

**BRINK**



# Contacts

---



**Publisher**

**Paul Evans**

+44 (0) 203 289 1870

sponsorship@brinkmagazine.co.uk



**Editor**

**Richard Young**

+44 (0) 203 289 1870

editorial@brinkmag.co.uk



**Marketing Manager**

**Sarah Hughes**

+44 (0) 203 289 1870

advertising@brinkmagazine.co.uk



# Introduction

---

*Brink* is a quarterly print magazine and online content channel with the aim of encouraging a conversation about the rapid pace of technological change and how businesses and society should respond to the opportunities and challenges it creates in a deliberate and informed way.

The digital economy is growing twice as fast as the wider economy, but every company - not just those in the technology industry - must take account of the rapidly changing business environment.

These challenges are not only faced by tech professionals but non-specialist business owners and leaders. More than three quarters of all businesses in the UK have 9 or fewer employees.

## **Brink empowers business leaders to make informed decisions with confidence**

In these organisations, decisions that shape our business, technology and communications landscape are being made every day by people – in marketing, HR, management, operations – who are not technology specialists.

With coherent and accessible articles, lucid explanations and expert opinions, *Brink* gives business decision-makers the opportunity to stay abreast of changes across an increasingly convergent and unpredictable industry landscape and make intelligent, enterprising and responsible decisions.



**BRINK**

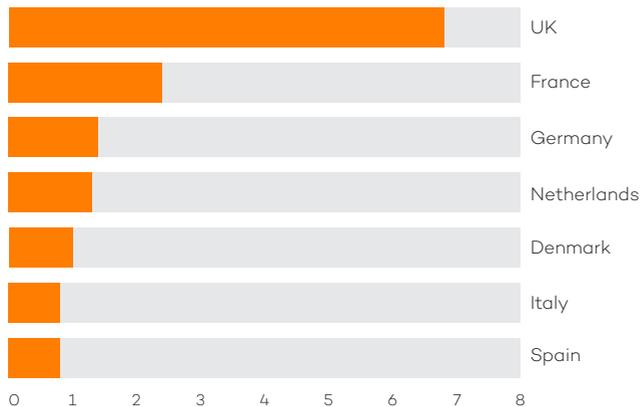
Brink is published by Fourth Estate Creative Ltd  
29 Gwydyr Road, Bromley BR2 0EX | Tel: 020 3289 1870

# UK Digital Tech Sector

“Britain already leads the world when it comes to new technology... I am determined that we will build on this success as we seize the opportunities that arise from leaving the EU and seek to build a bold new future for our country. That is why support for the digital tech sector is... important”

**UK Prime Minister, Theresa May**

## Digital Tech Investment



**£6.8bn**

The amount the UK secured in venture capital and private equity investment in 2016

**50%**

The UK secured 50% more investment than any other European country; more than Paris, Berlin and Amsterdam combined.

**28%**

Growth rate in number of UK digital tech businesses over five years\*

**22%**

Growth rate in turnover of the UK digital tech sector over five years\*

**2x**

The digital sector is creating jobs 2x faster than the non-digital sector

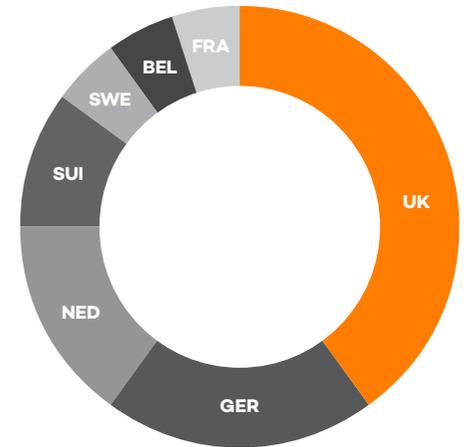
**£103k**

The Gross Value Added (GVA) of an average digital worker - more than double the £50,000 of the average non-digital worker

\* To 2016

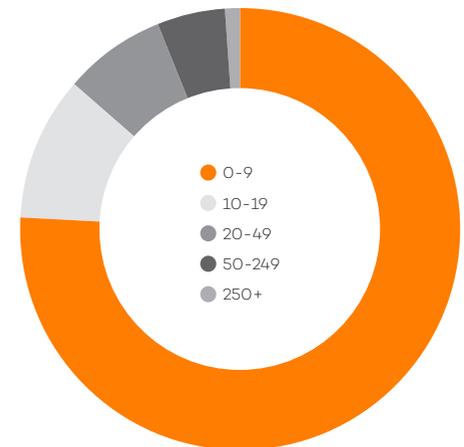
Source: Tech Nation 2017 report

## Europe's top 20 universities



## UK businesses by size

Number of employees

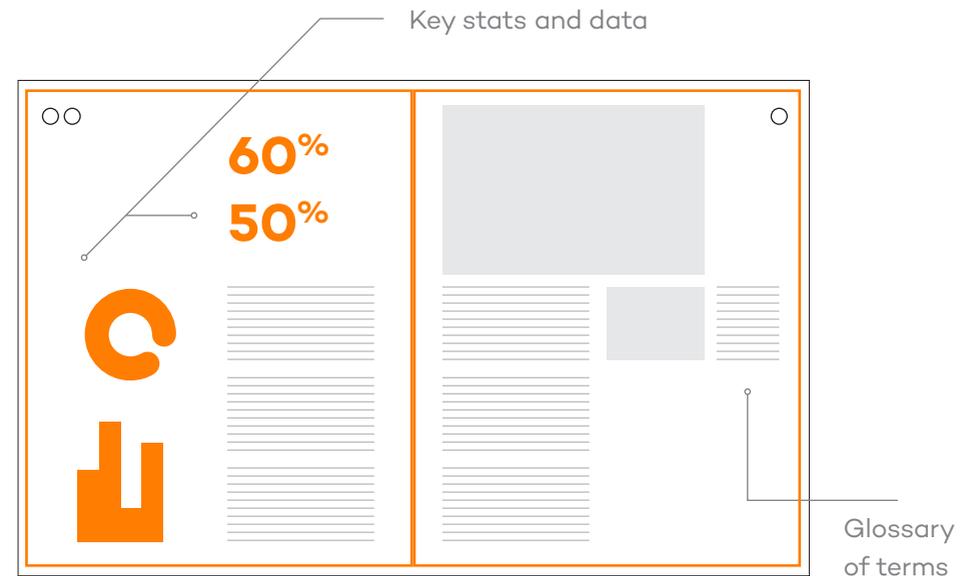


# Editorial

## Topics covered

- Business technology
- Information technology
- Business strategy
- New working practices
- Financial technology
- Cybersecurity
- Healthcare
- Education and training
- Media and entertainment
- Marketing and advertising
- Energy
- Environment and sustainability
- Manufacturing
- Logistics
- Retail
- Agriculture
- Architecture and design
- Resource management

**Understanding the impact of changes across other industries is key to planning for your own**



# Audience

## Profile

The *Brink* audience is about quality, not quantity. We target senior decision-makers not only in the tech sector, but in general business, finance, government and in academia. This a 'prosumer' market – made up of those for whom knowledge of their industry is a pursuit in both their working and private time.

### Influence

In their business and personal lives *Brink* readers are influential and well-connected people who impact on and inspire the decisions of their peers, competitors and customers. They are primarily in professional, executive or managerial positions in both the public and private sector.

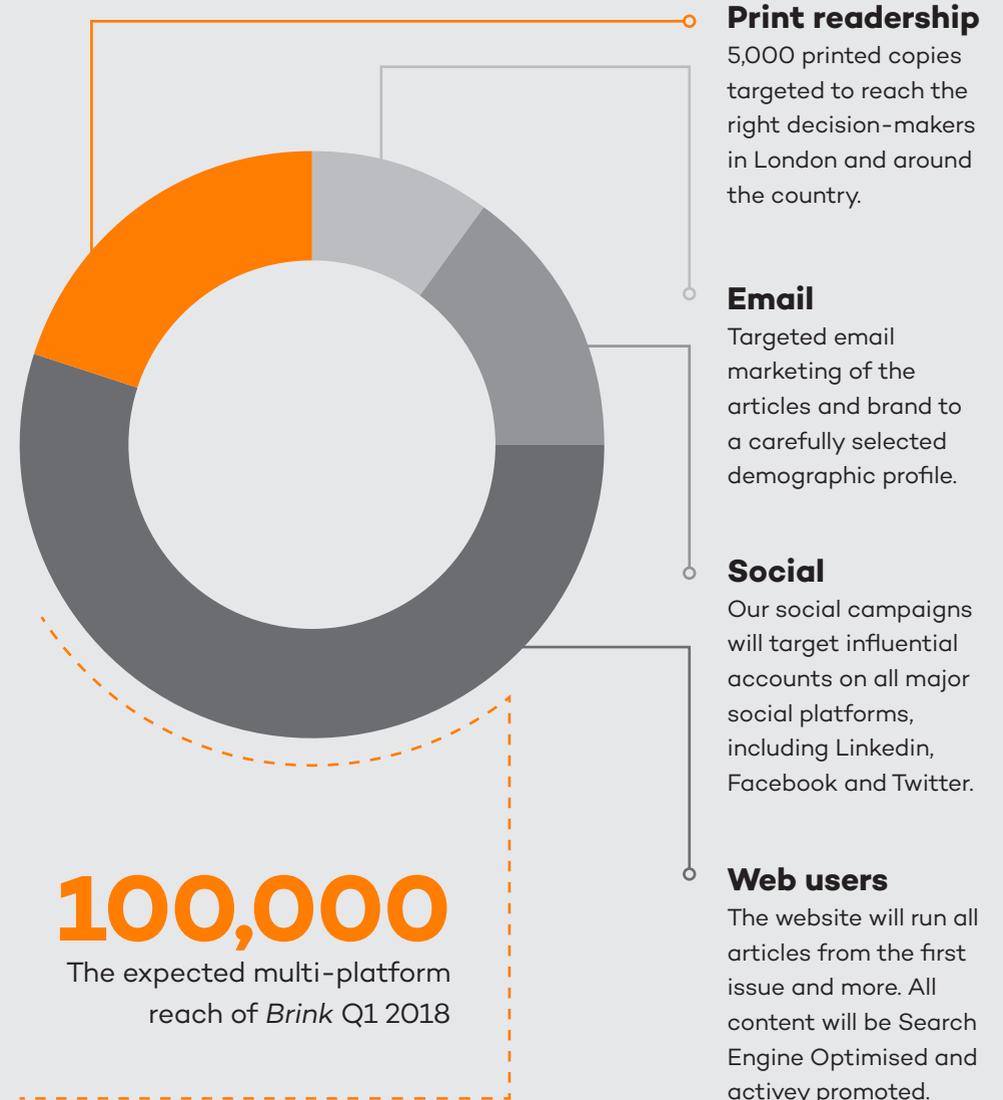
### Affluence

This is an audience of high-earners who not only make purchasing decisions in their work environment but have considerable expendable income and an interest in new technologies, devices and intelligent, high-quality products and services.

### This audience includes

Business owners	Influencers
Agile SME's	Thought leaders
Senior managers	Early adopters
Decision-makers	Gadget lovers
Start-ups	High earners
Tech specialists	Big spenders

# Reach





# Advertising

## brink magazine

### Print

Full-Page Advertisement	£5,750
Double-Page Spread Advertisement	£7,500
Inside Front Gatefold Spread	£12,500

### Special Positions

Opposite Masthead	£6,250
Opposite Contributors Page	£6,750
Opposite Editor's Note	£7,250
Inside Back Cover	£8,500
Outside Back Cover	£11,500

## brink online

MPU	£3,650
Mid-Page Billboard	£6,350
Leaderboard	£7,850
One-Week Sponsorship	£12,350



# Sponsorship

## Tier 1

- Listing on the Sponsors' Thank You page
- Premium advert placement
- Video interview to be run on the *Brink* website
- Email and social drivers
- Content amplification

**Sponsorship Level: £30k+**

## Tier 2

- Listing on the Sponsors' Thank You page
- Full-page advertisement
- Editorial interview to be run on the *Brink* website
- Email and social drivers

**Sponsorship Level: £12.5k - £30k**

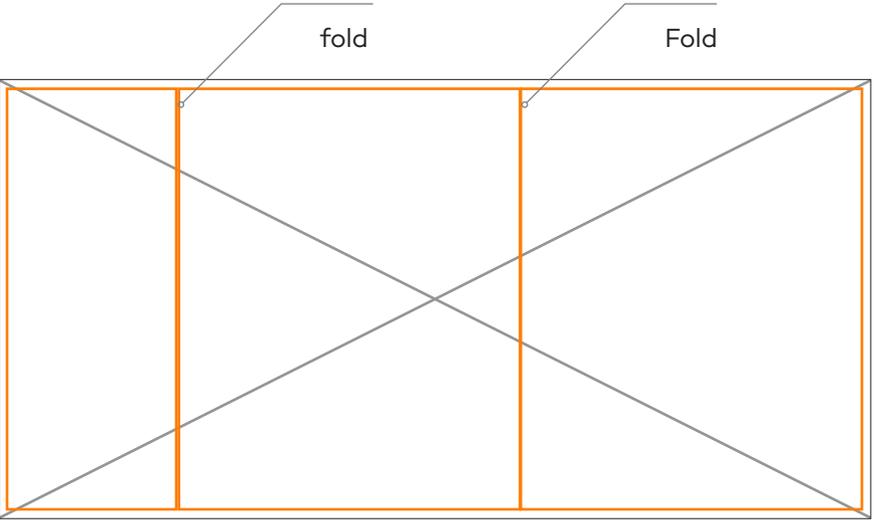
## Tier 3

- Listing on the Sponsors' Thank You page
- Editorial interview to be run on the *Brink* website

**Sponsorship Level: £7.5k - £12.5k**

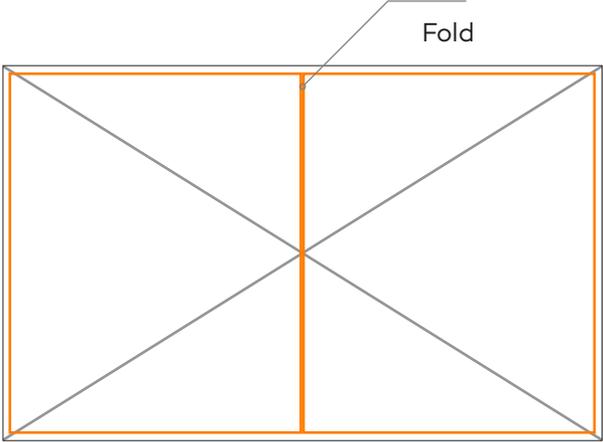
# Specifications

---



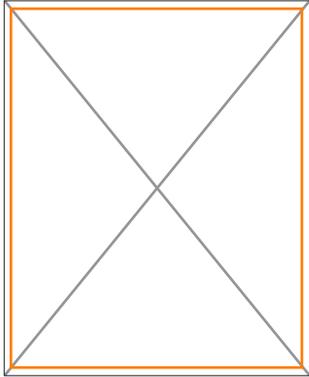
**Gate fold + inside front cover double page spread**

555 x 274 mm  
561 x 280 mm with bleed



**Double page spread**

444 x 274 mm  
450 x 280 mm with bleed



**Single page**

222 x 274 mm  
228 x 280 mm with bleed

---

## Publishing Schedule

- Quarterly print distribution: Q1, printed December, Q2, printed March, Q3, printed June, Q4, printed September
- Regularly updated website
- Regular printed guides to specific industries, also be available as e-books

---

## Technical requirements

- Files must be in PDF format with trim marks, registrations marks and full bleed to the sizes specified above.
- PDF/X-1a:2001
- PDF files must be produced at 300dpi at 100% size
- PDF files must be produced in CMYK
- Files under 10mb can be emailed to [production@brinkmag.co.uk](mailto:production@brinkmag.co.uk)
- Files over 10mb can be transferred to us via wetransfer