

# Media Guide

West & North  
**Yorkshire**  
**Business**

The magazine for business professionals in Yorkshire.

Rub shoulders with the biggest brands in Yorkshire, without breaking your budget.

T 08455 240 240  
E [editor@yorkshire-business.co.uk](mailto:editor@yorkshire-business.co.uk)  
W [www.yorkshire-business.co.uk](http://www.yorkshire-business.co.uk)  
@WNYorkshire\_Biz



## Yorkshire Business

## Press Release Guidelines

### What is Yorkshire Business?

Yorkshire Business is a quarterly business news publication spanning both print and digital that taps into over 150 years of business services and experiences of the West & North Yorkshire Chamber of Commerce.

### What is a press release?

A press release is a succinct, comprehensive account of an upcoming news occurrence; a timely report of an occasion that has just happened; notification of essential or procedural changes in an organisation.

### What stories do we like to publish?

At Yorkshire Business we like to post articles that may concern uplifting news stories, expanding businesses, winning contracts, new appointments or charity work. We also like stories that include visits by notable figures, working with Chamber members, winning awards or connections to education.

We are passionate about the region's business community and like our features to showcase the best of local organisations.

### What stories do we not like to publish?

Yorkshire Business receives many press releases each week; unfortunately, we cannot guarantee all press releases are published.

We may write back to you if your press release does not fulfil the requirements outlined below, but will still strive to get your article published.

We do not publish promotional materials, such as flyers or advertisements which are solely related to selling a product.

### What are the requirements for press releases?

To make the process of your press release being posted to our website quicker and more efficient, we do ask that the press releases we receive fulfil the following requirements:

- The press release must be from an organisation that is a member of the West & North Yorkshire Chamber of Commerce.
- The press release should be attached as a word document.
- The copy should be no less than 200 words, but no more than 800 words.
- Press releases should be written in prose – please avoid using excessive amounts of bullet points.
- There should be at least one high resolution image attached separately. We accept multiple images and will select the most appropriate to suit the page layout / design.
- Pictures should be lifestyle images (pictures of people), preferably in a work environment or related to the subject.
- Avoid using stock imagery – if you do use a stock image, ensure you have the appropriate license.

### How long will my press release take to be posted?

We strive for all press releases to be posted within a week of Yorkshire Business receiving them, during busy periods this may fluctuate.

When your article is posted, we will do our best to reach out to you with a link to your published press release.

### Can my press release be featured in the Yorkshire Business magazine?

Unfortunately, we do not take requests for featuring specific press releases in the members section of our quarterly magazine as inclusion is an editorial choice.

We do offer paid-for features, profiles and articles in the magazine to assist you with raising your profile amongst members. The media pack can be downloaded here: <https://bit.ly/2QdpfkM>

**IF YOU HAVE ANY FURTHER QUESTIONS REGARDING PRESS RELEASES OR YORKSHIRE BUSINESS, PLEASE DO NOT HESITATE TO GET IN TOUCH AT [EDITOR@YORKSHIRE-BUSINESS.CO.UK](mailto:EDITOR@YORKSHIRE-BUSINESS.CO.UK)**

# Content Guide

West & North  
**Yorkshire**  
**Business**

Magazine content guide for  
marketing & media professionals.

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W www.yorkshire-business.co.uk  
@WNYorkshire\_Biz



## Topics

What subjects are we talking about in Yorkshire Business?

### Q1 Social Impact

How are you managing your social responsibility campaign? Do you measure what good work you do for your local community and how your business is acting responsibly?

### Q2 Europe, Brexit and International Trade

Brexit has brought uncertainty within the business community. How is your organisation preparing for the upcoming political and economic change?

### Q3 Skills, Apprenticeships and Employment

It's important that we provide opportunities and develop the future workforce. What innovative initiatives has your business undertaken to help shape the future?

### Q4 Market Analysis, Trends and Opportunities

What trends have arisen in your industry or business? What opportunities are you looking forward to in 2020?

## Articles

What are the types of articles we want to publish

### INTERVIEWS

Our business network overcomes challenges, inspires employees and achieves growth. Sharing business or industry knowledge and your success by way of interview makes a fantastic article.

### HINTS AND TIPS

Our network is full of individuals who are experts in their area of business. We encourage you to share your hints and tips on business subjects, showcase your skills and demonstrate your expertise for the benefit of other members.

### EXPERT OPINION / INFORMATION

If you are a leader or expert in your field, you could send us your expert opinion or an in depth discussion on a specialist topic.

### CASE STUDIES

We love to champion businesses who achieve success by connecting with the business support network. Demonstrate what is possible with a little help and direction, we will showcase your achievements.

### COLLABORATION

Businesses that work together, thrive together. We are here to support the business community in the region. If you work with other businesses in inventive and interesting ways, this is a great way to find more exposure.

## Reviews

What are the types of reviews we want to publish

Help our readers make informed decisions with an expert guide to products and services.

### FASHION / JEWELLERY

For business and black tie, pick of Black tie and business wear, help ensure our readers pick the best attire for the occasion.

### RESTAURANT / BARS

From conferences to more casual meetings, tell our readers about the best places to eat and meet in Yorkshire.

### LEISURE / TOURISM

We love to demonstrate what a great place Yorkshire is as a place to live and work. Have you been to any tourist destinations in Yorkshire recently?

### LUXURY CARS

Write a luxury car review and deliver your experiences of aspiring automobiles on to our readers.

### TECHNOLOGY

What new gadgets, technology or software have you obtained recently? Share with our business network which gadgets and technology are useful for the discerning business person.

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