



Acquisitions of Insider Media and Rotherham Advertiser

Tuesday 2 May 2023

National World plc has today announced two acquisitions as part of our strategy to create a fully digitised multi-platform premium content and sales business.

INSIDER MEDIA LTD

Insider Media Limited is the UK's leading regional B2B media company, with a loyal following of its business information, online newsletters and six controlled circulation monthly business magazines. It organises 93 market-leading regional business events across the UK relevant to the interests of its customers. The acquisition deepens the diversity of National World's news model and will grow its existing events business. The business had revenues of £6.3 million in 2022.

A newly created management group will be established to assist with the integration of Insider Media within the wider National World business. Insider Media will run as a new separate division of National World. Mike Hartley, formerly MD of Insider Media, will lead the integration as Interim MD supported by Vairi Smith on Events, Claire Jackson, HR, Sheree Manning, Finance and Mark Hollinshead, Executive Director of Insider.

ROTHERHAM ADVERTISER

Established in 1858, the Rotherham Advertiser complements National World's reach across the South Yorkshire, Derbyshire and North Nottinghamshire markets, presenting opportunities to reach rural communities and enhance our key revenue sectors. The acquisition also includes two weekly tabloid free newspapers; the Dearne Valley Weekender and the Rotherham Record, and bi-monthly lifestyle magazine: 'Chase'. The Advertiser will be managed by the Yorkshire business unit.

Commenting on the acquisitions, National World's Chairman, David Montgomery, said:

"Over the last 12 months we have made a number of targeted investments and acquisitions designed to accelerate our progress, increase our capabilities and grow the audience for our high-quality content.

"National World offers a unique combination of digital news, specialist content and targeted audience engagement, helping it build deeper relationships with its readers and users. Today's acquisitions are in line with that strategy as we reposition the business towards our new operating model."

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