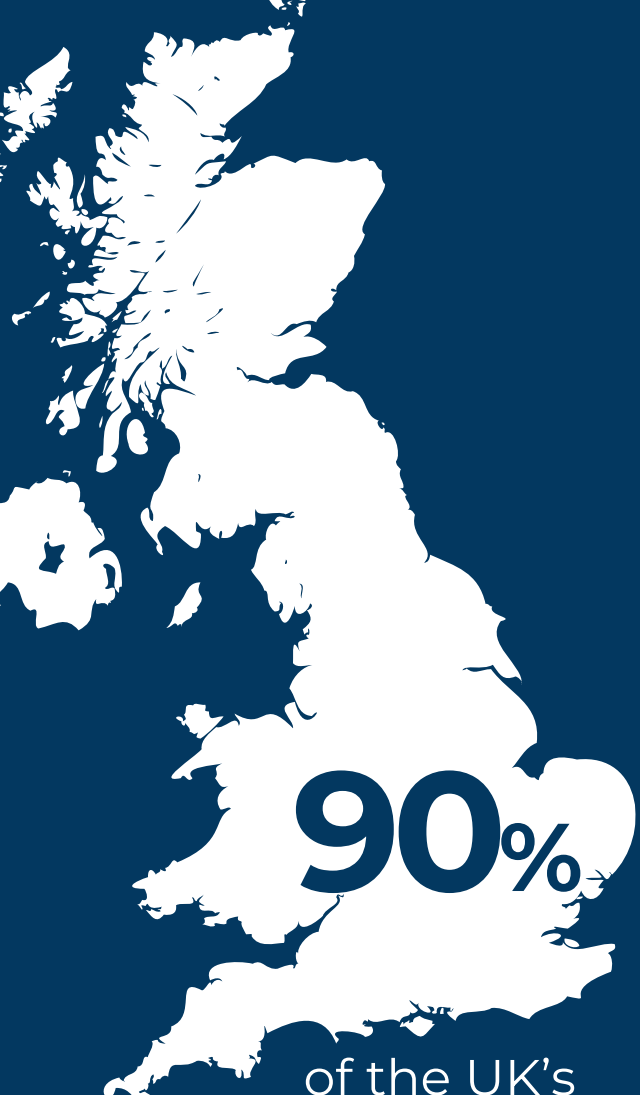


FBUK Magazine –
December 2024
Issue 2 Media Pack





Family Businesses in the UK



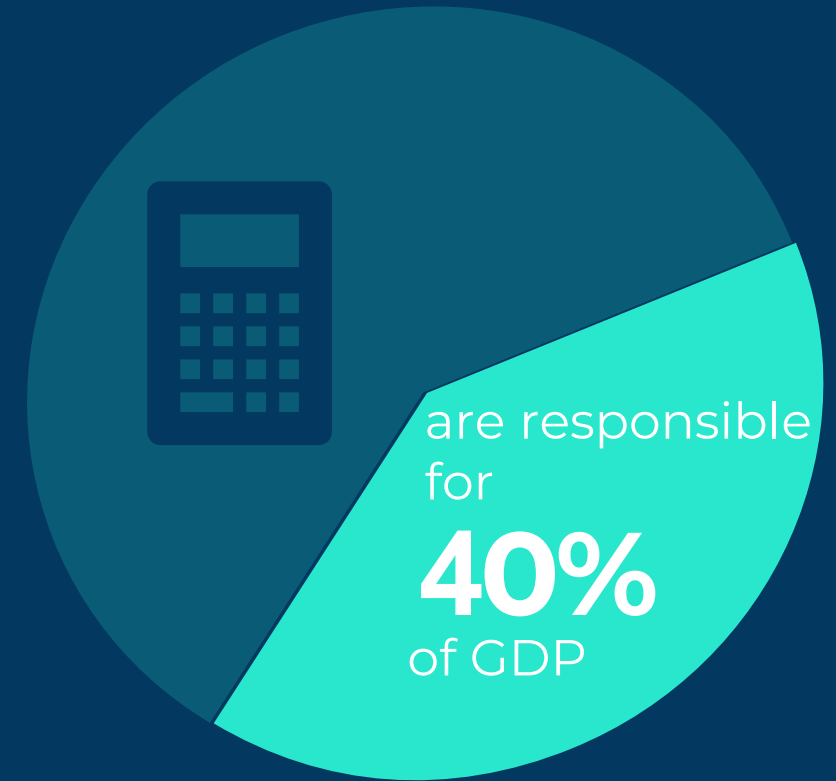
90%

of the UK's
total private
sector firms

In the UK, family
businesses:



employ **14 million**
people; equivalent to 51%
of all private sector
employment in the UK



contribute over

£200 billion

through tax receipts





About Family Business UK



Founded in 2001, Family Business UK (FBUK) is the largest organisation in the UK dedicated solely to supporting, representing and championing family business. We are a movement of family businesses working to create a more prosperous and sustainable future for generations to come.

Our work focusses on three core areas of activity:

providing a support network for family businesses navigating the complexities of family dynamics, multigenerational change, and succession

advocating for policies and regulation that incentivise long-term investment, to ensure the financial sustainability of the sector

shifting perceptions towards family businesses, and create a greater awareness and recognition of the contribution family businesses make to our economy and communities

FBUK Magazine

As part of the growing momentum behind Family Business UK, and the increasing levels of engagement we've been enjoying with our Members, Partners, event sponsors, policy makers, and the sector in general, FBUK launched a new magazine in June 2024.

The purpose of the magazine is to support our work advocating for the model of family business; provide resources for family businesses navigating multigenerational change and succession; and showcase the contribution family businesses make to our economy, and communities up and down the country.



Format, Frequency and Circulation

The publication is produced bi-annually, in June and December of each year, and is circulated in print and digital formats:

- **Print:** controlled circulation of 500 hard copies sent to FBUK Members and distributed at select FBUK events.
- **Digital:** circulated to FBUK subscriber base and social (11,000 readers / followers)

Each edition is c24 pages, colour, and produced in A4 format.

Content

FBUK Updates

- Updates on advocacy / policy / research / political engagement
- Updates on upcoming programmes and events, and FBUK Communities
- Updates on Member resources (FBUK Lifestages Model, User Guides, Toolkits, thought pieces, etc)

News, Editorials and Opinion Pieces

- FBUK Member interviews / profiles / perspectives
- Editorials and opinion pieces on topics and issues material to family businesses

Ad space

- Paid-for advertising space for service providers, FBUK Partners and FBUK Members

Promotional Opportunities

For FBUK Members, Corporate Partners, relevant service providers and family business advisors, this will provide an opportunity to:

- Leverage involvement with, and support for FBUK and the family business sector – through association with Family Business UK
- Promote your brand and services to family businesses through advertising opportunities

Advertising Opportunities

The publication provides a limited number of spaces for family business service providers to advertise their services.

Advertisers are being offered promotional rates for the first edition:

- Full page single spread (A4) inside front (or back) cover: £3,000 (excl. VAT)
- Full page single spread (A4) main content section: £2,500 (excl. VAT)
- Half page (Contents page): £2,000 (excl. VAT)
- Half-page – main content section: £1,500 (excl. VAT)
- Banner ad – main content section: £750 (excl. VAT)

Image, format, and wordcount specifications (for advertorials) to be provided separately.

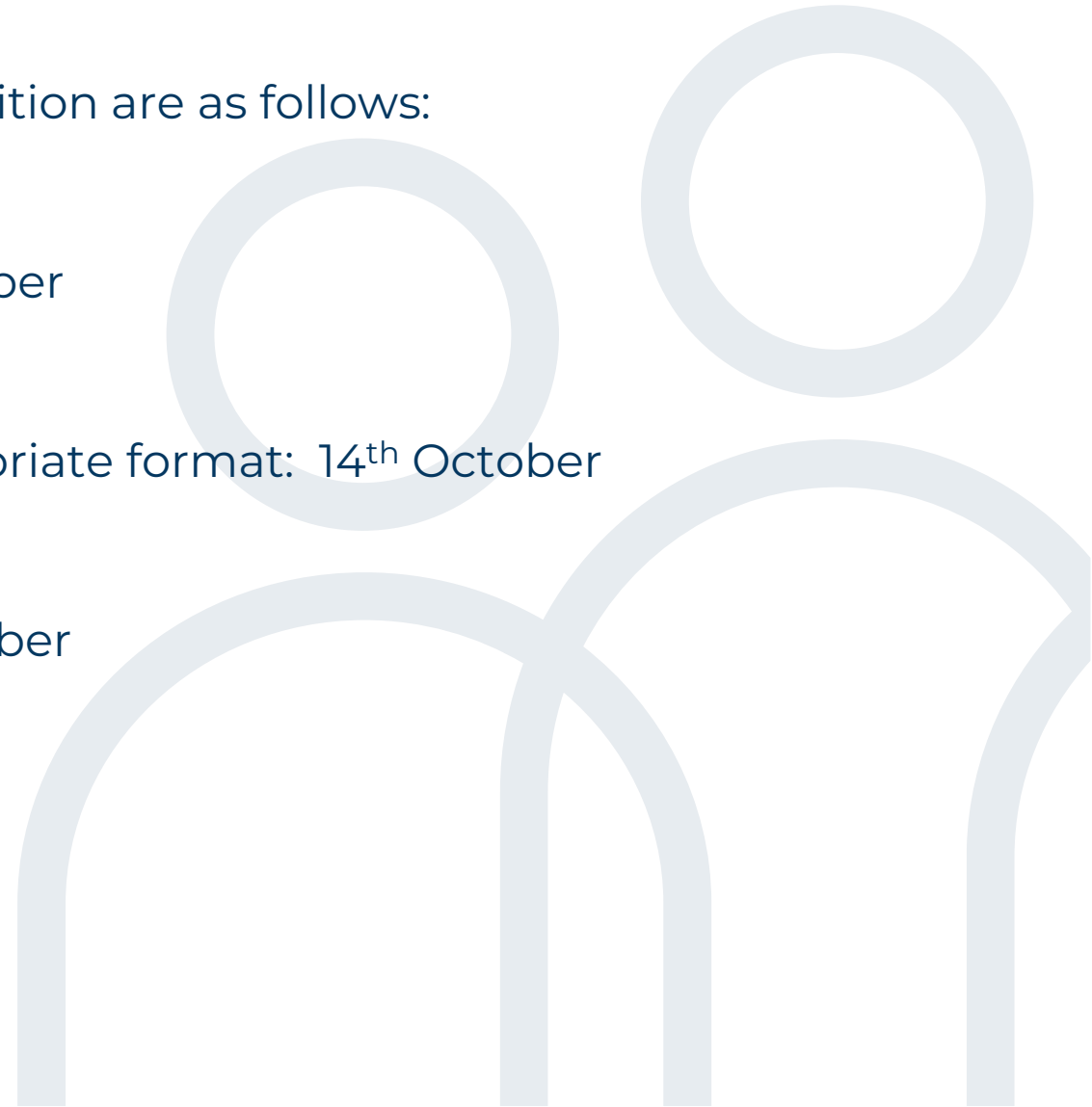


Schedule

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Deadlines for production of the December 2024 edition are as follows:

- Confirmation of ad space purchase: 23rd September
- Final advert artwork delivered to FBUK in appropriate format: 14th October
- Distribution (digital and hard copies): 2nd December

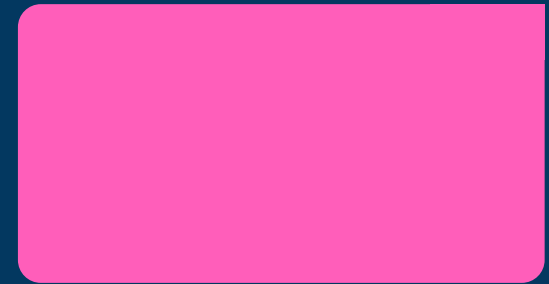
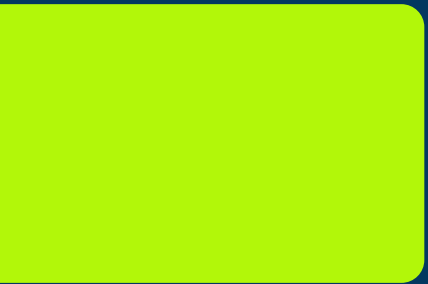




To register interest or find out more:

To find out more about opportunities to get involved, or advertise, please get in touch:

- **Neil Davy:** neil.davy@familybusinessuk.org 07999 404316
- **Alan Fitzwater:** alan.fitzwater@familybusinessuk.org 07523 945435



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