

# WiRED

Spring/Summer 2011

WiRED is the **only** magazine for rural business women, distributed to all our members, our associates and partners, through the networks and through other distribution channels such as libraries, solicitors, farm shops and B&Bs and of course the WiRE website.

Readership is currently estimated at 25,000.

The last issue featured over 150 members in different formats.

The opportunity to appear in the glossy pages is one of the benefits of WiRE membership.

## Brief for members editorial content

### Letters to the team

Would you like to address your thoughts about anything WiRE related and/ or running a rural business? This is your chance to share your thoughts with the WiRE world. (Letters should be no longer than 150 words.)

### Questions to the experts

Do you have a business related question that you need answering? Maybe it's that question that you don't like to ask at your network but having the answer would help you move forward? – The chances are there are others out there with the same question! Send it in and let us find the answer for you. (Questions should be no longer than 75 words.)

### Voice of experience

Have you been in business for some time, have you well and truly 'got the T-shirt'. Would you be willing to share the benefit of your business experience? Have you had to inspire yourself to greatness in order to overcome obstacles in your way? Tell us about your business journey and what it is that makes you keep going, keep growing. An initial outline of your story should be no more than 200 words. If chosen we will contact you for more info.

### What motivates you?( 3 members required)

Does money inspire you? Is finance the motivation behind your business? – If not what is? Have you recently been made redundant and your business is your way to replace the lost salary? If money is not the driver are you more interested in achieving work life balance or creative freedom? If you can answer yes to any of the above we'd like to hear from you. Send in a brief outline (100 words) of why you have set your business up/are setting your business up – We will choose a selection of members for more information if it's required.

### Business Start up

Has WiRE helped you to start your business, either through the Opening Doors programme or through mentoring with one of our advisors or through the networks? Can you write a short article which will inspire others who may be starting up at the moment? This article will need to be no longer than 500 words and good quality photos of you and your product/representing your service will be required.

### Glittering Success

What have you done that's great lately? Have you won something, achieved something, been recognised for something? – Let us know. Good quality photos to accompany your story are a must and a summary of the achievement in no more than 200 words.

### Marketing Guru

We want a how to article about how you use your brand to inspire others; what is it about your story/product/service that inspires confidence in your customers and how do you get the message across? This piece should include a 'how to guide' element not just a story, although best practice can be used to illustrate your points and recommendations. A straight forward step by step guide will also be acceptable. (This article should be no longer than 600 words).

### The final word

This is your chance to get on your soapbox! We want a succinct article about what does inspiration really mean for the rural business woman & where does it come from in current times. You should present a balanced debate on the subject offering your own thoughts and examples. It can be humorous or factual and should be your 'final word' on the subject! (Articles should be no longer than 500 words).

### Photos

Are you a professional or amateur photographer? We need photos of the networks (Speak to your network leader) and also rural scenes. All images donated for WiRE to use in the magazine and on other publicity will ALWAYS be credited to the photographer and a website address for the photographers business be displayed. If you are an amateur photographer you must set your camera to its highest resolution or the least number of photos for your memory card to ensure the dpi is high enough for print.(If in doubt call us for advice)

**[All editorial content and enquiries should be sent to editor@wireuk.org](mailto:editor@wireuk.org)**

### Advertising

We are now taking booking to fill prime advertising pages and the directory.

Directory Listings are now £20 for 60 words plus a logo/small image.

Advertising rates are as follows

Full page	216mm x 303mm	£375.00	
½ page	180mm x 128mm landscape	£195.00	
¼ page	87mm x 128mm portrait	£100.00	
1/8 page	87mm wide x 62mm landscape	£50.00	
1/16 page	42mm x 62mm portrait	£30.00	
Directory	Up to 60 WORDS & Logo	£20.00 inc VAT	

**All adverts must be sent in at the correct size (please see above dimensions)**

**All artwork MUST be supplied as a CMYK (cyan, magenta, yellow and black) 300 dpi image.**

**Low resolution images will not be acceptable and will be rejected.**

### Circulation

Do you have a venue or meeting place where WiRED could be distributed? If so please let us know so that we can arrange to send you extra copies. The more people who read about WiRE the bigger the network and the more opportunities can be passed onto our members.

**[All advertising requests, payment and artwork should be sent to emma@wireuk.org.](mailto:emma@wireuk.org)**