



Sector focus:
Built environment

November/December

A forward-thinking media collective.

Good to meet you, we're NET.

We are a fiercely independent media collective, which blends content, community and commerce to support our B2B community to share experience, pass on knowledge and build their network.

We are a collective of storytellers, creatives and strategists, who transcend traditional media to engage our community with tales of resilience, discovery, and progress.

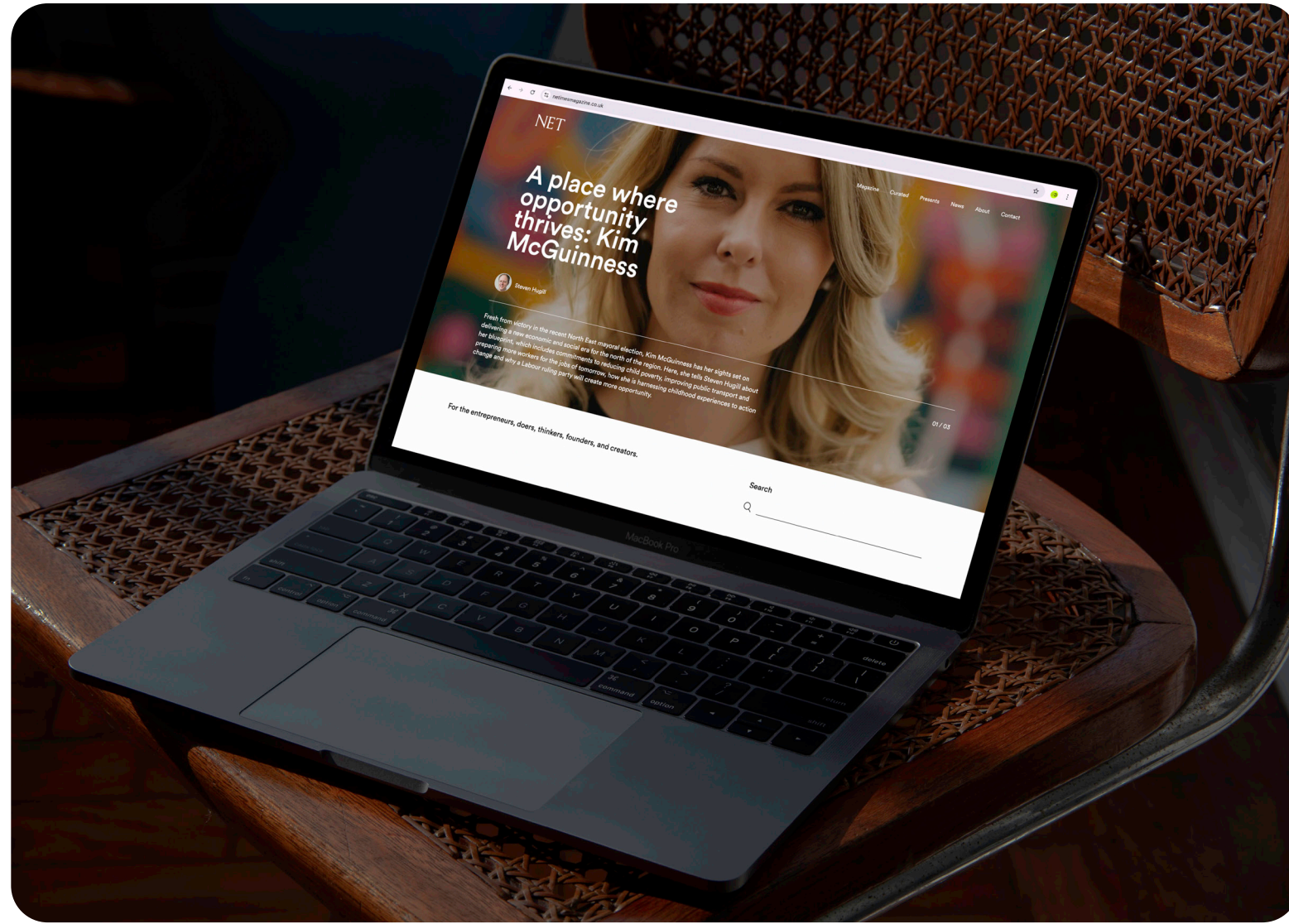
Through our unique, multi-channel approach, we shine a spotlight on the organisations and individuals at the heart of economic, social and cultural change.





Magazine. Shaping the narrative.

NET x magazine brings together a collective of journalists, creatives and strategists to create a guidebook for business founders, leaders and doers. Our mission is rooted in the belief that independent journalism has the power to make each reader's knowledge of the business, political and economic landscape more rounded.



Curated. Curiosity feeds creativity.

N x curated shares stories, insight and how-tos to help you, a generation of leaders, founders and doers that is navigating an ever-changing business world while striving for work/life balance.



Presents. The bigger picture.

N x presents delivers campaigns, partnerships and collaborations with the region's most exciting businesses. We will work with your team to nurture your idea and make it happen, using the skills and experience of our talented events, creative and marketing teams.

250,000

Online footprint

Our digital platform connects the regional business community

150,000

Online readership

Our print readership is maximised by digital distribution of content

50,000

Community

Combined social network across LinkedIn, Twitter and Instagram

45,000

Print readership

We print x6 issues bi-monthly yearly, to get your business noticed

Building for the future



Things are changing across the North East.

With a historic devolution deal matched by the pledges of a new Westminster regime, the region has a once-in-a-lifetime opportunity to fashion lasting transformation.

And nowhere is the potential more palpable than across the built environment sector, where headline vows to catalyse housebuilding and wider infrastructural projects provide refreshed optimism for a new era of economic and social prosperity.

Driving change

N, the print publication brought to you by NET, will highlight this evolving landscape in its November/December edition, with a dedicated supplement focused on the region's built environment sector.

Led by interviews with industry bosses and expert analysis, the special feature will assess the sector in detail.



Kim McGuinness, North East mayor

Supplement partner:

Looking at the challenges and opportunities faced by operators, it will:

- Analyse the sector’s potential against the backdrop of Westminster pledges to redraw the planning system and build more homes nationally across its current sitting
- Paint a picture of the region’s future through the lens of its two mayors – Kim McGuinness and Ben Houchen – and the powers at their disposal to drive investment across the built environment sector
- Assess the importance of sustainability measures to the built environment’s future
- Highlight skills challenges and the steps being taken to secure the next generation of talent
- Feature a high-level roundtable discussion, held alongside JK Property Consultants LLP, which will see influential business leaders set a blueprint for meaningful change

Sponsorship opportunity

Is your business driving change across the built environment sector?

Is it leading the way on innovation and creating the jobs of tomorrow?

Is it helping lay the literal foundations for greater economic and social prosperity?

If so, then the built environment supplement is the perfect opportunity to showcase its successes to existing and new audiences.

Owing to NET’s extensive print and digital reach – which now includes national online news website Bdaily – your brand will speak to influential business leaders and decision-makers across the UK.

As a N supplement partner, your brand will receive:

- A double-page article in the November/December edition of N
- Your article published on both the NET and Bdaily websites, with subsequent social media support across both channels
- Article featured on x1 Bdaily regional bulletin

Total: £2,000+VAT

Roundtable debate

The roundtable

Leading multi-platform publisher NET has partnered with JK Property Consultants LLP to help drive the regeneration agenda through a campaign that encourages investment in the built environment sector – from inside and outside the region.

The campaign will be based on a roundtable event, which will see leading and influential business leaders come together to highlight the actions needed to create partnership and increase investment.



Photo taken for a previous NET x Fairstone roundtable



Photo taken from a previous NET x Newcastle Rugby Foundation roundtable

The roundtable will be reported by NET's editorial team and published across its various channels, which include bi-monthly print publication N and national digital news platform Bdaily.

The roundtable will take place on:

Tuesday, October 1, from 9:15am until 12pm, at Northern Design Centre, Abbot's Hill, Gateshead, NE8 3DF.

As a roundtable partner, your brand will receive:

- A seat at the discussion - join people of influence from the built environment sector
- Editorial coverage in a print report and additional website and social media exposure
- Branding across invitations and print report
- Credits in social media promotion
- Networking opportunities at the roundtable
- Promoted across the Bdaily platform and email bulletin

Total sponsorship: £2,500+VAT

N - Magazine

November/December issue Double-page advertorial in N

- Article written by NET journalist from interview with company representative*
- Half-day photography shoot
- Article published on NET's website, featured in a Bdaily daily email bulletin and boosted by posts from NET and Bdaily social media channels

Curated

Digital feature

- Digital featured article (Q&A/thought leadership/shortform) to complement the print piece. Published on both Bdaily and NET's websites
- Article to feature in the special edition built environment newsletter emailed to our NET database
- Promoted through respective social media channels

Presents

Roundtable

- Have your business represented at NET's high-level built environment sector roundtable
- Gain a seat on the table to add your business' voice to the discussion
- See your business represented in a detailed report of the roundtable, which will be published in N and across the NET and Bdaily websites

*Further packages, including in-house article and photography submission, available on request

Combined advertorial and roundtable package: £4,500+VAT



Thank you

For further enquiries please contact: sarah@netimesmagazine.co.uk