

# HOTTEST NEWS IN TOWN



HEAR ABOUT IT FIRST WITH  
BUSINESS IN BERKSHIRE!

**B**inB is expanding its range of newsletters to ensure our readers get the most from our communications.

Firstly we are introducing three new optional weekly newsletters:

- Tuesday email: Directors news - business leaders - turnover generation - cost savings
- Thursday email: LiaiseOnline - online media - newspapers - community sites - blogs - podcasts - video streaming
- Friday email: Women in business

To add to our existing portfolio:

- Monday email: BinB weekly event email - networking - business events & seminars - corporate events - expos
- Wednesday email: BinB weekly PR update - general business news - product launches - innovations

Secondly, we're adding a couple of dailies:

- Editor's Daily Comment
- On this day in history - mainly fun - historic information

(By default we've registered our BinB readers for the Monday & Wednesday emails, our LiaiseOnline readers for Thursday's news and our Onthisday readers will get the new format)

Last but not least, you can now opt-in to receive

news items about specific towns, areas, or topics. You choose which stories you want to receive and we will send you single story emails that exactly match your preferences.

You simply select which subjects you want to specifically hear about and leave the rest to us. As a new story arrives on our news desk, we will despatch it directly to your inbox.

For example, if you're interested in training, sales, marketing, and networking, just select those options and you'll automatically receive any stories related to those areas as and when they come to us.

There is also a list of towns to select from - you can choose any combination of towns and topics. If at any stage you decide to change your news preferences, simply revisit the homepage, change your options, and resubmit your form to us... it takes 2 minutes.

For existing readers, the best way to update is via our form here [www.profileupdate.co.uk](http://www.profileupdate.co.uk)  
For new reader, head for the home page and get registering to receive the [www.hottestnewsintown.co.uk](http://www.hottestnewsintown.co.uk)

And don't forget, we can get your message out to our 5000 readers.

We offer a variety of services to suit most realistic pockets, pop by our website and download our media pack.

[www.hottestnewsintown.co.uk](http://www.hottestnewsintown.co.uk)

