

Media Pack 2021 Multi-Ethnic Media





Powell & Barns Award Winning Marketing

Powell & Barns Group is an Award winning marketing company, we specialise in working with SME's, local & regional Statutory Organisations, and National brands alike.

We are engagement specialists and pride ourselves on exceeding targets and achieving real results that provide quality engagement opportunities for our clients.

Our digital targeting allows you to specify your geographic and demographic preferences, and your dedicated account manager will provide free consultations with all plans.

We are also publishers of the content-led web platform representing minority ethnic communities at: powellandbarnsmedia.com

and [Urban Kapital Magazine](#)

The magazine is available in both digital and print.

Why target black & minority communities?

Britain is rapidly changing with more ethnic groups and a growing African population.

Approximately TEN PERCENT of the UK population is made up of ethnic communities, they collectively generate £74 billion for the UK economy.

African and Caribbean owned businesses generate an incredible £10billion for the UK economy.

According to the Office for National Statistics more than 300 languages are now spoken in London alone

Most second and third generation ethnic minorities are upwardly mobile with a high standard of education and disposable income.

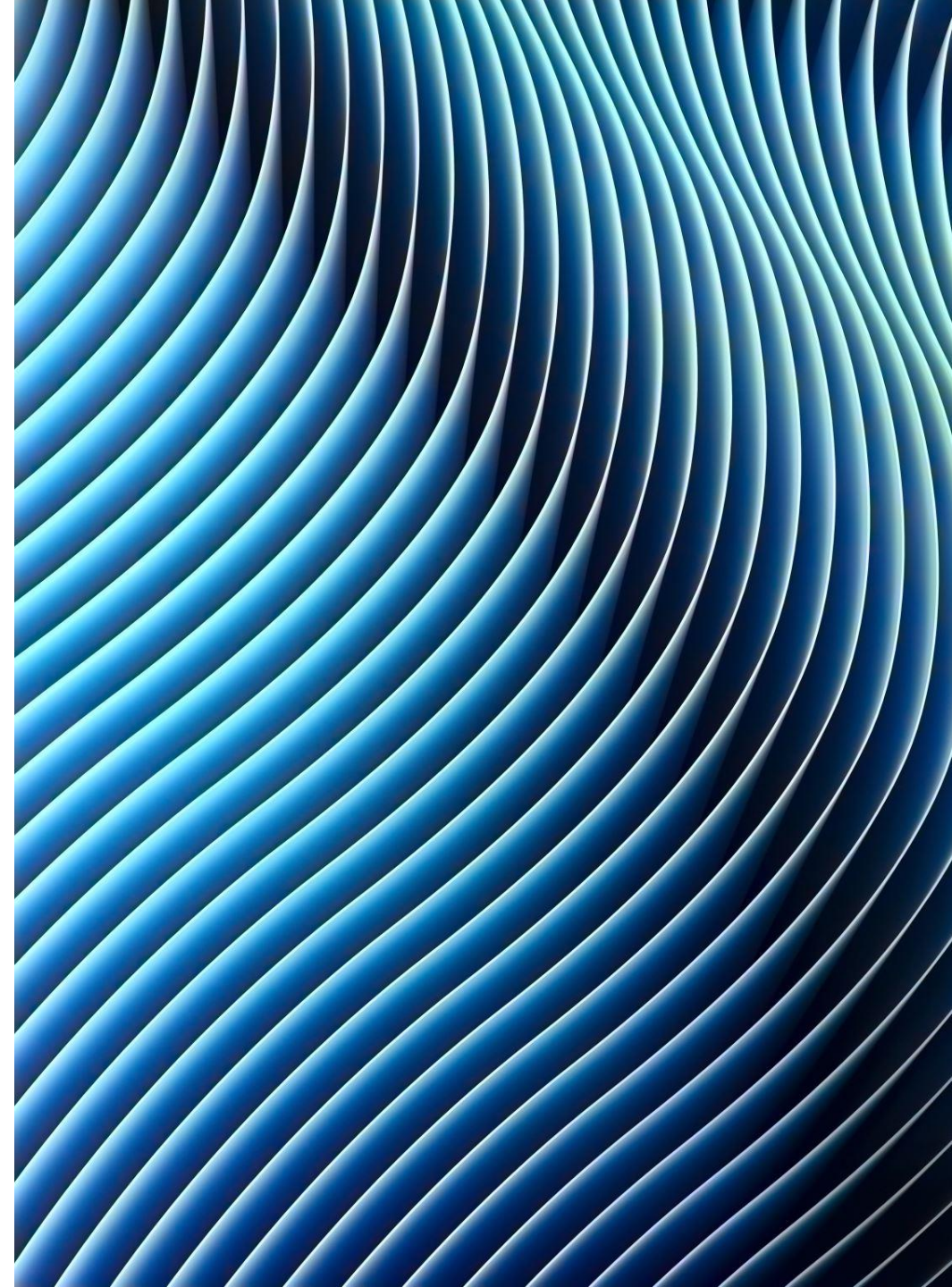
Ethnic minorities in the UK also represent a younger, growing marketplace

16% of the UK's undergraduates are young people from ethnic minority communities

Computer literacy is particularly high amongst young consumers, suggesting a high level of future e-commerce success.

Britain's ethnic communities are technology savvy, they are early adopters of new technology.

Ethnic communities are an extremely important factor in the UK economy.



Example Packages

Options:

- Includes Print & digital space
- 1 Complimentary print copy
- Premium ads that are targeted across digital and social media
- We can target specific audiences, locations, communities
- Magazine ad packages are available with the following: full page, half page, 'in article ads' and logo positioning
- For premium magazine pages: Front inside cover, Back cover, back inside cover, centre spread (add 25%).

(We can create bespoke packages).

Rates:

- Premium feature (includes Print & Digital editorial space + web + mag + social). £240
- Featured ad, (incl. Print mag + web + social). £160
- Quarter page + web + social £90
- In article ads £60 (Ad placed in relevant article Print + Online)
- Logo ads £45 (Print + Online)
- Video ads £60 (Website & Social Platforms)
- Web & social static ad £45

Social Media Packages

Options:

- We offer premium ads that are targeted across social media to the demographic you choose
- We can target based on specific audiences, interests, online behaviours, locations, or communities
- We track and manage your organic posts and we manage paid campaigns, SEO improvement and send you reports so you can monitor how your marketing is going.

It costs on average between £1500 – £2,000 per month to employ a digital marketing manager. Or you can out-source to us, and let us become your marketing team.

See full service Marketing Management prices below:

Rates:

- Digital starter package

Social media marketing: Organic & paid posts : includes up to 5 social media accounts, scheduled daily posts (min 2 per day). Paid ads x 4 per month, Monitoring & analytics.

£240 per month

- Digital Boost package:

As above plus: Content creation 2 ads per month (Posts / Videos). SEO support, up to 4 scheduled posts per day, paid ads continuous.

£320 per month

- E-Commerce Package

Same as Digital Boost + Social Media Shops (Facebook / Instagram)

£390

Or talk to us about a bespoke package for your fixed budget.

Full Service Marketing

What we do:

- We take care of your marketing so you can focus on what you do. We provide consultations, strategic planning and content creation.
- We advise you on the best way to maximise your investment and grow your business with real measurable results and reporting.
- We gather insights about your industry, plan your marketing campaign, create your online and offline content, launch and manage your marketing campaigns, promotions, events and more!

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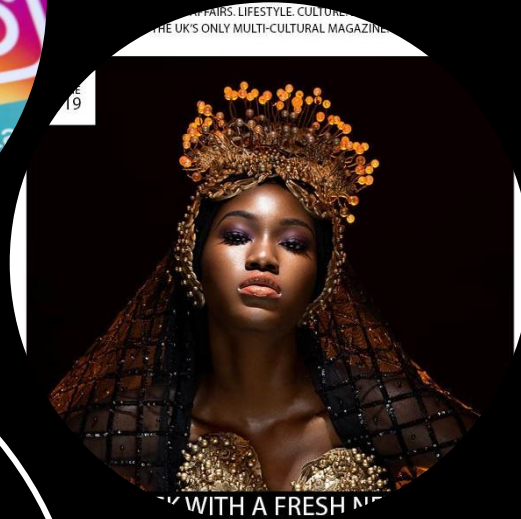
Rates:

- 3 Months full service support
£1500 per quarter
- 6 Months full service support
£2400

Website Design: Quotes upon request

Business Apps: Quotes upon request

Book a FREE consultation and talk to us about a bespoke to suit your budget.



Working with
you - Targeted
solutions!

All Magazine & News Site advertising packages include digital and social media ads targeted to your audience or geographic specifications.

We also offer social media only services which are perfect for smaller budgets.

Magazine Premium ads.

Premium positions Outside back cover and front inside cover, add 25% to full page rate. Page 3 add 15% to full page rate. All premium positions are offered subject to availability. All prices quoted are per insertion.

A man and a woman, both wearing aprons, are high-fiving in front of a chalkboard sign that reads "WE ARE OPEN FOR BRUNCH". The woman is on the left, wearing a denim shirt and a brown apron. The man is on the right, wearing a blue shirt and a white apron. The background is a dark wooden door. The text "Ad design service." is overlaid in a large, white, outlined font.

Ad design service.

If you are unable to provide print ready artwork, or need help designing your ad or advertorial we can offer a bespoke design service with setting charges starting from:

Quarter page £ 25

Half page £ 50

Full pages £ 75

Production dates

Urban Kapital Magazine is produced in digital and print format (Bi-monthly title). Powell & Barns Media online is updated weekly.

February

April issue 2021

June issue 2021

August issue 2021

October issue 2021

December issue 2021





Requirements & Special rates

Digital ad requirements High resolution files (min 300 dpi) supplied by e-mail in CMYK colour as PDF files. Copy cannot be accepted in other formats except by special arrangement. In the case of long copy approach (advertorials) the text should be supplied in Word. This can, if required, be authored by one of our editorial staff.

Please submit your PDF via email to:
content@powellandbarnsmedia.com

Agency ad rates

Agency rates are offered at a 30% discount. Single insertion only. 35% discount for double page spreads. Premium position rates are still applicable.

Charity rates

We offer a 50% reduction on all ad rates to registered charities.



Contact

Please contact our Marketing & Communications Executives with any queries or to discuss a package in more detail.

- T: 0800 118 4175 Option 1
- E: harvey.platt@powellandbarnsgroup.com

For digital only features please email:

- [E: digital.team@powellandbarnsmedia.com](mailto:digital.team@powellandbarnsmedia.com)
- T: 0800 118 4175 Option 2

