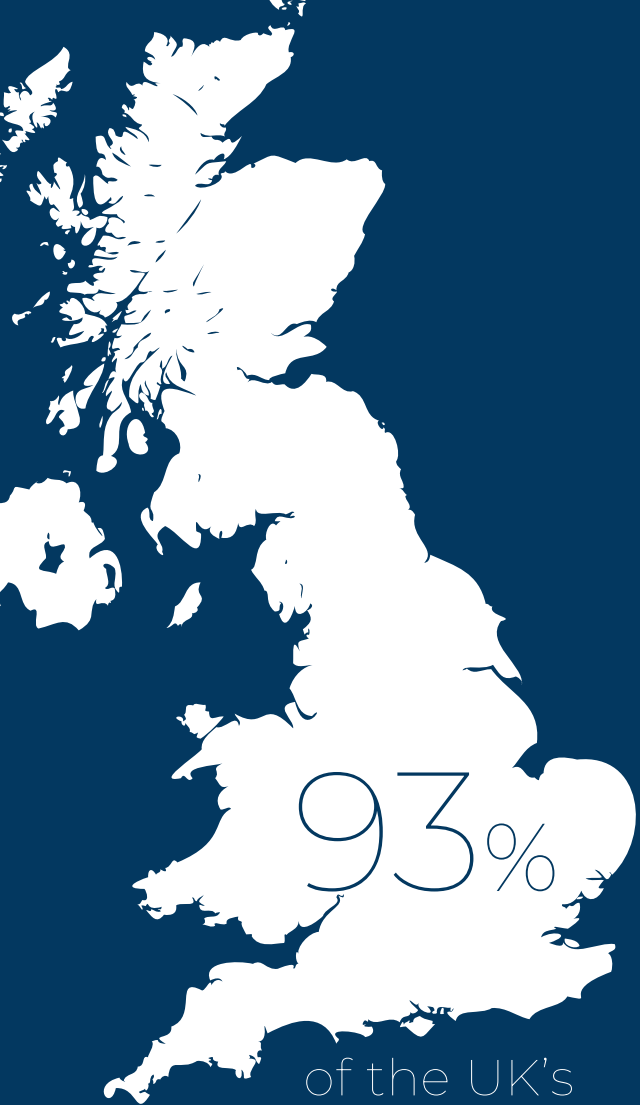


FBUK Magazine – Media Pack



Family Businesses in the UK



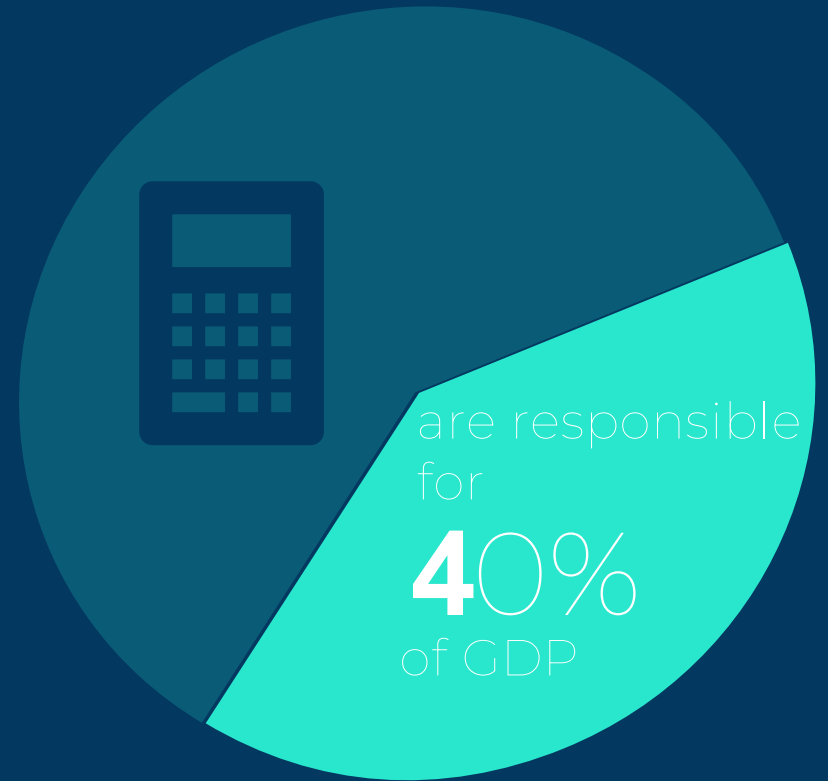
93%

of the UK's
total private
sector firms

In the UK, family
businesses:



employ **15** million
People in the UK



contribute over

£400 billion
through tax receipts





About Family Business UK



Founded in 2001, Family Business UK (FBUK) is the largest organisation in the UK dedicated solely to supporting, representing and championing family businesses. We are a movement of family businesses working to create a more prosperous and sustainable future for generations to come.

Our work focusses on three core areas of activity:

providing a support network for family businesses navigating the complexities of family dynamics, multigenerational ownership, and succession

advocating for policies and regulation that incentivise long-term investment to ensure the financial sustainability of the sector

shifting perceptions of family businesses, raising awareness and recognition of the contribution family businesses make to our economy and communities

FBUK Magazine

The FBUK magazine launched in June 2024 to:

- give a voice to the sector with news, views and opinions relevant to multi-generational businesses,
- support our work advocating for the sector and model of ownership,
- provide resources for those navigating multigenerational change and succession
- showcase the value and contribution of family businesses to our economy and society.



FBUK Magazine

Published quarterly in March, June, September and December. It is circulated in print and digital formats:

- Print: copies sent to FBUK Members and distributed at select FBUK events. Each edition is c30 pages, colour, and produced in A4 format.
- Digital: circulated to FBUK Members and online subscriber base – content also promoted across digital channels



Content

News, Editorial and Opinion

- FBUK Member interviews / profiles / perspectives
- Editorials and opinion pieces on topics and issues material to family businesses
- Views on policy and economic issues
- FBUK Member and Partner news

FBUK Updates

- Updates on advocacy / policy / research / political engagement
- Updates on upcoming programmes and events, and FBUK Communities
- Updates on Member resources (Guides, Toolkits, thought pieces, etc)

Advertising and advertorials

- Various opportunities for content-led brand positioning for FBUK Members, Partners and others

Schedule and other details available on request



Promotional Opportunities

For FBUK Members, Corporate Partners, relevant service providers and family business advisors, this will provide an opportunity to:

- Leverage involvement with, and support for FBUK and the family business sector
- Promote your brand and services to family businesses through advertising opportunities

Schedule and other details available on request

Family Business UK



Sale or succession?

A once in a lifetime opportunity for family business owners

One of the most difficult decisions as a family business owner is deciding and agreeing the right next step for the business and the family. Do you hand the reins to the next generation, or sell your business to the management team or a third party? Whatever your choice, the process can be challenging, with financial, emotional and practical considerations.

93%
of UK family businesses say protecting the business as the most important family asset is the key long-term personal goal

53%
want to ensure the business stays in the family

47%
are looking to sell

There are so many things to think about when planning the next phase for your family business that it can be easy to feel overwhelmed. If you decide to sell, how do you work out what your business is worth? Or if you're preparing the next generation to take the lead, how can you support them in transitioning to the role and successfully building on your legacy?

Working with many family businesses, our team understands the unique challenges owners face, and our insights into family dynamics mean that we're uniquely positioned to support them in navigating this once in a lifetime opportunity. We want to help you make the right decision for your family and your business, and support you on whichever path you choose.

*PwC's 2023 Family Business Survey



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Scan for our top five considerations on sale or succession

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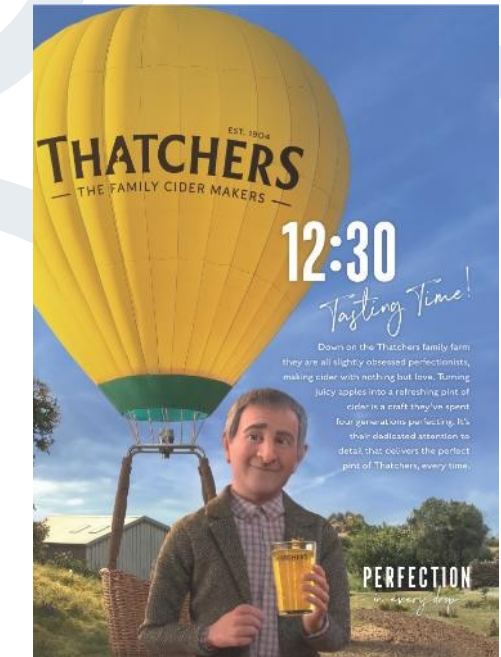
Advertising Opportunities

Ad space is available at the following rates:

- Full page (A4) inside cover: £3,000 (excl. VAT)
- Full page (A4) main section: £2,500 (excl. VAT)
- Half page (Contents page): £2,000 (excl. VAT)
- Half-page – main section: £1,500 (excl. VAT)
- Banner ad – main content section: £750 (excl. VAT)

Schedule and other details available on request

Family Business UK



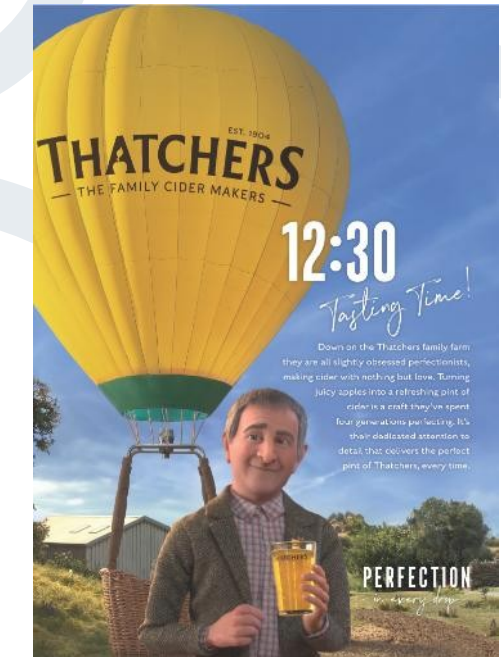
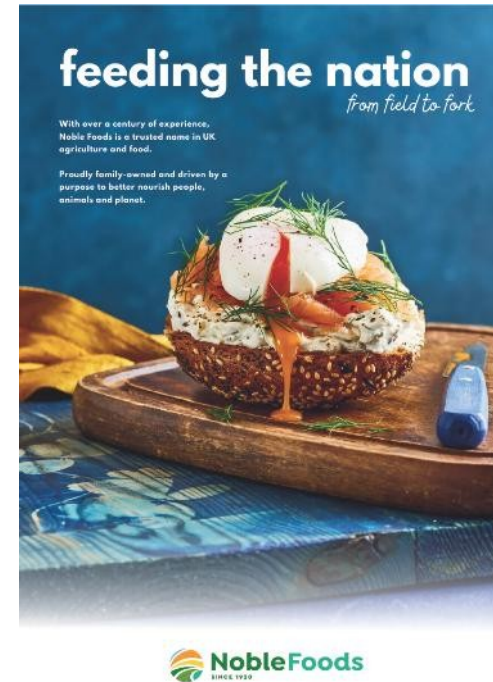
Advertising Opportunities

Artwork Image size and format

- Full Page
- Portrait – H: 275mm W: 190mm
- Half Page
- Landscape – H: 130mm W: 190mm
- Quarter Page (banner)
- Landscape – H: 60mm W: 190mm

Schedule and other details available on request

Family Business UK





To register interest or find out more:

To find out more about opportunities to get involved, or advertise, please get in touch:

- Martin Greig: martin.greig@familybusinessuk.org 07857 372133
- info@familybusinessuk.org



www.familybusinessuk.org

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