

# THE BUSINESS NOMAD

The newspaper for micro businesses, lifestyle enterprises and roving entrepreneurs

## Media Information

*“Our world is being transformed by major convergent trends...that are reshaping the way we live, work and socialise. Fixed hours and fixed place working are disappearing”*

**James Bellini, Futurologist**

Today business is changing. More of us are abandoning the daily commute to an office in favour of working from home, with the environmental, financial and social advantages that this can bring. Millions of people now work full-time from home, with further millions working at least one day a week from a home-based office.

Latest figures would suggest that this figure is set to inexorably rise, as more people demand a flexible approach to their working lives. And with downshifting become a lifestyle choice for many, plus new workers entering the marketplace who also want to work from home, traditional working patterns have been shattered.

So, why a newspaper for micro businesses, lifestyle enterprises and entrepreneurs? People have always worked from home – this is not a new phenomenon, but what we are seeing is unprecedented numbers of people using their homes as a base for their businesses, or as an alternative to commuting to an office. Technology has delivered this flexibility, but few of us have the skills to make the most of our home-based working environment.

What’s more, micro businesses are also finding that the move to provide services specifically tailored to the needs of micro businesses are now being provided by specialist facilities the first of which is Enterprise HQ. Micro business owners that are based at home now have a growing network of facilities they can use to network, but also to re-establish connections with other like-minded business owners.

The Business Nomad grew out of a realisation that there was no journal that specifically supported the millions of people that do work from home now and will in the near future. Occasional features appear in newspapers and specialist magazines, but this information is often missed or overlooked by the very people that could make the most of it.

The Business Nomad is a new concept in business publishing. Using the newspaper format we believe that The Business Nomad will become the hub around which all micro businesses orbit. If you would like more information about the newspaper don’t hesitate to get in touch.



**The Business Nomad will become the central hub around which all micro businesses, and roving entrepreneurs will orbit**

- **3.5million people in the UK are working from home. This is increasing at 18% per annum. [Microsoft]**
- **By 2020 80% of the UK workforce will not be tied to the 9-5 fixed-place daily working routine. [Orange Connected Britain Survey]**
- **The freelance market is estimated to number at least 3.75 million [Labour Force Survey]**
- **200,000 new businesses were started in the first six months of 2010 - a 51% rise on the same period in 2008 [Companies House]**
- **The estimated five million small businesses in the UK have a turnover of £3, 200 billion [Dept for Business Innovation & Skills]**

# Reach Your Target Audience

## READER FACTS

The readers of **The Business Nomad** are affluent self-starters that have a 'can do' approach to their businesses. The vast majority of readers fall into the ABC 1 group.

The latest Home Business Report reveals some key facts about home-based business owners, lifestyle enterprises and roving entrepreneurs:

- 71% are women
- 36% are aged between 45-59
- 62% derive their sole income from their business
- 89% state that they will increase their turnover
- 81% state that technology is critical to their businesses success
- 73% use social networking to reach customers

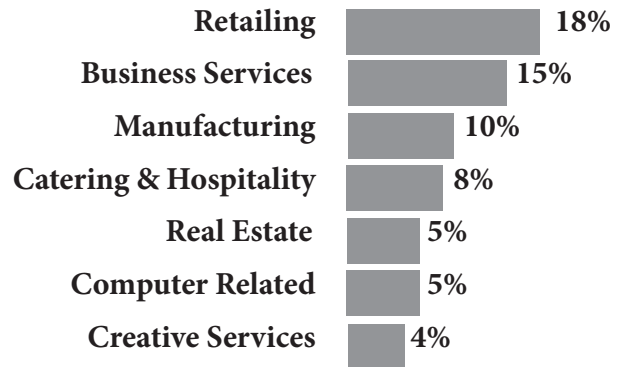
## WHERE ARE OUR READERS?

Home Business in UK Regions		
Region	No. of Home Businesses	Contribution to UK economy (£bn)
London	540,176	67.3%
South East	448,247	44.9%
East of England	286,161	28%
North East	258,581	26.1%
South West	266,519	21.9%
West Midlands	207,190	21.4%
Yorkshire & Humberside	199,293	18.8%
East Midlands	183,411	18.3%
Scotland	186,327	18%
Wales	116,767	9.1%
N. Ireland	71,300	7.7%
North East	78,578	6.7%

Source: Dept for Business Innovation & Skills

## MARKET SECTOR

The small business sector covers a diverse range of industries. Micro businesses are particularly thriving in these areas.



Source: The Federation of Small Businesses

## BUSINESS OUTLOOK

The micro business sector is growing. Lifestyle enterprises and entrepreneurs are using technology to operate their companies no matter their location. The latest BT Business Pulse Survey reveals that the market for **The Business Nomad** is ready and waiting!

- 75% of small businesses believe the economy will see an upturn in 2010
- 35% predict an improvement by January 2010
- 41% believe small businesses will innovate and diversify to create new industries as the UK emerges from the downturn
- 61% are confident about their business prospects for the coming year
- External support is still critical to drive business forward; 43% of respondents want more support around access to finance, 39% ask for more access to legal and regulatory advice and 33% request more advice about growing their business

## Q & A

### Why a newspaper and not a magazine?

Having worked in publishing and operated a micro businesses for several years, we understand how small enterprises want to consume information that will help them develop their companies.

Using established printing technology that allows us to keep costs to a minimum enables us to produce what we believe is a unique publication aimed specially at the micro business community.

Publishing a newspaper allows us to report on the latest events, but also gives us the chance to produce articles, feature, reviews, interviews, masterclasses and other content that is focused on our readership.

### How often will The Business Nomad be published?

The initial intention is to produce a new issue of our newspaper on a bi-monthly basis. This will allow us to gauge the response and number of readers we attract. We would, though, look to move the newspaper to a monthly production schedule as soon as possible to give our advertisers the maximum exposure for their goods and services.

### Will there be a digital edition of the newspaper?

Yes. We always intended the newspaper to have an electronic version. We expect each print run of our newspaper to be picked up quickly by its readership especially as there is no cover price.

However, the newspaper will have an accompanying website where readers can download an electronic copy of the current and back issues of our newspaper.

### How many readers do you expect to reach?

With an initial print run of 5-10,000 copies we expect that each issue will actually be read by many more small business owners as each issue is passed from business to business. With several million micro businesses currently operating in the UK, a conservative estimate for the initial total readership would be in ex-

cess of 50,000. With strong distribution partners we can ensure that each issue of **The Business Nomad** is read by the maximum number of small business owners. This will include the additional supplements we intend to also publish regularly.

### What opportunities will advertisers have to reach your audience?

As our newspaper is free, companies that have goods or services that link to small and micro businesses will have a captive audience they can advertise to. As our production costs are low, we intend to publish regular supplements that are either themed, or showcase a single company's products or services. If you are interested in this type of supplemental promotion, get in touch for more information.

### Will you publish a forward feature list?

Yes, a forward feature list will be available shortly. Advertisers that have goods or services that have a link with these features will then have clear and concise information they can use to base their promotional messages on. If you would like to be placed on our mailing list for the forward feature list send your details to: [nexuspublishing@btinternet.com](mailto:nexuspublishing@btinternet.com).

### How will you distribute your newspapers?

Our partners with a high street presence will distribute the vast majority of each printed issue of **The Business Nomad**. We will also over time as readers sign up for our newsletter mailing list, have a postal distribution list. We intend to rapidly grow this distribution method to match the high street channel. And of course, businesses can always download the electronic versions of our newspaper at any time.

### Will you publish any supplements or special editions?

Yes, as well as the main newspaper, we intend to have an active supplement publishing schedule that will allow our commercial partners to showcase their goods and services. More details about these additional promotional opportunities will be available once the newspaper is published.

# Advertising Rates [Effective November 2010]

## Rates & Data

Full Page.....	£1,000
Half Page.....	£500
Quarter Page.....	£250
Directory Listing.....	£99
Special Positions.....	+20%

## Series Discounts

### Number of Insertions Discount

2.....	5%
4.....	10%
6.....	20%

Supplements, Inserts, Advertorials & Sponsored Branded Positions.....POA

## Mechanical Specification

Full Page.....	252mm x 335mm
Half page.....	252mm x 165mm
Quarter Page.....	126mm x 165mm
Directory Listings.....	45mm x 60mm

All ads should be delivered as PDF files with all fonts embedded, or as high resolution TIFFs.

## Copy Deadlines

**The Business Nomad** is published on the 1st of the month. All copy should be submitted no later than two weeks before the publication date.

Advertisement cancellations must be given in writing and made no later than 5 weeks prior to publication.

## Advertising Sales

 **01952 615785**

 **07990 925 823**

 **nexuspublishing@btinternet.com**

 **www.nexuspublishing.co.uk**



**Fay Easton - Head of Operations**  
Enterprise HQ [[www.enterprise-hq.co.uk](http://www.enterprise-hq.co.uk)]



A former restaurateur and a self employed entrepreneur since the 70's, Fay has traded through recessions, downturns and booms. She now works in Shropshire with skilled freelancers, dedicated directors and a 'can-do' council to help build the Enterprise HQ business and at the same time, increase the prosperity of the enterprising county.

With great belief in the power of the UK's enterprising people to regenerate local and national economies, Fay is determined to put Enterprise HQ at the heart of national entrepreneurial communities trading with the world from idyllic work locations.



Enterprise HQ is a commercial hub with serviced offices and studios that also provides a home for business nomads to organise meetings, networks and training. The Tycoon's Kitchen provides daily baking and collaborating entrepreneurs are to be found in every corner of this stunning business centre located at a tranquil riverside location within the global Birthplace of Industry.

**Dave Howell - Nexus Publishing**  
[[www.nexuspublishing.co.uk](http://www.nexuspublishing.co.uk)]



Dave Howell is Nexus Publishing. Originally from Darlaston in the heart of the Black Country, I have recently moved back to Shropshire after spending ten years in West Sussex managing one of the early online bookshops.

Now based in Telford, I have been working as a freelance journalist full time for the past ten years. I am also a business writer and micro publisher.

My career to date has always involved some form of publishing. I have recently published two magazines for specialist markets with others planned for the near future.



## Nexus Publishing

As I run my own micro business from home, I am perfectly placed to edit **The Business Nomad** as the concerns, and aspirations of the small business sector are also my own.

I will be drawing on my experience of running my own small company to drive the contents of **The Business Nomad** to make it the only business publication that small enterprises need.