



About

informnorth

INFORMNORTH is unique to the North East of England. We help to inform and inspire our readers of all ages, many are not reached by traditional media or other publications and would not normally pick them up or read them anyway.

INFORMNORTH is printed and distributed 6 times each year which means that all promotional messages are seen for 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 poor information.

INFORMNORTH is a social enterprise. We're 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 passionate about raising aspirations and encouraging people in to action. We offer unrivalled sign posting and quality guidance throughout the entire 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 up the widest possible range of opportunities that are available and just as importantly, highlight where our readers can turn in order to take advantage of the help and support that exists locally.

INFORMNORTH is celebrating over six successful years of partnership work across all business, education and community sectors, time that has been spent helping to bridge many of the gaps that can exist between business and community, promoting self development, skills, enterprise and business start up.

OUR REGION-WIDE DISTRIBUTION IS UNIQUE:

15,000 COPIES of each issue are distributed region-wide in Northumberland, Tyne & Wear, County Durham and Tees Valley, giving an unrivalled reach and penetration for promotional messages to over 60,000 average issue readers.

1,200 COPIES are subscription copies, mailed first class to key decision makers, influencers and senior managers.

ONE THIRD of all copies are distributed to key education and training providers and our partners in schools, particularly those with specialist designation status, local training companies Jobcentres and sign posting and guidance providers such as Connexions and every single college and university.

ONE THIRD are distributed in to the North East business community. We target micro businesses as well as SMEs and the regions top 200 companies through the major business support networks, local business centres and incubator units, councils, individual Business Clubs and key support organisations such as Government Office North East, Inland Revenue and The Department for Business Enterprise, Inbiz, Entrepreneurs Forum.

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 you should always consider including informnorth magazine. We are the only specialist magazine to not only target and support front line service providers and key agencies, organisations and business support providers - but we actually partner with many of them closely as well. You should always question the knowledge of an advertising or marketing agency that misses informnorth from an proposed advertising schedule. To find out how we can help you get the most from your advertising spend, call the team today on 0191 5866 010 or email info@informnorth.com

***Informnorth targets readers aged 14+ through to retirement age and beyond.**

Each issue and is proof-read for a reading age of 14.

To find out more about informnorth and our objectives, or to link to our partners or download back issues from our archive just visit www.informnorth.com