



GOING UP?

**WORKING TOGETHER, TO TAKE
YOUR BUSINESS TO THE NEXT LEVEL**



Increasing your profile, engagement and opportunities to do business

CROSS
PRODUCTIONS

ABOUT US

Cross Productions enables businesses to grow through strategic marketing, planning and implementation of marketing strategies

As a company we will open the door to opportunities and connections. We guarantee to raise your profile and promise to give an owners perspective. With a disciplined commitment we will deliver you and your business results you are looking for.

Based in Leicester, servicing clients across the UK and overseas, the team at Cross strive for excellence in every aspect of our marketing strategies and adapt well to the needs and standards of the current market. With our extensive portfolio, experience and knowledge we provide you with a bespoke service, helping you to define your goals and assisting the succession of your objectives.

We believe in crossing multiple channels, providing you with a substantial reach for your audience and delivering measurable results. We have your business at heart and support you every step of the way, helping you to achieve your business goals.

Responsible for placing more than two million pounds in marketing spend back in our local economy.

AIMS

Sales and marketing go hand in hand however they are two separate roles.

Cross Productions will create the opportunities through marketing ready for you to take responsibility for the sale.

Communication is a key factor in the success of your marketing. Through clear communication we can adjust your campaign faster improving your results ensuring your budget works harder for you.

Build your personal profile which will help to establish trust with potential business opportunities

Build brand awareness taking your brand to an industry lead

Creating personal brand awareness, installing trust and establishing you as a thought leader

Through engaging content drawing potential clients to recognise you as industry lead moving you towards you a more attractive partner to potential business opportunities

Establish you as a thought leader

Open the door to opportunities

NICHE

MAGAZINE



LEICESTERSHIRE'S LEADING BUSINESS TO BUSINESS MAGAZINE

Magazine advertising creates a lasting colourful image of your product or service. As with anything there is intense competition for the 'mind share' of the consumer, our readers. Taking an advert or editorial in Niche Magazine gives you an opportunity to create a lasting image of your product or service.

OUR TOP TIPS TO CREATING GREAT CONTENT

GET THE CONSUMER'S ATTENTION

You need to take the consumer by storm by focusing on creating an eye-catching headline or phrase. Include a graphic or logo to establish the tone of the message.

Avoid controversial headlines and pictures. Humour should be used judiciously. It's hard to come up with a humorous tone that is universally appealing. And especially with humour, make sure you are not offending anyone! On the other hand, a clever phrase or impressive graphic will attract the attention of, and be appreciated by, almost everyone.

MAKE YOUR PITCH CONCISE AND SIMPLE

List the benefits and reasons why the consumer should buy your product or service. Keep it short and simple. Readers aren't going to treat your ad like a novel and sit down for a long read. You have only 10 to 15 seconds to get your reader's attention and appraise them of the unique value of your product or service.

Avoid long phrases or cute dialogue. Be precise and to the point.

MAKE IT EASY TO REACH YOU AND ORDER FROM YOU

To make it easy for potential customers to purchase your product or service, don't forget to include your phone number, website, or retail locations that stock your product at the bottom of your ad space. If other special ordering information is needed, include that as well.

100,000 targeted readership  57% male
43% female

62% readers aged between 35-65

Having a presence in Niche will raise your professional profile and give you the opportunity to showcase your product or services to an audience who trust and respect our recommendations.

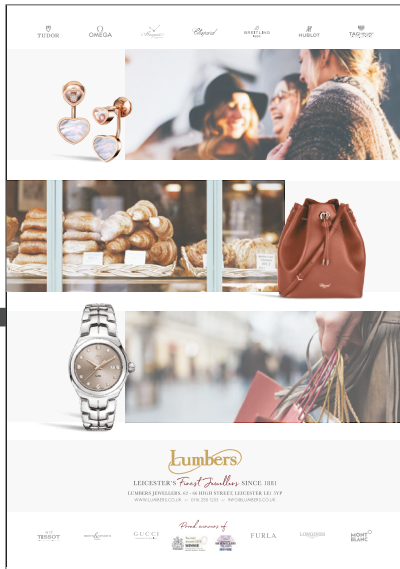
This is a great way to raise brand awareness and align your business with the right prospects.

MAGAZINE SPACE

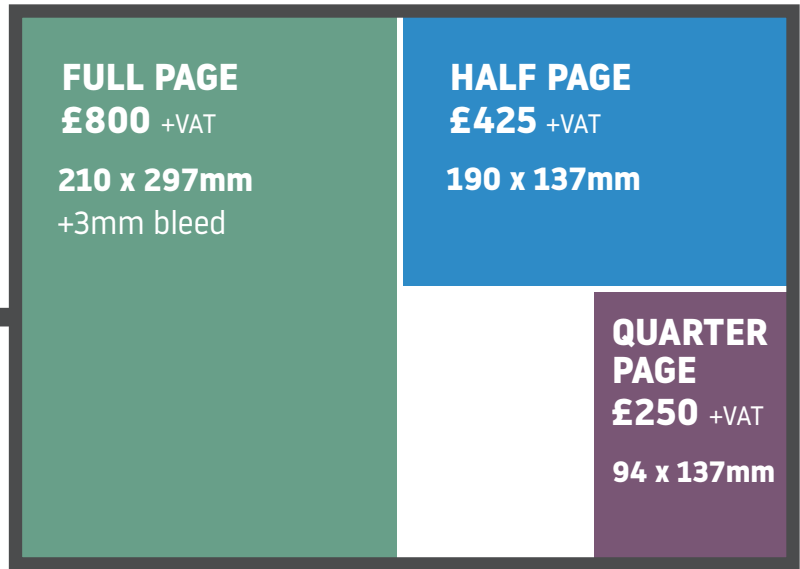


FRONT COVER £6000 +VAT 210 x 297mm

This includes a three page spread inside the magazine and a photo shoot



BACK COVER £1200 +VAT 210 x 297mm +3mm bleed



DOUBLE PAGE SPREAD £1450 +VAT 420 x 297mm +3mm bleed

HOW IT WORKS

You will receive your initial invoice within 24 hours of signature. Once this is paid we will begin work on your account.

***Please note all deadlines will be clearly stated on the confirmation of booking form which is sent out once we receive the thumbs up from you!**

ADVERTS

If you have taken space for an advert this is what happens next

If you have editorial space please skip to next page

YOUR PART!

A ALREADY HAVE THE ARTWORK SORTED?

If you already have artwork created or have a brand agency creating this, you will need to email set artwork with 3mm bleed over to your account manager before the set deadline. This deadline will be stated in confirmation letter.

It's as simple as that! Now sit back and wait for the magazine to be published! We will also send you a copy direct to your door.

As soon as you have given your final approval on the artwork it will be set in the magazine, then just wait for the issue to drop through your door!

You will be pleased to know we do not copyright our artwork so you are free to use our creations elsewhere

B NEED US TO CREATE AN ENGAGING ADVERT!

Please email your account manager with

High res copy of your logo (in an eps format)

Wording you would like used in your advert

Any high res images you have that you feel are suitable

Within 5 working days of receiving this from you our design studio will have designed your advert and emailed it back to you for approval. It's unusual for us to receive any changes however should you wish to make any amends you are more than welcome to do so.

EDITORIALS

If you have booked space for editorial, this is everything you will need to know!

A If you are submitting your own editorial please make note of the deadline and word count.

We will need:

High res copy of your logo (ideally in an eps format)

A selection of hi res images (between 5 and 10)

Images are important to have sit alongside an editorial as they engage and draw in the reader's attention.

B If we are writing the editorial

One of our senior journalists will contact you within 5 working days via email with questions or to book a convenient time to conduct an interview with you.

Our interviews are carried out in person, on the phone or via a video call.

Once your interview has been conducted your article will be written up and emailed over for you to read. At this point you might decide there is something more you would like to include or equally something you might like to delete. This is fine just let the journalist know.

You can expect to receive the final set copy with images and logo within 10 working days of you approving the editorial.

Once copy is approved it will be passed to the design team who will set your space including your company logo and any hi res images you supplied upon booking.

It's unusual at this point for there to be any additional changes. However you are welcome to make any alterations should you feel you want to. The design studio will outline the deadlines in their email.

GROW YOUR PROFESSIONAL NETWORK

INCREASE EXPOSURE

ATTRACT QUALITY EMPLOYEES

INCREASE CREDIBILITY

GENERATE MORE BUSINESS

RAISE YOUR PROFILE

0116 271 2573

crossproductions.co.uk

info@crossproductions.co.uk

CROSS
PRODUCTIONS