



Content marketing for the digital age

Our content



Business Report is a content provider and creator for people interested in learning what's happening in UK business and industry.

Our unique approach to creating a contextually relevant place for business to discuss, influence and promote is key to our strategy.

Jason Pitt, Editor



SME's

This channel contains content from and relevant to small and medium sized enterprises. SME's represent nearly 99% of all businesses.

Innovation Nation

Our innovation channel covers latest news from the UK's leading Companies, universities and inventors. The channel demonstrates the inventiveness of UK business and industry.

Manufacturing Heroes

Business Report has a steep history of supporting Britain's manufacturing sector and helped to found the 'Made in the Midlands campaign' which has received widespread acclaim from government, business and industrialists. This channel is aptly named because we see the Importance of having a strong manufacturing and engineering base in the UK

Productivity

Working smarter is one of the greatest ways to stay ahead and this Channel covers businesses who are already finding new ways of doing things together with reviews of useful applications and processes.

Companies and Markets

In this channel we include news from UK companies and markets not covered in our first four sections.

Distribution map

www.businessreport.co.uk

Weekly news digest

App on the Apple newstand



Partner websites

Social media distribution

Facts:

Weekly digest is distributed to 9,000 'opt-in' subscribers

Apple application is available for download to your newsstand for offline reading

Business Report receives more than 60,000 hits per month

Social media distribution includes 5,000 twitter followers on both Business Report and partner sites

Advertising opportunities

R4
Wallpaper background x

R1
250(W) x 220(H)

R2
250(W) x 220(H)

R3
250(W) x 465(H)

The collage displays the Business Report website layout with various articles and a sidebar. The main content area includes articles such as 'Cybercrime is here to stay', 'How to beat Google', 'Banish negativity and produce high performing teams', 'Creating a marketing role in your business', 'New jobs as vets group expands in West Midlands', 'Lower customer effort builds higher customer confidence, says Genworth's Lynne Walker', 'Nottingham catering form celebrate innovation award', and 'Will Blackberry 10 save Research in Motion?'. The sidebar features a 'GET OUR APP' button, 'TOP FIVE MOST VIEWED ARTICLES', 'LATEST REPORT', and 'LATEST JOB'.

Display options

Business Report helps deliver your message by offering a range of display options from 250 pixels (W) x 220 (H), 250 pixels (w) x 465 pixels (w) and a wallpaper background graphic on the category pages which shows 300 pixels (w) either side of the site and 768 pixels (H)

Display options

- R1** 250 pixels (W) x 220 pixels (H)
- R2** 250 pixels (W) x 220 pixels (H)
- R3** 250 pixels (W) x 465 pixels (H)

Advertising opportunities



Channel content series

Marketeers can take advantage of a targeted sponsorship opportunity by sponsoring a series of content that is aligned to your marketing objectives in a powerful, contextually-relevant environment.

Display options

R4 Background wallpaper image (300 pixels each side and 768 pixels (H))

R5 250 pixels (W) x 220 pixels (H)

Advertising opportunities

Home Reports News Categories Blogs Events Resources Jobs

Search Articles

LAST UPDATED ON NOV THE 7TH BY JASON PITT

ThinCats

R6



281



The lack of traditional bank lending to small business is notorious but just as frustrated are the investors seeking returns from the market. By providing secure loans as an investment opportunity through an auction model, ThinCats now has approaching £7.6 in funds lent out to UK SMEs. (£10m worth of funds under management since it opened for business in January 2011.)

50 loans have been agreed to date, with over 650 registered members of the investment club investing in businesses across the UK. The biggest loan to date for one business is for £600,000 (a world record for this sector of lending) and loans to date total £7.5m.

Previous articles on Business Report
<http://www.businessreport.co.uk/news/midlands/view/the-future-of-lending>

VISIT THINCATS

Company Information

Company:	ThinCats	Founded:	2009
Industry:	Lending and banking	Phone Number:	
Revenue:	£10000000.00	Employees:	3
Headquarters:	Rock Farm, Hangmans Lane, B79 0LA		

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Kevin Caley, ThinCats

In the chaotic aftermath of the banking crisis where economies are still struggling to balance their books and recapitalise, non-bank lending is emerging strongly.

Peer-to-peer lending, a concept whereby a group of individuals back companies who need a loan, is now starting to catch on in a big way.

One organisation is ThinCats, a peer-to-peer lender that increased its funds under management from 1.5m to £10m in fewer than 12 months and is predicting to triple this in the following twelve months. ThinCats are also celebrating a UK record for a peer-to-peer loan by lending £600k in a single deal, all funded by its members.

Kevin Caley, Managing Director a self confessed pessimist about the economy believes despite the growth in his sector they need government backing to be able to make any significant difference to the £190billion a year funding gap in the SME market left by the banks.

R7

Company	ThinCats
Website	ThinCats
Founded	2009
Employees	3

Share 0 Tweet 0 Like 0 Email 0

VISIT THIS COMPANY

PREVIOUS STORY

← Wealth management institutions are investing heavily in digital channels

NEXT STORY

Marketing is not the only answer for UK tourism →



Search Articles



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TOP FIVE
MOST VIEWED ARTICLE

1. END TO LOCAL POLICE LINE APP EMPTY PROPER
2. RESPOSE THRU RECRUITMENT SERVICES FOR PROFITS
3. CAN I USE MY SUPPORT MY
4. MIDLANDS? MY DEVELOPERS ARE OPPORTUNITE
5. MYTIME ACTIVE BREW UP CHA

LATEST REPORT



Create a report page on Business Report

A report page is a custom page on our website that tells readers who you are, what you do and key facts about your business. All content on our website that mentions your business includes a mini report footer that links through to your report page.

Display options

R6 Dedicated company profile on Business Report's rising stars and top performing UK companies

R7 Each article that mentions your business has a mini report at the foot of all your content. This mini report then links through to your report site