## Title
Fife Business Matters

## Local Authority
Fife

## Key Partners
- Fife Economy Partnership

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### Project Summary

Fife Business Matters (FBM) is a quarterly business to business publication. It has quickly become established and respected within Fife, with a distribution address list of around 5,000 companies.

FBM has become a key resource in keeping Fife’s business community regularly informed and engaged on topics that matter to them, as well as showcasing business success.

It is FBMs’ ability to bring together and engage with both the public and private sector that defines it. It showcases the drive, determination and distinction of local businesses which collectively make Fife the best place to do business.

The content – news, features and events - is designed and drafted in a way to inspire and promote Fife as the location to start and grow a business, both to those who are already operating in the Kingdom or to investors seeking the ideal location for their venture.

Incorporating a digital platform for the magazine was built in to the production process from the beginning and this strategic approach has seen FBM achieve a significant increase in readership with every edition, rising by 283% between March 2013 and March 2014 (where full analysis is known) and with the most recent issue receiving over 3,300 online readers.

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### Resources

Fife Council Economic Development, Indigo PR Agency and DTech Printers, form the editorial team and are dedicated to deliver the publication effectively.

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### Good Practice and Lessons Learned

- Recently, the editorial team have been supporting Fife Culture and Leisure Trust in the creation of a new FoCaL publication promoting their vast array of services from a business perspective which was launched in June 2014.

- The editorial team remains committed to keeping FBM relevant to its readership; seeks feedback from the business community; regularly monitors online readership; all of which have cemented its longevity, with the 28th issue due for publication in September 2014.
Chris Parr, Chair of the Fife Economy Partnership and Chief Executive of Tullis Russell “‘Fife Business Matters is increasingly becoming a must read publication in Fife. It allows Fife companies to promote their own work to other companies in Fife, thereby helping to create and develop new links and local supply chains. It is also proving to be a very useful tool to market Fife companies, and Fife itself, to a wider business audience. The move to an on-line version will enhance its modern, professional reputation.”

Where to find out more…

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<tr>
<th>Relevant Web Link(s)</th>
<th><a href="http://www.fifebusinessmatters.co.uk/">http://www.fifebusinessmatters.co.uk/</a></th>
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