

Local Living

Lowton & Golborne

Delivered to
10,000
Homes!

Local Community Magazine Publication in Wigan S07699

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Key Financials

Turnover	£46,510
Net Profit	£27,064
Rent	N/A
Rates	£0.00
Stock Value	£0

Key Points

- **Excellent reputation**
- **Loyal customer base**
- **Huge growth opportunity**
- **Low overheads**
- **Friendly, professional team**

Business Overview

The business for sale is a hyper local magazine publication for the village of Lowton and town of Golborne, both in the Borough of Wigan in Greater Manchester.

Established three years ago, the A4 printed lifestyle magazine incorporates a balance of local news and editorial content, whilst a healthy flow of local advertisements provides funding for the magazine. The publication is delivered to 10,000 homes and is available through a third-party publishing site.

There is an unsurpassable opportunity to expand the magazine and substantially increase the turnover as the current owner only works on the magazine for two days per week. It is therefore a fantastic choice for someone seeking a healthy balance between their work and home life.

The business model is highly simple and therefore provides easy scope for franchising or expansion into neighbouring geographical areas, with logos and maps already available for Hindley and Hindley Green.

This is a fantastic and unique opportunity in the publishing industry that is only available due to the seller's desire to concentrate on other family business. A new owner would benefit from a recently launched website, featuring a directory listing facility, a 'What's On?' guide and blog for local news & stories.

Tenure:

Relocatable

Asking Price:

£49,995



Location

- ✓ **Relocatable**
- ✓ **Home-based**
- ✓ **No local competition**

More Info

Reason for Sale	Other business
Year Established	2017
Number of Employees	1
Lease Length	n/a
Full Financials	Click Here
Energy Performance Cert.	TBC

Business Description

The business benefits from being relocatable, thus allowing the new owner to have full control over business operations. However, it is advisable that the buyer stays in close proximity to Wigan for convenience. Included in the sale price are all past Publisher and PDF magazine templates, the database of past/present advertisers, a Facebook page with over 1,000 likes, a community Facebook group, dedicated Gmail address, and an Issuu account with digital copies of past magazine. The new buyer will also inherit master detailed maps of all roads and house counts, delivery routes, and maps including the details of all local residents who currently distribute the magazines. The buyer will further benefit from contact details from the designer who creates adverts, editorial pieces, and page layout, alongside preferential printer rates.

The current owner is able to stay for a transitional period and can give training to a buyer who is inexperienced in the publishing industry.

Opportunity

This is a unique opportunity for a buyer in the publishing industry to purchase a beloved local magazine. Similarly, it would also suit some in a related industry who is looking to branch out into magazine publishing.

The business has an excellent readership but there is plenty of scope for further growth under new ownership. Crucially, the buyer could curate and implement a digital strategy to keep up to speed with industry changes. This could involve developing a social media plan on key platforms such as Facebook and Twitter. The former tactic would enable a greater readership and convenience for the citizens of Cheshire, whilst the latter tactic would encourage engagement with and from the local community online.

Gallery



Viewing

If this business is of interest to you, we recommend arranging a viewing.

All viewings are strictly by appointment through Intelligent Business Partners. No approach whatsoever should be made to the owner of the business.

What To Do Next

If you would like to find out more detailed information about this business, such as copies of the accounts or have a specific question, please call 0800 612 7718.

To find out more about Intelligent, please visit our website

www.intelligent.co.uk

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