GoWrite!

MEDIA KIT 2019

The online magazine for business owners who write

GoWrite is a bright, inspirational content and writing magazine for business owners and entrepreneurs who want to grow their business with content marketing.

Filled with articles, writing tips, ideas and book and blog recommendations, it provides practical advice for writers of all kinds of content.

GoWrite inspires its readers to create brilliant content—whether that's a blog, articles, social media posts or even books.

The magazine is currently published every other month in February, April, June, August, October and December and is emailed directly to our subscribers' inboxes.

The new GoWrite website
www.gowritemagazine.co.uk
is launching in September 2019.

What our readers say

"I always get something useful (or many things!) from reading it.

I am so impressed by this magazine. It looks so slick and polished. It's really informative.

It's amazing. It's really eye-catching and makes you want to dive in and see what's inside.

Thank you! It's a great read."

GoWrite!

JUNE/JULY 2019 • ISSUE 7

BEATING WRITER'S BLOCK

Why stories aren't just for fiction

How do you
PUBLISH A BOOK?
Your options explained

Mind mapping tips from the experts at
Mind Doodle

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FOR A NEW GENERATION OF ENTREPRENEURS

SAM MORRIS
AN ARTIST'S CREATIVE TAKE ON CONTENT MARKETING

let's get creative!

TALL STORIES
Do long-form articles really get more engagement?

OUR BEST BUSINESS BOOKS

WHY GRAMMAR MATTERS

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FOR A NEW GENERATION OF ENTREPRENEURS

marketing made simple
3 TIPS FOR GREAT COPY EVERY TIME

CAN I GO AUTO-PILOT?
THE BEST SCHEDULING TOOLS FOR SOLOPRENEURS

THE ULTIMATE ASSET
GROWING YOUR PERSONAL BRAND

NEW INTERVIEW SERIES!
SUCCESSFUL BUSINESS OWNERS SHARE THEIR CONTENT STRATEGIES

THE SOLOPRENEUR ISSUE

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QUICK READS
Books you can read in an hour PLUS this issue's most inspiring writing blogs

FINDING YOUR VOICE
Copywriter Bethany Joy on how to find the right voice to express your brand

GoWrite! IN BRIEF
This issue's quick read: How to choose the right subject for your business book

Our Readers

GoWrite readers are small business owners and entrepreneurs who know they should be writing more content for their business—they just need some help and inspiration to do so.
Here are some of the things they struggle with:

discoverability

content ideas

writing style

productivity

GoWrite has over 400 active subscribers and is growing! The combined social media accounts have over 2750 followers. The readership is highly engaged and is made up mostly of small business owners and sole traders in service-based industries who want to create an ongoing content marketing strategy.

72% are women

28% are men

GoWrite's readers are ambitious to grow their business. Many of them are:

coaches & consultants

in service-based industries

sole traders

Advertising Rates

There are three ways to advertise your business with GoWrite:

Advertising

We have just 4 full pages for advertising in each issue as we believe in giving our readers as much content as we can. That means when you choose to advertise you can be sure of getting in front of our readers in a meaningful way. We've also kept rates low, as we want to help small businesses with limited resources to reach our readership.

Inside cover full page	**£250**
Main section full page	**£150**

Please send all artwork to sophie@gowritemagazine.co.uk as JPEG or PNG format, 300dpi, CMYK.

Whole issue sponsorship

If you prefer a more organic approach to advertising, you can sponsor a whole issue of GoWrite. We only have one sponsor per issue. You'll get:

- A 3-page article in the magazine, either provided by you or written with our help
- your logo and company name on the front cover
- coverage in all social media
- your offers or competitions included in the magazine

Whole issue sponsorship	**£350**

Contact sophie@gowritemagazine.co.uk for more details about advertising or sponsoring an issue.

The GoWrite Directory

Our readers are passionate about creating effective content for their business, but sometimes they need a little help. If you're a copywriter, virtual assistant, digital media expert or web designer, you could be just who they're looking for. If you're a sole trader with limited budget, listing your business in the GoWrite directory is great way of getting in front of our thousands of readers.

How and when will my listing appear in the magazine?

You can choose whether to list your business for 3 or 6 issues at a time. The magazine is bi-monthly, so your listing will appear over a period of 6 or 12 months.

Your listing will include your business name, a brief description of your services and a link to your website. Images can be included provided they are of good quality, sent in high-resolution JPEG form (at least 300dpi) and are compatible with the design standards of the magazine.

3 Issues (6 months)	**£63**
6 issues (12 months)	**£96**

To list your business, simply email sophie@gowritemagazine.co.uk for more details.

Deadlines for all advertising and listings are below:

Issue	Deadline
5th February	21st January
5th April	21st March
5th June	21st May
5th August	21st July
5th October	21st September
5th December	21st November