

MY ENTREPRENEUR MAGAZINE



My Entrepreneur Magazine, part of The Sussex
Newspaper Group

What is My Entrepreneur Magazine?

An entrepreneur sees an opportunity which others do not fully recognise, to meet an unsatisfied demand or to radically improve the performance of an existing business. They have unquenchable self-belief that this opportunity can be made real through hard work, commitment and the adaptability to learn the lessons of the market along the way. They are not diverted or discouraged by skepticism from 'experts' or from those from whom they seek backing and support, but willing to weigh all advice and select that which will be helpful. In the continual effort to launch and then grow their businesses, they seek out information that assists them with every aspect of business management, from marketing to money, sales, human resources, and more. To find that information—they connect with My Entrepreneur Magazine.

So, what is My Entrepreneur Magazine? Well, for a start, My Entrepreneur Magazine is not a news magazine. We are a magazine produced with CARE (Commentary, Analysis, Reflection and Experience). Our readers value our content because it provides them with insight from some of the smartest minds in the business.

Targeted at business owners and key decision makers, My Entrepreneur Magazine is **the “how to” handbook for building companies.**

Updated 24 hours a day, 7 days a week, we deliver relevant, incisive, high-quality content that not only inspires entrepreneurs to achieve their own business success, but delivers a 'call to action' as well. Each article in My Entrepreneur Magazine balances inspiring success stories that readers can learn valuable business lessons from, with reference guide-like articles that offer actionable steps entrepreneurs can implement immediately.

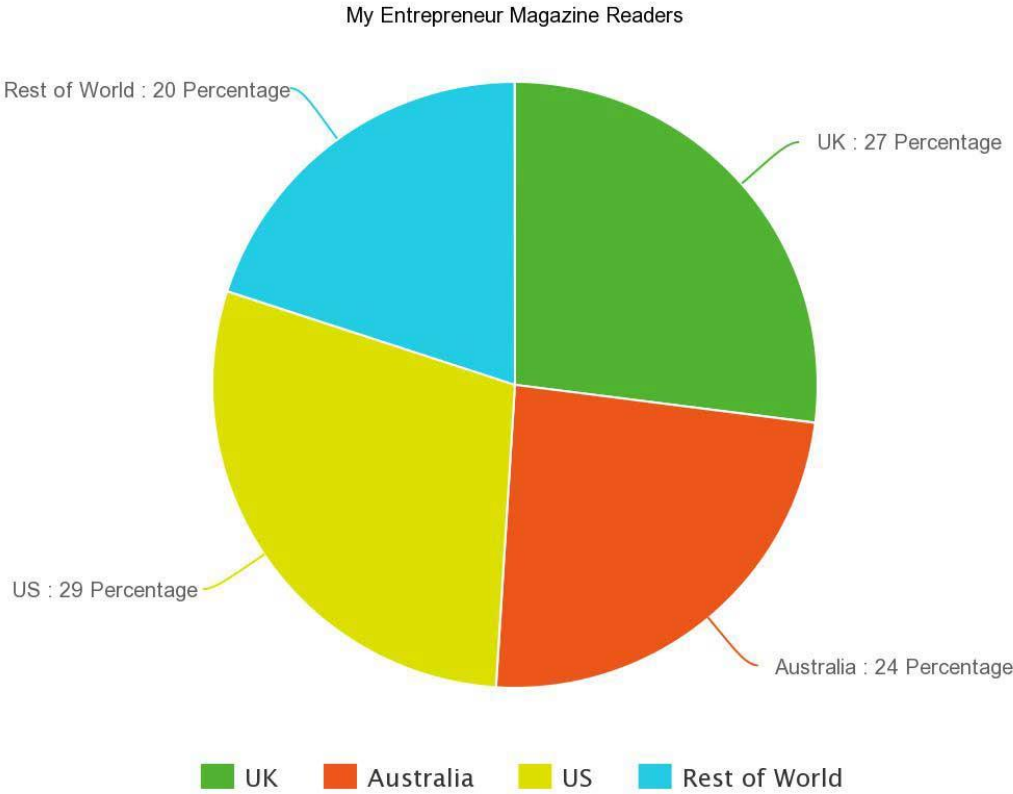
My Entrepreneur Magazine is a progressive online publication, with a distinct editorial focus on startup finance, law, operations and strategy whilst providing novel insights into the entrepreneur ecosystem and the people in it. Written by, and for, the most forward thinking entrepreneurs, My Entrepreneur Magazine aims to use quality content to empower our readers with the information they need to fulfil their potential, whilst facilitating meaningful connections across the globe.

We're pleased to say that entrepreneurs have a community with our online magazine—a place they can go to learn how to face business challenges head-on and persevere. Every article in My Entrepreneur Magazine is as inspirational as it is informational, covering what inspires entrepreneurs as well as what they need to know to succeed.

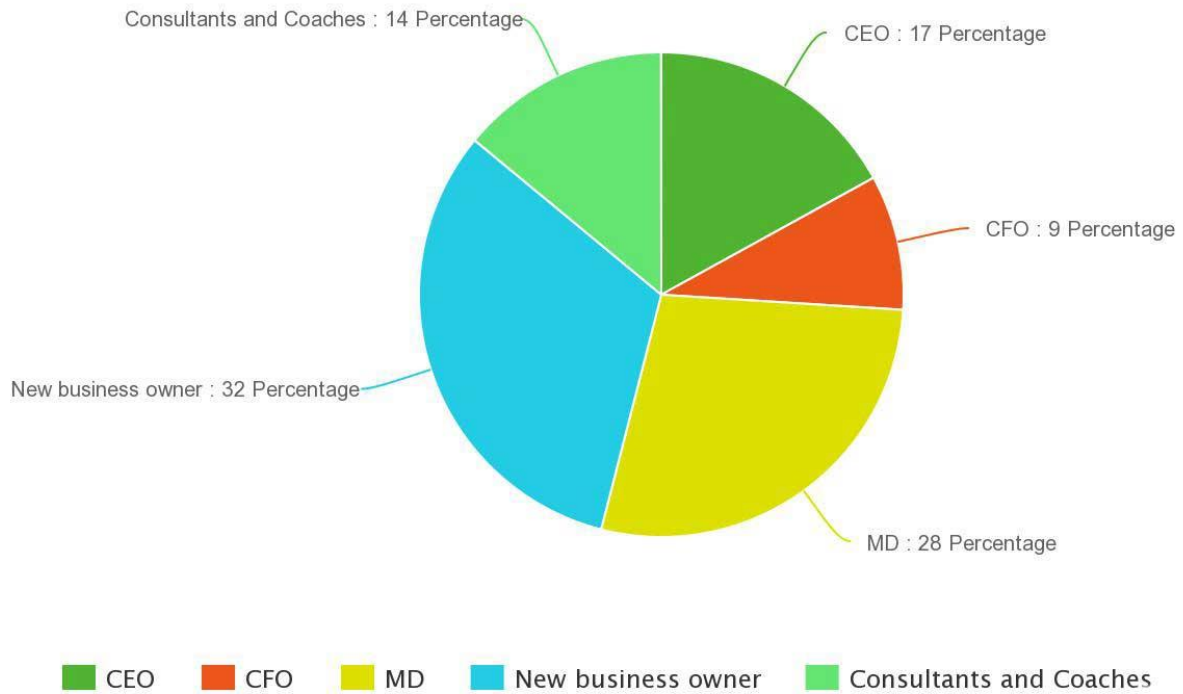
We are dedicated to helping you find out as much as you need about being an entrepreneur. From fundraising and operational guides, through to talent acquisition and customer engagement.

Who reads My Entrepreneur Magazine?

Our readers range from business founders, managing directors, chief executives and senior decision makers to new business owners and consultants. My Entrepreneur Magazine receives an average of 16,000 unique visits a month. Our readership is focused on Australia, the UK and the United States.



My Entrepreneur Magazine Readers



Who are our writers?

My Entrepreneur Magazine has one of the most impressive rosters of contributors in the world, We have 60 writers producing engaging and thought provoking content to My Entrepreneur Magazine. Our writers are all chief executives, CFO's, managing directors, senior partners, company founders or widely regarded consultants and coaches. Our contributors reflect our readership and have organizations in Australia, the UK or the United States. Contributors to My Entrepreneur Magazine include names like founding stakeholder in the Groundscope business John McCallion, Cisco UK and Ireland MD Andy Chew and Working Mother of the Year Martina Mercer.



John is a founding stakeholder in the Groundscope business. He has a substantial corporate commercial and marketing background gained with leading retailers including Pepsi Co and Marks & Spencer.

He was also a founding Director of Active Hotels, Europe's leading online hotel reservations supplier which had revenues of £100m before being acquired by Priceline.com.

Previously he was a Director in the 3i backed management buyout of Great Western Trains, where he grew revenue from £250m to £350m before selling the business to First Group Plc.

John is a business management and marketing graduate and holds a Post Graduate Diploma in Marketing from Westminster University.



Andy Chew has more than 20 years executive leadership experience in the IT Software and Services sectors; having held a broad range of senior management positions in the UK, USA, Germany and Netherlands. As a Managing Director at Cisco UK and Ireland, he leads the Architecture Sales Specialist Teams of Enterprise Networks, Datacentre, Security and Collaboration. In this role he is responsible for the development and execution of Cisco's Architectural strategy and go-to-market objectives. Andy is passionate about attracting, retaining and developing world class talent and building winning teams. As a member of the Cisco UKI Leadership team, he works closely with a diverse range of Partners and Customers, and has a leading role in several of Cisco's initiatives encouraging innovation and mentoring

startups across Britain.

Before joining Cisco, Andy spent seven years at Siemens Enterprise Communications where he held various international leadership roles, including heading up global Unified Communications business management and Alliance Development.

He holds an MBA from the Massachusetts Institute of Technology (MIT), and is a Fellow of the Sloan School of Management.



Martina Mercer is a freelance copywriter and digital marketer with investment in many businesses such as BrandStreet, The Consumer Voice, nuusuite and Sunday Woman magazine.

She began as a penniless single mum cleaning caravans to realise her dreams while exploring new business opportunities.

Her entrepreneurial success has seen her win many awards such as the Working Mother of the Year title 2014.

Today she offers marketing consultancy and copywriting to many medium sized businesses while

having an active role in those she's invested in.

My Entrepreneur Magazine editor Kizzi Nkwocha



Kizzi Nkwocha is the editor of My Entrepreneur Magazine and My Making Money Magazine. Kizzi Nkwocha made his mark in the UK as a publicist, journalist and social media pioneer. As a widely respected and successful media consultant he has represented a diverse range of clients including the King of Uganda, and Amnesty International. Nkwocha has also become a well-known personality on both radio and television. He has been the focus of a Channel 4 documentary on publicity and has hosted his own talk show, London Line, on Sky TV. He has also produced and presented both radio and TV shows in Cyprus and Spain. Nkwocha has published a number

of books on running your own business and in 2011 his team won the Specialized Information Publishing Association (SIPA) award for best use of social media. In the UK he runs a successful consultancy called [Social Biz Training](#) which trains people on how to use social media for business.

How to promote your business in My Entrepreneur Magazine



Advertising Rates

My Entrepreneur Magazine currently offers four ways to promote your business in our online magazine. They are the sponsored post, front page banner, medium banner and the box ad. To discuss how we can work with you to promote your business, please email businesseditor@email.com or call 0033637982425 or 07010-120458

Sponsored Post

To place a sponsored article in My Entrepreneur Magazine costs just £90 / \$160 a month. Articles are between 300 – 1,000 words and may include up to 3 images.

Front page banner (728 x 90)

A grey rounded rectangular box containing the text "Your ad here 728x90". The text "Your ad here" is in a grey serif font, and "728x90" is in a larger, bold red serif font.

Your ad here **728x90**

1 year £400 6 months £300

Medium banner (468 x 60)

A solid green rectangular box containing the text "468 x 60" in a large, white, bold sans-serif font.

468 x 60

1 year 300 6 months £200

Box ad (200 x200)

A blue square box with a gradient from dark blue at the top to a lighter blue at the bottom. It contains the text "200 X 200" and "BANNER" in a white, bold, sans-serif font.

200 X 200
BANNER

1 year £200 6 months £150