



## key facts and distribution details

**INFORMNORTH** is unique to the North East of England where we help to inform and inspire readers of all ages. Research shows that many of the people who read informnorth magazine are not reached by traditional media and do not read other publications.

**INFORMNORTH** is printed and distributed 6 times each year which means that promotional messages are seen for much longer and read by far more people. It also means we don't have to rely on just 'filling space' with old press releases and redundant, or poorly written information.

**INFORMNORTH** is totally passionate about raising aspirations and encouraging people in to action. We offer unrivalled sign posting and quality guidance throughout our magazine and arm readers with everything they need to know in order to take that important next step in their life - whatever it may be.

**INFORMNORTH** champions self development and the benefits of acquiring new skills or updating old ones. We flag the widest possible range of opportunities that are available and just as importantly, highlight exactly where our readers can turn in order to take advantage of the help and support that exists locally.

**INFORMNORTH** is celebrating over nine successful years of partnership work across all business, education and community sectors - time that has been spent helping to bridge the gaps that exist between business and community, whilst promoting the wider benefits of self development, skills and enterprise.

**INFORMNORTH** is a social enterprise - we are not a charity or the mouthpiece of any organisation and we wouldn't want to be - but we continually support the key objectives of many.

**INFORMNORTH** is totally backed up and supported online with an unrivalled website resource that is frequented by more than 214,000 individual site visitors each year.

**INFORMNORTH IS THE MOST WIDELY DISTRIBUTED REGIONAL MAGAZINE OF ITS KIND. OUR COVERAGE ACROSS ALL EMPLOYMENT SECTORS IS AS UNIQUE AS OUR MAGAZINE AND ONLINE PRESENCE:**

**15,000 copies** of informnorth are distributed region-wide in Northumberland, Tyne & Wear, County Durham and Tees Valley. This gives our advertisers an unrivalled reach and penetration for all their promotional messages, which will be seen by more than 60,000 average-issue readers.

**1,880 copies** of informnorth are mailed first class to key decision makers, influencers and senior managers.

**ONE THIRD** of all copies are distributed to our network of education and training providers. We work with partners in schools (particularly those with specialist status), training providers, Jobcentre's, information & guidance providers (IAG) and every college and university in the region.

**ONE THIRD** of all copies of informnorth are distributed to the North East business community where we target small and micro businesses, SMEs and the regions top 200 largest companies. We also work with and support each of the regions major business support networks, enterprise agencies, business and incubator centres, all NE Councils, Business Clubs and networks and support organisations such as Entrepreneurs Forum and NEEAL.

**ONE THIRD** of all copies of informnorth magazine are also distributed at a 'grass roots level to local and regional community and voluntary sector organisations. This includes McDonalds and ASDA, community groups and Youth Clubs, even hospital waiting rooms, Doctors' Surgeries and places where people simply have more time and opportunities to pick up and actually read the magazine.

## More to sing, dance and shout about

### INFORMNORTH IS THE REGION'S ONLY SPECIALIST SELF DEVELOPMENT, SKILLS AND ENTERPRISE MAGAZINE

If you are planning a media or advertising campaign and want your marketing budget to stretch further, then include informnorth magazine in the schedule - as the only specialist magazine of its kind, informnorth has been designed to help individuals and at the same time, support front line service providers, key agencies and the enterprise organisations who appear in each issue.

We bring the very best support services together under the banner of a single publication covering the whole region.

Get the most from your budget - and get in touch to see how we can work together.

To find out how we can help you raise your profile effectively call 0191 5866 010 or email [info@informnorth.com](mailto:info@informnorth.com)

**\*Informnorth targets readers aged 14+ through to retirement age and beyond. Each issue is proof-read for those with a reading age of 14+.**

**To find out more about informnorth and our objectives, to link to our partners or download back issues from the informnorth archive, just visit [www.informnorth.com](http://www.informnorth.com)**