



Court Guinness



The Trade House

Tools For Business

The Trade House Magazine Fact Pack October 2020

**“Hopefully The brightest
business magazine”**



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Introduction

The Trade House Magazine Fact Book contains information relating to The Trade House Magazine for advertisers and other interested parties. It is regularly updated.

The Story of The Trade House Magazine

The Trade House has been a brand of mine since 2008. After one venture closed the name became essentially dormant until I resurrected it a few months ago for use as an umbrella brand and the new name for the magazine. The roots of the magazine go back much further.

The very first iteration of the magazine was a four page PDF called “The P2 List” that advertised business opportunities on behalf of The P2 Set Limited. At the time one of my specialised subject was the brokerage of technology based businesses. The list was a basic PDF with the original P2 logo at the top of every page. It looked every inch the Word Document it was!

The P2 List became The P2 Magazine when I diversified my business to encompass the brokerage of all types of deal and business in 2014. In 2017 in an attempt to broaden readership the magazine was rebranded “Weekly Deals” and went from a quarterly to a weekly publication schedule. There has been the odd experiment with other names too!

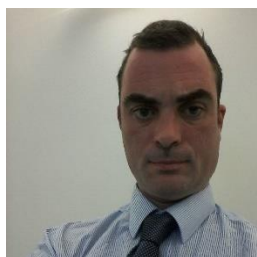
After I retired from active brokerage in March 2018. I decided I want to keep my hand in with brokerage and deal making – something I am passionate about. My medical team insisted I leave full time work so I decided to keep publishing Weekly Deals. However it soon became apparent that a weekly publishing schedule was not conducive to my ongoing health issues, so I reverted to a monthly publishing schedule that I am now happy with. Because of this change a new name had to be found. While searching around my archive of marketing collateral for inspiration for a mild rebrand I came across some old Trade House stuff and decided that the Trade House name would be appropriate for a magazine stuffed full of business and property deals and opportunities.

In August 2008 the “Spiritual father” of The Trade House Magazine was born which comprised of just four pages and £65,000 worth of deals and opportunities.

Since launch readership has grown on average by 19% in a straight line.

The March 2020 edition has 113 pages and over £1,300,000,000 of business opportunities. The latest issue is bigger and brighter than the first four page Word Document and has also spurred on our new strap line “Hopefully Europe’s biggest and brightest business deal magazine!”

About Our Publisher, Court Guinness



In his Forties Court is an experienced and professional technologist, broker, manager and senior consultant of over 20 years standing. Court started his career selling boats on the River Thames in England and then made the move into IT, with business development following some years later. His technical career spans website development, customer support, mobile devices, software development and latterly



Systems Management Tools. Court is a strong believer in exceptional customer service and leveraging technology to create best of breed fit for purpose solutions.

Court’s business sector experience spans, education, oil and gas, retail, healthcare, human resources, telecommunications, the public sector, travel and finance. Comfortable at both a technical level and a level headed, informed and influential at boardroom level, Court has developed business in many countries and his skills as a consultative business developer are well known, as are his skills for working in niche markets and with niche products and developing alliances with external organisations, in the commercial, fiscal and not for profit sectors. Having worked extensively in Europe, Court speaks French and German to a reasonable standard and enjoys developing his linguistic skills.

Court sits on a number of trade committees and is known in these circles for the input he brings. When not at work Court enjoys boating, golf, football and spending time with his family. He is divorced and lives in Warwickshire in England.

Readership Figures

Date	Published	Issue	Pages	Ads	Value	Actual Readership	growth
01/12/2017	y	01 December 2017	14	29	£24,025,990	2598	0%
01/02/2018	y	01 February 2018	21	38	£31,249,985	4220	62%
01/06/2018	y	01 June 2018	27	73	£99,065,130	5282	25%
01/07/2018	y	01 July 2018	35	122	£155,547,065	7058	34%
01/08/2018	y	01 August 2018	48	148	£172,826,560	5949	-16%
01/09/2018	y	01 September 2018	56	162	£210,370,435	7551	27%
01/10/2018	y	01 October 2018	58	179	£218,171,635	7885	4%
01/11/2018	y	01 November 2018	61	188	£228,135,765	10595	34%
01/12/2018	y	01 December 2018	68	207	£325,716,510	13695	29%
01/02/2019	y	01 February 2019	75	264	£349,504,942	15140	11%
01/04/2019	y	01 April 2019	82	288	£448,281,462	17393	15%
01/12/2019	y	01 December 2019	98	360	£634,287,191	27231	57%
01/03/2020	y	01 March 2020	113	441	£1,347,483,871	34606	27%
01/05/2020	Y	1 May 2020	133	496	£1,605,487,326	47257	35%
01/07/2020	Y	01 July 2020	114	645	£2,003,421,844	39750	-17%
01/10/2020	Y	01 October 2020	106	714	£2,251,723,854	42561*	6%

*Still in circulation

Target Markets

Small Business Owners, Consultants, General Buyers, Consultants, Contractors, Investors, Business Buyers, Business Sellers, Investors, Property Investors, Commercial Property Buyers, Commercial Property Tenants, Asset Buyers, Franchisees, Franchisors, Care Home Operators, Career Changers, Business Services, Joint Ventures, Projects, Micro Finance, Hotel Operators, Publicans, Restaurateurs, Entrepreneurs.



Sectors

A breakdown of all our deal listings by sector

Sector	Number	Total	Average
Aircraft	4	£49,000,000.00	£12,250,000.00
Alternative Investments	8	£3,929,025.00	£491,128.13
Asset Sales	6	£3,322,000.00	£553,666.67
Automotive	8	£4,718,950.00	£589,868.75
B2B Services	17	£288,500.00	£16,970.59
Bulk Listings	26	£7,800,000.00	£300,000.00
Camping And Caravanning	3	£1,865,000.00	£621,666.67
Care Homes	2	£9,000,000.00	£4,500,000.00
Consignment	9	£1,304,395.00	£144,932.78
Consultancy	6	£643,000.00	£107,166.67
Contracts	3	£100,000.00	£33,333.33
Data Centres	3	£48,000,000.00	£16,000,000.00
Dealers And Resellers	4	£30,000.00	£7,500.00
Estate, Lettings and Property Management	1	£225,000.00	£225,000.00
Event	50	£690.00	£13.80
Farming	1	£5,000,000.00	£5,000,000.00
Fashion And Apparel	1	£2,500.00	£2,500.00
Finance	5	£156,500,000.00	£31,300,000.00
Franchise Selection	11	£600,970.00	£54,633.64
Franchising	15	£4,642,470.00	£309,498.00
Gaming/Gambling	2	£17,023,000.00	£8,511,500.00
General Deals	44	£18,583,726.00	£422,357.41
Health, Care, Wellbeing	12	£22,400,000.00	£1,866,666.67
Holiday Complex	12	£23,000,000.00	£1,916,666.67
Hotels	54	£621,324,329.00	£11,506,006.09



Indie and Side Hustle	13	£340,005.00	£26,154.23
Industrial	7	£27,675,770.00	£3,953,681.43
Intellectual Property	3	£1,450,000.00	£483,333.33
Internal Advertising	5	£253,025.00	£50,605.00
Investment	16	£26,465,000.00	£1,654,062.50
Jobs	8	£168,000.00	£21,000.00
Joint Ventures	4	£3,514,000.00	£878,500.00
Laundrette and Dry Cleaning	1	£79,000.00	£79,000.00
Leisure	3	£2,100,000.00	£700,000.00
Lifestyle	12	£5,225,000.00	£435,416.67
Links	2	£10.00	£5.00
Management Buy In	3	£750,000.00	£250,000.00
Manufacturing	2	£1,650,000.00	£825,000.00
Marine	3	£8,725,000.00	£2,908,333.33
Media And Creative	1	£1,750,000.00	£1,750,000.00
Medical and Pharmaceutical	1	£1,200,000.00	£1,200,000.00
Mixed Use	1	£3,600,000.00	£3,600,000.00
Night Clubs	3	£1,150,000.00	£383,333.33
Online Events	4	£160.00	£40.00
People	2	£95,000.00	£47,500.00
Petrol Station	6	£3,528,500.00	£588,083.33
Plant	6	£16,174,299.00	£2,695,716.50
Professional	1	£135,000.00	£135,000.00
Projects	3	£143,000.00	£47,666.67
Property	124	£1,179,612,018.53	£9,513,000.15

More Information

Average Pages/Issue	72
Average Opportunities/Issue	306
Average Opportunities Total /Issue	£733,916,605



Average Listing Value	£2,855,140
Lowest Advert Value	£1
Highest Advert Value	£213,000,000
Average Readership	18,524
Average Readers Growth	20.21%
Average Listings Per Page	£30,022,984
Average Page Growth/Issue	14.60%
Average Listings Growth/Issue	37.59%
Lowest Number of Readers	3,143
Highest Number of Readers	47,257
When is The Trade House Magazine Published?	Every Other Month
Where do I get the magazine from?	www.courtguinness.com and other good publishing platforms
How do I contact the publisher?	court@courtguinness.com
How much does advertising cost?	£FREE until further notice!
How do I become a subscriber?	Click Here
Who is the magazine published by?	Court Guinness // The Trade House
Do you do physical copies?	No Only PDF
I have more questions?	Email: tradehouse@courtguinness.com
What advertising formats do you accept?	Anything Except PDF or HTML
How much does The Trade House Magazine cost?	ITS FREE!
Where is The Trade House based?	Warwickshire

Demographics

Please see below for our demographics information, pulled from our reader survey.

Gender		Ages		Location	
Male	60%	18-21	2%	England	32%
Female	37%	21-30	15%	Scotland	19%
Prefer Not To Say	3%	31-40	32%	Wales	5%
		41-50	30%	Ireland	10%
		51-60	10%	EU	16%
		61-70	8%	EEA	10%
		Over 70	3%	Middle East	3%
				USA	2%
				Africa	1%



Court Guinness



The Trade House

Tools For Business

Quarter Page Advertisement Example

amazon business

50% off your first £100
spend on Amazon Business

Everything you love
about Amazon. For business.

> Free account

Strip Advertisement Examples

The Trade House

Tools For Business

HOTELS WANTED FOR CLIENTS TO BUY
CALL COURT GUINNESS on 07904 452543
www.courtguinness.eu

VIRTUAL OFFICES FROM £3 PER MONTH
CALL COURT GUINNESS on 07904 452543
www.courtguinness.eu

Standards

Please see below for our standards.



Bleed

All advertisements must have a 5ml bleed (whitespace) around all image work.

Page Sizes

We publish in ISO page size A4.

Deadlines

The deadline for all copy, content and artwork is the second to last Friday of every month unless otherwise notified.

Formats

We can accept advertising in all formats EXCEPT PDF or HTML. We recommend PNG (Portable Network Graphic) OR .JPG (JPEG) formats.

WE CANNOT ACCEPT COPY OR CONTENT IN PDF OR HTML FORMATS

Submitting Adverts

All advertising must be sent by email ONLY to court@courtguinness.com.

We have other receipt methods for files that are larger than 16MB. To get access to these routes please send a request to court@courtguinness.com

Banned Content

We do not accept, adult content, content that is sexually suggestive or content that discriminates on the grounds of race, religion, creed, sexual orientation or political beliefs. Checks and due diligence are run on all business opportunities listed and all business services.

The Trade Lounge

The Trade Lounge is a place to do business in a social setting.

<https://courtguinness.com/groups/>

The Trade Counter

The Trade Counter is a place for businesses to buy stock for their businesses

<http://courtguinness.com/trade-counter/>

Contact details

Please see below for our contact details.

Email

- court@courtguinness.com
- tradehouse@courtguinness.com

Website

www.courtguinness.com

Slack

[Our slack channel](#)



Court Guinness



The Trade House

Tools For Business

Telephone

+44 (0) 7904 452543

Social Media

[Facebook](#)

Twitter: [@thetradehouseuk](#)

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Version 1.18

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