



## C&W IN BUSINESS MEDIA PACK 2012

**C&W in business** is the official business publication of Coventry and Warwickshire Chamber of Commerce, one of the West Midlands most successful business associations. With a bi-monthly circulation of 3,000 and a broad readership of over 15,000, **C&W in business** is a quality publication that reaches the target audience your business needs.

Published six times a year as a high quality, full-colour magazine, **C&W in business** aims to:

- **Publicise the Chamber's campaigning and lobbying activities**  
Throughout the year the Chamber is constantly working on behalf of the membership on a number of key issues. Whether campaigning for interest rate cuts, improvements to the transport infrastructure or calling for inward investment, the Chamber is the leading business voice in the Coventry and Warwickshire region and C&W in business will carry authoritative comment on all the leading issues affecting business.
- **Publicise the Chamber's services**  
As well as the international, conferencing and training programmes available to members, the Chamber also has a vibrant diary of events, with a host of breakfast briefings, networking lunches and social functions.

**C&W in business** will publicise both the business services available through its offices and the many events on offer, making sure members know how they can get the most from their membership.

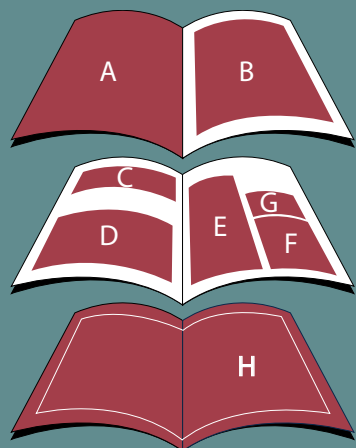
- **Help members promote themselves**  
Finally, **C&W in business** will help members to promote themselves. Whether it is a 'good news' story run in the Chamber's members' news pages or takes the form of an advertising and editorial spotlight in **Business Direct**, the advertising listings and features supplement of **C&W in business**, members will be given the opportunity to put their business case to their fellow members and the wider Coventry business community.

These positions can be as a company profile or as part of a more in-depth look at a specific industry or service in one of **Business Direct's** advertising features. Each issue carries a series of features on topical business matters – all backed by authoritative editorial support from leading figures within the speciality – which will offer analysis on key subjects crucial to the region's businesses. This supplement also includes 'lifestyle' features on motoring, business travel and reports on Coventry and Warwickshire's entertainment industry. It is this breadth of editorial coverage that makes **C&W in business** Coventry and Warwickshire's best media and the obvious choice for any business or organisation wishing to promote itself to the readership.

To find out more about **C&W In Business**, contact **Caroline Ackroyd** on  
t: 0161 661 4151 e: [caroline.ackroyd@excelpublishing.co.uk](mailto:caroline.ackroyd@excelpublishing.co.uk)



## MAGAZINE RATES, SIZES AND POSITIONS



Display advertising		Members
Outside back cover	346mm (H) x 251mm (W) inc bleed	£2,950
Inside front cover	346mm (H) x 251mm (W) inc bleed	£2,750
Inside back cover	346mm (H) x 251mm (W) inc bleed	£2,550
A) Full page (with 3mm bleed)	346mm (H) x 251mm (W) inc bleed	£2,079
B) Full page (in type area)	300mm (H) x 230mm (W)	£2,079
C) Quarter page (landscape)	72mm (H) x 230mm (W)	£546
D) Half page (landscape)	148mm (H) x 230mm (W)	£1,048
E) Half page (portrait)	300mm (H) x 113mm (W)	£1,048
F) Quarter page (portrait)	148mm (H) x 113mm (W)	£546
G) Eighth page	72mm(H) x 113mm (W)	£288
H) Double page spread	346mm (H) x 496mm (W) inc bleed	£4,095
Inserts (per 1,000)	see mechanical data for details	£135

Non-members rates: plus 20% on all of the above.

**SERIES DISCOUNT** Six issues published throughout the year  
Five per cent two issues – 10 per cent four issues – 15 per cent six issues

**INSERTS** An inserts facility is available, at £135/1000. Inserts must weigh no more than 18g. Inserts weighing more than this limit will be surcharged.

**MECHANICAL DATA** Advertisements can be sent via e-mail, FTP, the Excel Publishing website ([www.excelpublishing.co.uk](http://www.excelpublishing.co.uk)) or via ISDN (0161 443 3017) in Quark Xpress (up to version 7), InDesign (up to CS3), PDF, tif, eps or Adobe Illustrator formats. Minimum resolution for images is 300dpi. Please remember to include all necessary graphic files and/or fonts where licences exist. Minimum ink coverage for reproduction is 10 per cent.

Clients unsure of any mechanical details can contact the production department at Excel Publishing on 0161 236 2782.

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# WE HAVE THE UK COVERED

Our quality publications are subscribed to and read by decision makers in business throughout the UK.

If you would like to bring your company's credentials to their attention on a national, regional or local basis please contact us.



## C&W IN BUSINESS FORWARD FEATURES 2012

### Jan/Feb 2012

- Skills & Training
- Independent Education
- Business Continuity
- Transport/Logistics
- Classified

### Mar/Apr 2012

- Skills & Training
- Conference & Events
- Business Crime & Security
- Health & Safety
- Classified

### May/June 2012

- Skills & Training
- Insolvency & Corporate Recovery
- ICT/New Technology
- Office Environment
- Classified

### July/Aug 2012

- Skills & Training
- The Sustainable Built Environment
- Pension Act 2008
- Corporate Days Out
- Classified

### Sept/Oct 2012

- Skills & Training
- Corporate Christmas
- Focus on Rugby
- Employment Law
- Classified

### Nov/Dec 2012

- Skills & Training
- Financial Planning
- Manufacturing in the Region
- Business Support
- Classified

As leaders in the publishing of business to business magazines, Excel Publishing has launched its own brand – UK Business Media – covering all our Chamber media across Coventry and Warwickshire, Glasgow, Liverpool, Greater London, and our independent business magazine.



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# in business EZINE RATES, SIZES AND POSITIONS

## EZINE RATES, SIZES AND POSITIONS

FULL PAGE (Facing Front Cover) Same size as full page in magazine			
1 x Issue .....	£950	3 x Issues .....	£2,250
		4 x issues .....	£2,900
SKYSCRAPER (only one available) 160 pixels wide x 600 pixels high			
1 x Issue .....	£350	3 x Issues .....	£900
		4 x issues .....	£1,120
SQUARE BUTTON 125 pixels wide x 125 pixels high			
1 x Issue .....	£200	3 x Issues .....	£550
		4 x issues .....	£670



## E-NEWSLETTER STATIC

DESCRIPTION	SIZE (PIXELS)	PRICE
<b>Square button</b> <b>A</b>	125 (wide) x 125 (high)	Top £120
<b>Skyscraper</b> <b>B</b>	125 (wide) x 600 (high)	First £290
<b>Slim banner</b> <b>C</b>	468 (wide) x 60 (high)	Top £200
<b>Sponsorship (slim banner plus skyscraper)</b> <b>B+C</b>		Top £395



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