

9AM
BUSINESS

MEDIA PACK

It's 9AM Business, let's make it count



- Welcome
- Why 9AM?
- The team
- Viewership
- 9AM Live
- Newsletter
- Events
- Sponsorship

Hello,

Thank you for taking the time to learn more about 9AM Business.

In this media pack you will be able to find out more about why we have launched, our audience and how you can connect with our readers.

How business media is consumed is changing and 9AM Business is fast moving, people first and technology enabled.

The days of sending news stories to an Editor sitting in an ivory tower and never knowing if you'll hear back are over. 9amBusiness is responsive and looking to collaborate with you on your growth journey.

We look forward to working with you.

The 9AM Business Team



Why has 9AM BUSINESS launched?

For Business Leaders

You know how hard it is to run a business and 9amBusiness has launched to support you on your journey.

You will be able to access intelligence you can implement in your business, read inspiring interviews with successful leaders and catch-up on the latest breaking business news.

9AM Business has launched specifically to support companies in the £1m - £500m bracket - those that are growing fast and creating wealth and opportunities.

Restlessly pro-business, our why is to help businesses grow through our digital platforms and in-person events.

One of our key differences is that we our technology and data driven, with our own in-house built CRM and data center that gives us and you, a competitive advantage.

For PR professionals

If you are looking for a home for your client's news and opinions that has is relevant and with significant reach, then we would love to work with you.

Rest assured, that the team at 9AM Business will be responsive and come back to you quickly, with any enquiry you have.

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Who is behind 9AM BUSINESS?

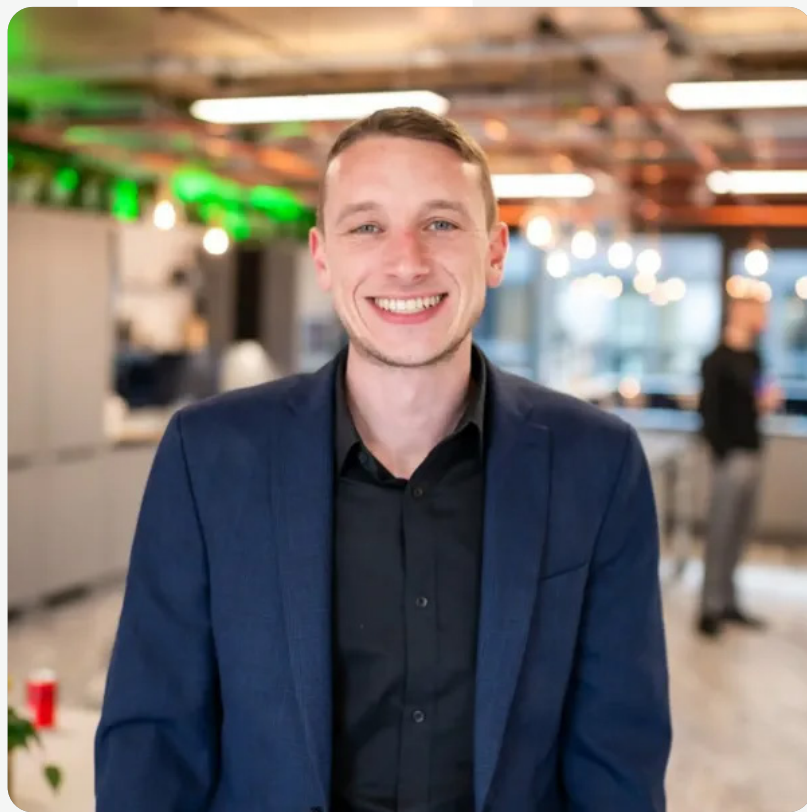
The team combines deep editorial insight with digital-first thinking.

Oli Ballard and **Sam Clark** are the original founders of Business Leader, a publication they grew from the ground up into one of the UK’s most respected business media titles.

Anthony Whitefield, founder of Agnikii Digital and an award-winning UX designer and SEO strategist, is the architect of our digital experience. From building communities to driving targeted traffic, his expertise powers the site.



Oli Ballard



Sam Clark

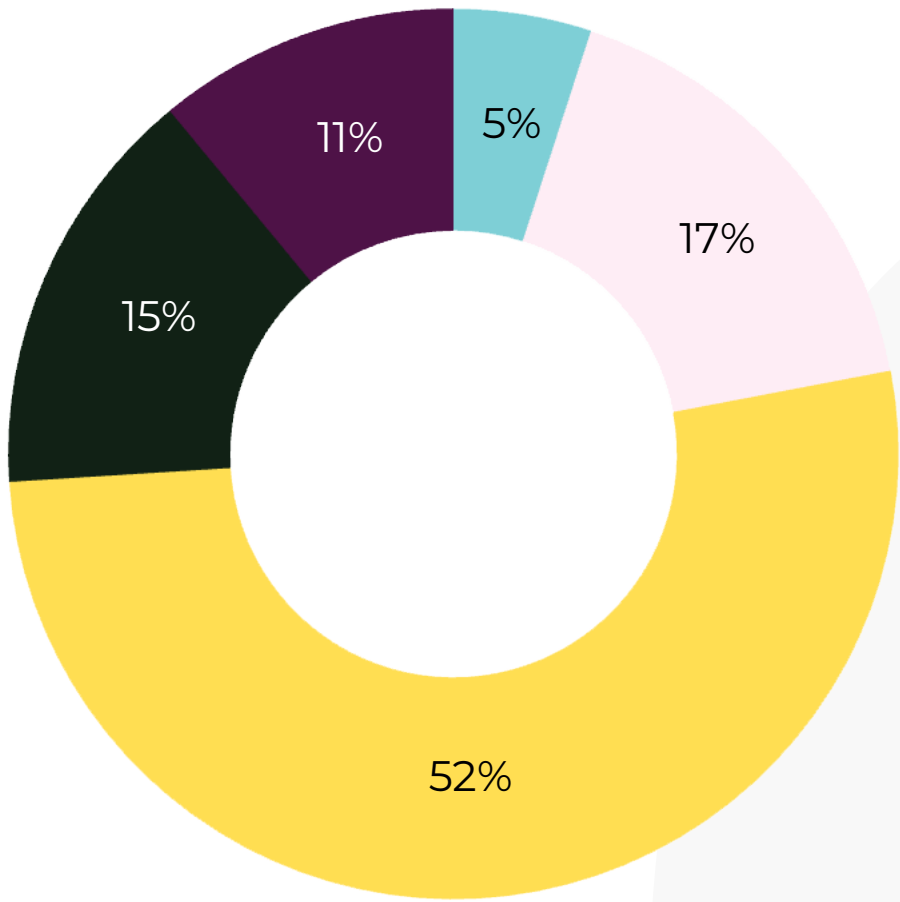


Anthony Whitefield



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Audience breakdown



Turnover breakdown

Under £1m - 5%
£1m - £10m - 17%
£10m - £150m - 52%
£150m - £500m - 15%
£500m+ - 11%

61%: CEO and/or Founders / MD

11%: CFO / FD

14%: CMO / Head of Marketing

14% Other



125,341

individual records from
55,000+ companies

Sectors	Records
Professional Services (excluding Investors / funding)	17,765
Technology	25,765
Transport & Logistics	8,222
Sustainability	5,986
Retail	12,444
Manufacturing	13,232
Food & Drink	754
Property	12,001
Construction	9,210
Leisure & Tourism	5,754
Funding & Investors	4,765
Wealth Management	1,987
Health Care	7,456



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What about website visitors?

We launched officially on July 10, 2025.
Starting small, but moving fast.

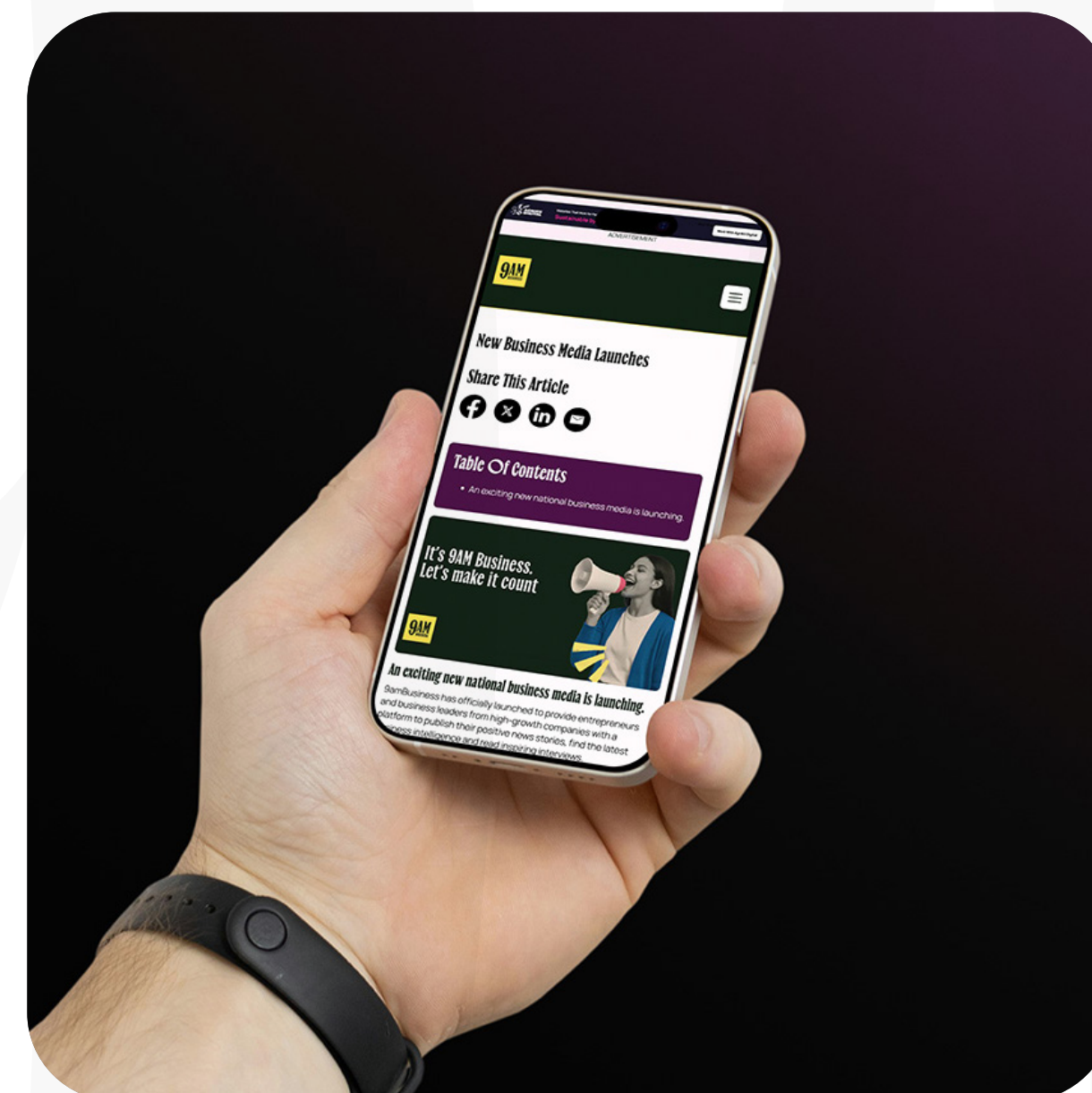
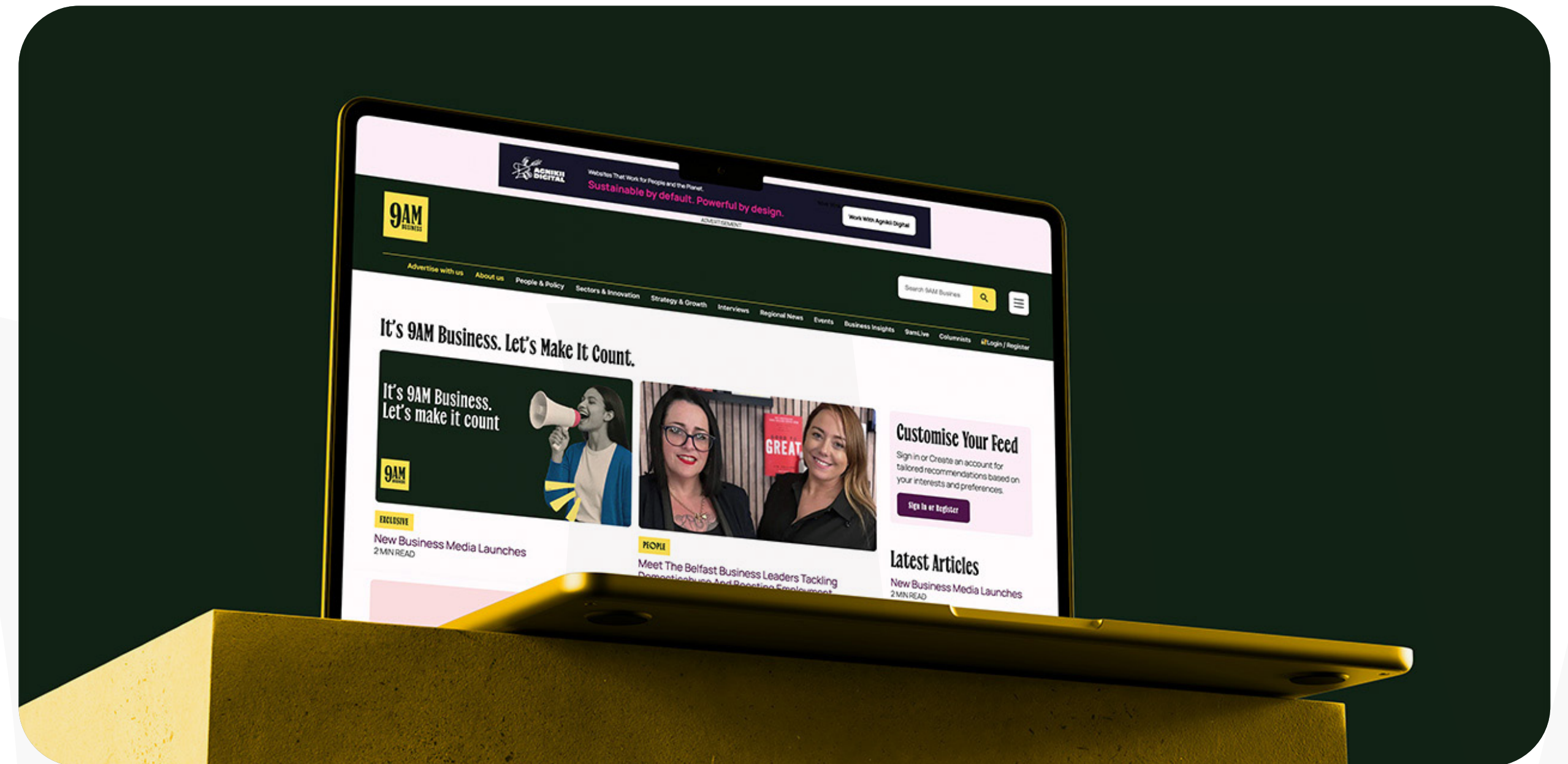
With our in-house expertise in content marketing, SEO, and performance design, we're forecasting:

50k unique monthly visitors by October 2025

100k by January 2026

250k by summer 2026

We're not guessing. We're building it.





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Introducing 9AM BUSINESS Live

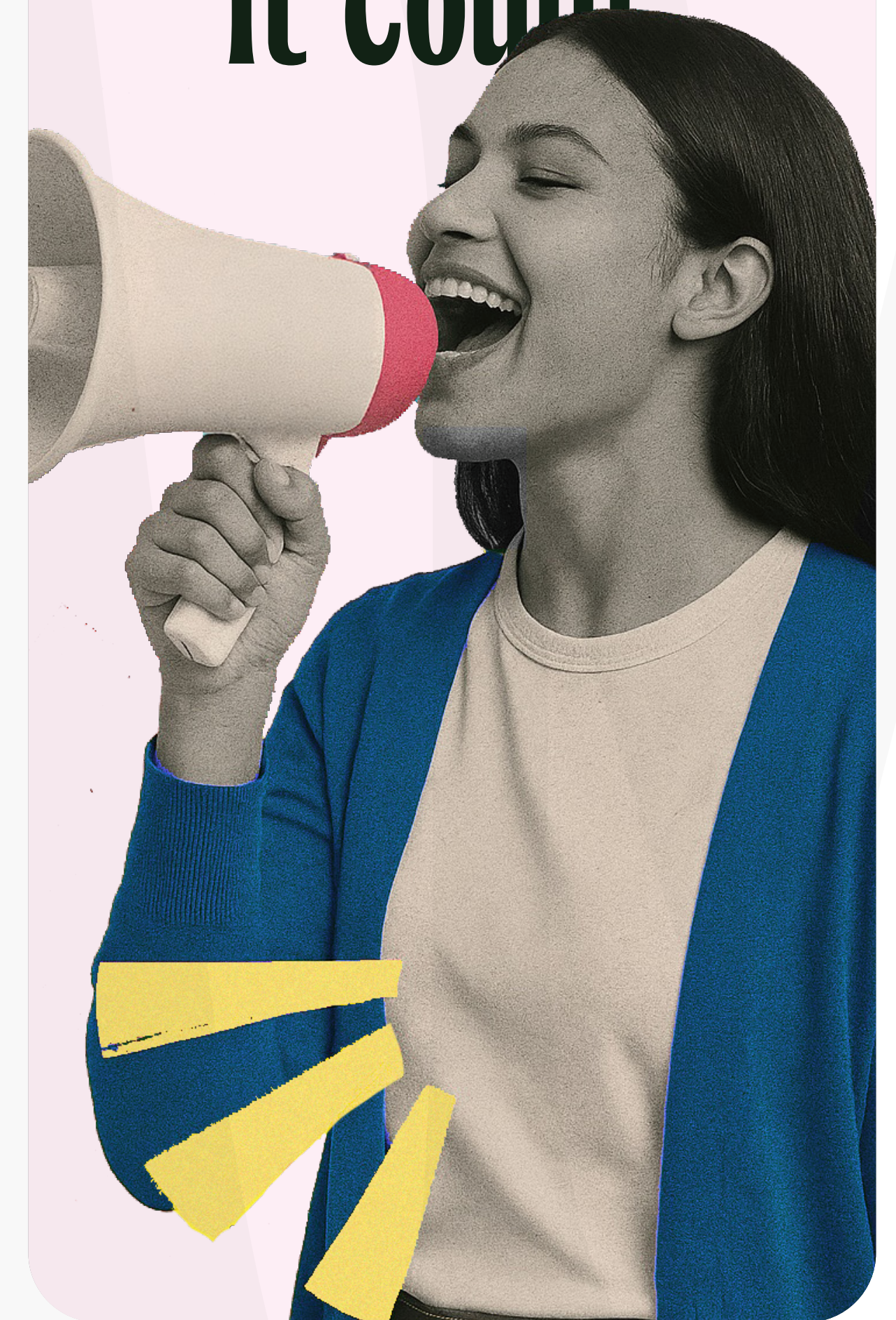
Every last Thursday of the month at 9am, we go live.

Watch powerful interviews with leading business figures and disruptors across LinkedIn, X, and our website. The line-up will always be announced in advance, and trust us, you won't want to miss it.

The idea? Give the audience direct access to the insights, stories, and strategies that rarely make it into traditional interviews.

This format was a huge success for **Oli Ballard** in his previous role, with past guests including **Barry Hearn**, **Jordan Belfort**, and the late **Jacqueline Gold CBE**. Now, we're evolving the format for a new generation.

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What's in the 9AM BUSINESS Newsletter?

A curated hit of insight, twice a month.

Each edition delivers a smart blend of:

Up-to-date UK business news

Sharp opinion pieces from industry leaders

Actionable advice and features for entrepreneurs

Behind-the-scenes deep dives

Big-name interviews that go beyond the headline





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What kind of events are we running?

We're building an event calendar designed for connection and clarity. Here's what to expect:

Sector-specific roundtables for focused conversations

Summits and conferences

9amBusiness Networking, launching later in 2025





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Want to host or sponsor an event?

Here's what you get with our roundtable sponsorship package:

1. Access to 100 handpicked business contacts (15-20 attend the event, 80+ warm leads)
2. Guaranteed 100,000 impressions across LinkedIn
3. Full guest data provided for follow-ups
4. Venue and catering managed by us
5. Professional event hosting, if you need it
6. Pre-event guest liaison to ensure attendance
7. On-site photography included
8. Editorial coverage of the event, if desired
9. Branded social media cards and event content to keep the momentum going





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Sponsorship Opportunities

Want your brand associated with a credible, fast-growing media platform trusted by business leaders?

Display advertising on the 9amBusiness website

Newsletter sponsorships, inc. advertorial placements

Guaranteed editorial packages for brand storytelling

Event sponsorship and in-person brand presence

To start the conversation, email advertise@9ambusiness.co.uk or call 07714 234 774.

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