better places



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

WHY NEW START?

Who reads New Start?

Since 1999 New Start has built up a community of practitioners involved in making better places. Members of New Start magazine include local authorities, government departments, housing associations, consultancies, social enterprises, charities, academia, think tanks.

The majority of our members are in senior positions charged with the responsibility for making key

decisions in their local areas, from commissioning services to shaping future priorities and revitalising disadvantaged areas.

Through our new website launched in 2011, our monthly ezine and regular Hotnews bulletins we bring together a network of more than 10,000 members to help them in their pursuit of creating better places.

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

In the fast changing world of regeneration and local economic development we understand the increasing demand for timely, accurate and cost effective ways of reaching your target audience.

During its 12 year history New Start has helped a wide range of advertisers, with solutions ranging from display and recruitment ads to sponsored features, events and email bulletins. With our new web resource we're able to offer additional options, such as sponsored sections of the website.

New Start has become the destination for features, debate and analysis on making better places and, in these changing times, it is uniting all those involved, from private sector CEOs and charity heads to social entrepreneurs and council leaders.

Our website is updated daily with blogs and feature-length articles, our Hotnews email bulletin is sent out each week and our digital 'ezine' is published each month.

Who advertises in New Start?

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

Sectors include: housing; social enterprise; 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**

Sponsor a section of our website:

Work with our journalists to create a sponsored editorial section for your brand. Ask our advertising team for more details.

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.

Hotnews

Our free weekly must read email bulletin delivers latest news and articles, events and jobs to our comprehensive database of 9,500 subscribers. Includes 250 words & website links: **£395**

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

Recruitment advertising

Online:

- Jobs Top Page Banner: **£600 per week**
- Job Home Page Button: **£350 per week**
- Featured Job: **£300 per week**
- Job of the Week: **£500 per week**

Events

New Start and its parent company the Centre for Local Economic Strategies (CLES) run events throughout the year, from policy seminars and roundtable discussions to our landmark annual summit. Recent roundtable topics include local enterprise partnerships, public sector reform and community resilience.

To find out about sponsorship opportunities for upcoming events contact our advertising team.

CONTACTS

For all advertising enquiries call **01625 614 000** or contact one of the following:

Andy Lees at **a.lees@spacehouse.co.uk** or
Dave Lawrence at **d.lawrence@spacehouse.co.uk** or
David Harrison at **d.harrison@spacehouse.co.uk**.

Website: **www.newstartmag.co.uk**
Follow us on twitter: **[@NewStartMag](https://twitter.com/NewStartMag)**