

# The Future of Responsible Business in NI Review

In partnership with Ulster Business Magazine

## The opportunity

Business in the Community is seeking to produce a critical, thought-provoking publication exploring some of the key issues facing Northern Ireland, with a focus on how responsible business can drive change.

This is published in partnership with Northern Ireland's leading business magazine, **Ulster Business**, which has an audited circulation of almost 6,500 and a readership of over 33,000.

This publication is the next in the series, following on from the highly successful State of Responsible Business Report that was published in 2017.

<https://www.bitcni.org.uk/wp-content/uploads/2018/02/State-of-Responsible-Business-2017-Online-Report.pdf>



## What's the focus?

The publication will be comprised of four key elements:

- 1) Four thought leadership articles, potentially focussing on:
  - a. Workplace Diversity
  - b. Circular Economy
  - c. Literacy & Numeracy
  - d. Digital Inclusion
- 2) Future trends identified through analysis of CORE (The Standard for Responsible Business) practices and reporting
- 3) Statement piece from Business in the Community on the implications of Brexit and politics in Northern Ireland
- 4) Case study examples of the work being carried out by NI companies.

We are seeking **four lead sponsors**; responsible business organisations that can provide a strong leadership article under each theme and a case study to demonstrate its work in this area.

## The publication

The printed publication will be a full colour, 16 page document in a custom square size which will help it to stand out in the Ulster Business magazine.

Around 1,000 stand-alone copies will be published and used by Business in the Community throughout 2018/19. Online promotion to the publication will also be via a direct link from Ulster Business' website.

## The audience and benefits

Business, government, the public and voluntary and community sectors. It will also be available on our website and the Ulster Business website as an interactive document and for download.

This will result in an **estimated readership of at least 40,000** key influencers, ensuring that our message reaches as wide an audience as possible within Northern Ireland.

As a sponsor, you'll enjoy these benefits:

- Positive positioning as a leader in CR
- Improved reputation and a key communications tool
- Strong brand profile linked with key responsibility and sustainability values

## Reach, promotion and timing

- The publication will be printed in partnership with **Ulster Business**, which has a circulation of 7,000 monthly, translating to a **readership of some 35,000 per month**.
- In addition, we'll create an **extended, online interactive version**, which will be featured on both the Business in the Community and Ulster Business websites. Together, these websites have **over 275,000 unique visitors** annually, giving extensive access to a valuable audience of readers interested in NI business.
- The Business in the Community NI website attracts **185,000 viewers annually**, and with a **front page banner promotion** for the publication, offers excellent exposure to a varied audience interested in the responsible business agenda – from consumers to businesses to politicians and community organisation
- Each thought leadership article will also be listed as a blog on [www.bitcni.org.uk](http://www.bitcni.org.uk) with direct links to sponsors' websites
- A full social media plan will be developed to market this publication. See page 3.
- This publication will be included in the April edition of Ulster Business magazine. Copy deadline is 14 March.

## Pagination

	FRONT COVER
ADVERTISEMENT Responsible Business Summit 2018	CONTENTS
SPONSOR ONE – Thought leadership article	SPONSOR ONE – Continuation of Thought leadership article and 1/3 page ad
SPONSOR TWO – Thought leadership article	SPONSOR TWO – Continuation of Thought leadership article and 1/3 page ad
FUTURE TRENDS	FUTURE TRENDS
SPONSOR THREE – Thought leadership article	SPONSOR THREE – Continuation of Thought leadership article and 1/3 page ad
SPONSOR FOUR – Thought leadership article	SPONSOR FOUR – Continuation of Thought leadership article and 1/3 page ad
FORTHCOMING EVENTS	CORE – The Standard for Responsible Business
BACK COVER	

## The costs

Sponsorship opportunities	Cost
<b>Lead sponsor – 4 slots only</b> <ul style="list-style-type: none"> <li>• In print – logo on front cover logo</li> <li>• Full page thought leadership article and half page advertisement</li> <li>• Online – Two week's profile via online banner on website to promote story</li> <li>• Opportunity to add video and image links for additional online content</li> <li>• Link to company website (CR pages)</li> </ul>	£2,500
<b>Online sponsor – 10 slots</b> <ul style="list-style-type: none"> <li>• Online – 2 week's profile via online banner on website to promote story</li> <li>• Opportunity to add video and image links for additional online content</li> <li>• Link to company website (CR pages)</li> </ul>	£250

	w/c 26 Feb	w/c 12 March	2 April	Weekly . . . from 2 April until end of June	23 – 27 April	24 May	10 October
Sponsors confirmed							
Copy deadline							
Publication produced and distributed							
Interactive/digital version live on BITC and UB websites							
Social media ads – two per company per week							
Website banners – one per company per week (alternating)							
Publication promoted at Responsible Business Week events							
Publication promoted at Responsible Business Awards							
Publication promoted at Responsible Business Summit							

## Next Steps

This is an excellent, but limited sponsorship opportunity, so secure it now by emailing [lisa.mcilvenna@bitcni.org.uk](mailto:lisa.mcilvenna@bitcni.org.uk), or calling (028) 9046 0606.