



NEW HOME The team is set for move to Eastgate House (l-r) Douglas Friedli, Emma Cundle, Lynn Gregory, Kristian Dardo, Darren Chambers, Andrew Reed and David Dul...

insider is growing



INSIDER'S EVENTS

- Dealmakers Awards
- Property Awards
- Rising Stars Dinner
- South West Property Gala Dinner
- Business breakfasts

Insider is switching to bigger offices after taking pole position among Welsh business publications. Editor **Douglas Friedli** looks at how the move fits in to *Insider's* wider strategy and reveals what's to come

Wales' top business magazine is on the move. After three years of rising circulation, incisive editorial coverage and market-leading events, *Insider* will open its new, larger offices in Cardiff's Eastgate House in August.

The base will provide more space for *Insider's* fast-growing team and improve communication links with companies across Wales.

When *Insider* launched in Wales in September 2005 few predicted how quickly the magazine would establish itself as the premier forum for Welsh business news and issues. The country had little history of business publishing beyond the inside pages of newspapers, and what there was tended

to focus on individual regions. But *Insider* quickly became the voice of the Welsh business community through its balanced, high-quality features, exclusive news stories, thorough research and leading events.

The cornerstone is the magazine itself. No other publication covers the issues that matter to senior decision-makers, such as dealmaking, property, marketing and employment, in such depth. Nowhere else will you find business coverage for the whole of Wales in one place. And no one else provides reliable, painstaking research such as the Growth 100 or the Rich List.

In-depth interviews with the likes of Sir Terry Matthews, Henry Engelhardt of Admiral and Peacocks boss Richard Kirk

MOVING AHEAD



DEAL Chapman

The search for a new home began when Newsco-Insider managing director Marlen Roberts approached commercial property consultancy Robert Chapman & Company late last year. Director Robert Chapman took charge, drew up a short-list, arranged visits and negotiated a deal on the site with Knight Frank, the agency for the office.

Roberts said Chapman's help had been invaluable: "As an extremely busy managing director running seven regional magazine divisions, it was extremely valuable to have Robert Chapman's personal service. The thoroughness of the search Robert performed meant we got the best office available, and the support he gave us on negotiating the lease meant we got the best deal possible."

growing new media offering, it goes out to more than 3,000 individuals who have requested it. They are attracted by the way the bulletin regularly breaks big business stories and presents the top deals, property, company and people news in a sharp, easy-to-read format.

To subscribe to *Insider* weekly please email info@newsco.com

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He is able to get out, and about more, than beyond the capital. The property he will be covered in greater depth than to a desk and editorial point of view. The marketing and creative sectors, important in Wales, now have a quarterly section to reflect what is happening in an crucial industries. And face-to-face interviews will be a regular feature of the pages, giving an insight into what drives most successful people and the future of Welsh business. *Insider* has made a big impact on Wales in the past three years, but there is only more to come.



WHAT THEY SAY ABOUT INSIDER

"The informed and comprehensive coverage of *Wales Business Insider* provides its readership with a clear perspective on all that is happening in and around the commercial sector in Wales."

By Lord David, The Institute of Business Wales

"*Insider* is the first business magazine I read. It is well written and comprehensively covers the Welsh corporate and M&A markets. Each issue contains useful and informative features, and I always learn something new."

By Lord David, The Institute of Business Wales

"*Insider* provides excellent coverage of the local business news and always seems to find an interesting angle and new companies to profile."

By Lord David, The Institute of Business Wales

"*Insider Wales* is a great magazine. It is fantastic to have a magazine of this quality for Wales. I enjoy getting it and reading it, and I think it helps assert the Welsh business identity."

By Lord David, The Institute of Business Wales



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