



## Advertising Opportunities with Thrive

### What is Thrive?

Thrive is a free, quarterly A5-sized business magazine aimed at female founders, which is distributed in Brighton and Hove, and circulated widely online. The first issue of Thrive launched in June 2018.

Via our magazine, our mission is to inspire, inform, celebrate, and support the diverse range of female founders in Brighton and Hove, and Sussex, who want to start up, or grow, a thriving small business.

### What is our social purpose?

Our social purpose is to increase the start-up and survival rates of female-led businesses in Brighton and Hove, and beyond. In Brighton and Hove, there are 13,800 self-employed women, compared to 19,100 self-employed men<sup>1</sup>. Nationally, in 2016, only 22% of Small and Medium-sized Enterprises (SMEs) with no employees, and 20% of SMEs with employees, were led by women<sup>2</sup>. In the same year, just 9 per cent of the investment that poured into UK start-ups went to companies with a female founder<sup>3</sup>. The Thrive team intends to change these statistics for the better, and reduce the gender imbalance between female and male-led businesses. Through the work of our magazine, along with the support of our guest contributors and advertisers, we aspire to boost female entrepreneurship within Brighton and Hove, and beyond.

### What kind of content does Thrive have?

Thrive contains five sections (START, GROW, REFLECT, DISCOVER, and CONNECT) with articles exclusively featuring female founders, as well as practical advice written by female business professionals who support entrepreneurs. The magazine also contains thought-provoking reflections, about what it is like being a female founder in the UK, and abroad. All our content reflects our core values of **being inspiring, being informative, celebrating diversity, and being supportive**.

### Who reads Thrive?

We have been overwhelmed with positive feedback from readers following the publication of Issue 1. We predict that by the end of the year, we will have a readership level of 10,000 engaged readers, from Brighton and Hove, Sussex, and beyond, who are either aspiring female entrepreneurs, female founders of growing businesses, or practitioners who support women in business.

2000 print copies of each issue are distributed around Brighton and Hove (including cafés and pubs, leisure facilities, co-working spaces, the University of Brighton, and Greater Brighton Metropolitan College). The magazine will also be shared widely online via [www.issuu.com/thrivethemag](http://www.issuu.com/thrivethemag).

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### References

<sup>1</sup> Office of National Statistics (2017), *Labour Market Profile - Brighton and Hove*. [Online]. Available at: <https://www.nomisweb.co.uk/reports/lmp/la/1946157280/report.aspx>

<sup>2</sup> Parliament, U.K. (2017), *Business Statistics* [Online]. Available at: <http://researchbriefings.files.parliament.uk/documents/SN06152/SN06152.pdf>

<sup>3</sup> Smith, S. (2017) 'Just 9 per cent of funding goes to women-led startups – it is crucial we correct this imbalance'. City AM, 24 May 2017 [Online]. Available at: <http://www.cityam.com/265303/just-9-per-cent-funding-goes-women-led-startups-crucial-we>



## Advertising Opportunities with Thrive

### What advertising opportunities are available?

There are a range of advertising opportunities to suit all budgets. Please select the advertising option which suits you best. (Please note, exclusive sponsorship opportunities are available on request).

Advertising per quarterly issue	Rate (£)
Half-Page Advert (horizontal)	120
Single-Page Advert (vertical)	240
Sponsored Content (max. 1200 words), includes a Single-Page Advert	300
Double-Page Advert (horizontal)	360
Inside Front Cover Advert (vertical)	420
Inside Back Cover Advert (vertical)	390
Back Cover Advert (vertical)	480

### \* What is sponsored content?

Sponsored content is slightly different to a traditional advert, as it contains copy (text) provided by you, and is presented like an article, reflecting the visual layout of Thrive. It is labelled as 'Sponsored Content', and along with the article text, it contains your logo, and relevant contact details. It is a great way for you to showcase your expertise, and highlight the positive impact of your products and services. Typical content includes a 'Top Tips' article, a short 'How To' guide, or a case study featuring one of your clients or employees. Please note, you only have to provide the copy, your logo, and your contact details, as the Thrive team will design the final layout on your behalf. A single-page advert is included in the price of a sponsored content piece.

### What are our artwork specifications?

The artwork for adverts must be sent as a PDF with no crop, bleed, or extra marks. Please note, we do not provide proofs of supplied artwork, unless it is a sponsored content piece.

**Half-Page Advert (horizontal):** 148mm x 105mm. Type 138mm x 95mm.

**Single-Page Advert (vertical):** 210mm x 148mm. Type 200mm x 138mm.

**Double-Page Advert (horizontal):** 297mm x 210mm. Type 287mm x 200mm. Make sure no text is typed less than 10mm from the spine (i.e. the centre of the double-page spread).

### What next?

1. Decide which type of advert you would like to publish.
2. Send your final artwork to the Thrive team by the specified deadline, or ask the team to prepare this for you. (This will incur an extra fee for the design).
3. The Thrive team will incorporate your advert or sponsored content piece into the magazine.
4. The Thrive team will then invoice you. You will need to arrange payment by BACS (payment details provided on request) in line with our payment terms.
5. Once published, the Thrive team will send you a copy of the magazine (a print copy and the online version).