GLASGOW BUSINESS

THE JOURNAL OF
GLASGOW
CHAMBER OF COMMERCE

Glasgow Chamber of Commerce was established in 1783, making it the oldest Chamber in the English speaking world. The Chamber is a modern, vibrant and proactive business support and policy organisation. It is recognised by the business community as the leading commercial support organisation in the West of Scotland, representing all sectors and sizes, ranging from sole traders to major multinationals. The Chamber is also recognised by both the Scottish and British media as the definitive voice of business interests in Glasgow.

As a significant UK institution, the Chamber has a role to play in driving the economic and legislative agenda of the nation. As part of an organisation that represents over 135,000 businesses and over four million working people, it has a strong voice and mandate to ensure that it helps create the business environment, not only within the city but also at a national level that will support, create and sustain business growth. Within the city it represents over 1,600 businesses, both large and small, across a range of sectors and through the Chamber it ensures that the needs of business are promoted and understood.

Glasgow Business will give members and non members the opportunity to promote their company, products and services through a traditional advertisement, a business profile, sponsorship or inserts within the magazine. It has a circulation of 5,000 and will be distributed to Chamber members and prominent businesses within Glasgow and Cumbernauld.

The magazine will help members to promote themselves. Whether it is a 'good news' story run in the Chamber's members' news pages or taking the form of an advertising and editorial spotlight in the supplement Business Extra, members will be given the opportunity to put their business case to their fellow members and the wider Glasgow and Cumbernauld business community.

It could be either in the form of a company profile or as part of a more in-depth look at a specific industry or service in one of the magazine'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. *Business Extra* also features 'lifestyle' features on motoring, business travel and entertainment.

It is the breadth of editorial coverage that makes it the obvious choice for any company wishing to promote itself to the business community of Glasgow and Cumbernauld.

UK BUSINESS MEDIA

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 EN, our independent business magazine.

If you are interested in advertising across the group, please contact the sales team on 0161 236 2782 or visit www.excelpublishing.co.uk

To find out more, contact Nick Ackroyd 0161 661 4182 or email: nick.ackroyd@excelpublishing.co.uk

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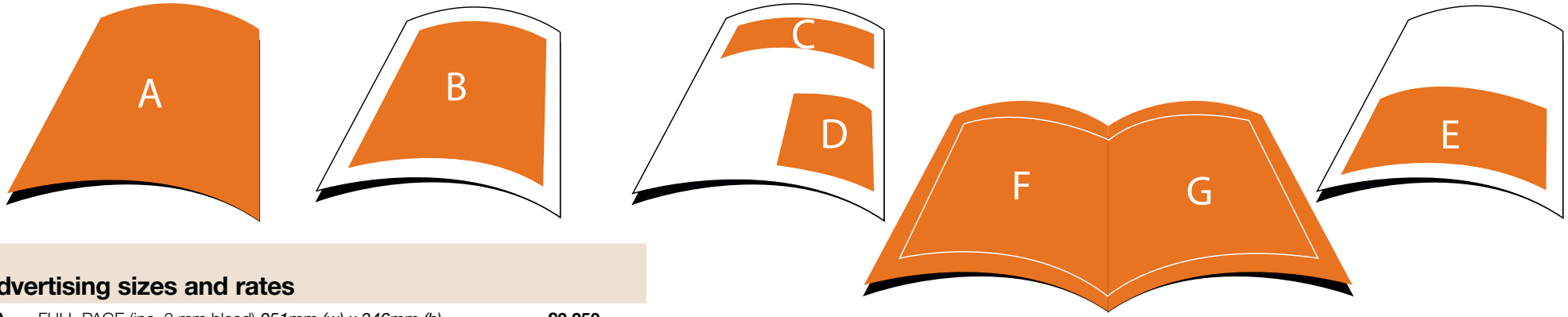
MAGAZINE RATES, SIZES AND POSITIONS



Advertising sizes and rates

A	FULL PAGE (inc. 3 mm bleed) *251mm (w) x 346mm (h)*	**£2,250**
B	FULL PAGE (type area) *230mm (w) x 300mm (h)*	**£2,250**
C	QUARTER PAGE (landscape) *230mm (w) x 72mm (h)*	**£750**
D	QUARTER PAGE (portrait) *113mm (w) x 148mm (h)*	**£750**
E	HALF PAGE (landscape) *230mm (w) x 148mm (h)*	**£1,260**
	HALF PAGE (portrait) *113mm (w) x 300mm (h)*	**£1,260**
F	DOUBLE PAGE (inc. 3 mm bleed) *496mm (w) x 346mm (h)*	**£3,750**
G	DOUBLE PAGE (type area) *474mm(w) x 300 mm(h)*	**£3,750**
	EIGHTH PAGE (landscape) *113mm (w) x 72 mm (h)*	**£400**
	FEATURE SPONSORSHIP COLUMN *(300 words & logo)*	**series of 3: £350 per issue**

SERIES DISCOUNT

Six issues published throughout the year
Five per cent three issues
Ten per cent four issues
Fifteen per cent six issues
Cover positions 10 per cent premium

INSERTS An inserts facility is available, at £135/1,000. Inserts must weigh no more than 18g. Inserts weighing more than this limit will be surcharged.

MECHANICAL DATA Advertisements are accepted in Quark Xpress, InDesign, PDF, tif, eps or Adobe Illustrator formats. Please remember to include all necessary graphic files and/or fonts where licences exist. Please see the Excel website for FTP details please go to www.excelpublishing.co.uk/sending-us-files.html Clients unsure of any mechanical details can contact the production department at Excel Publishing on 0161 661 4195.

To find out more, contact Nick Ackroyd 0161 661 4182 or email: nick.ackroyd@excelpublishing.co.uk

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EZINE RATES, SIZES AND POSITIONS

FULL PAGE (Facing Front Cover) **Same size as full page in magazine**

1 x Issue.....£950 3 x Issues .....£2250 4 x issues £2900

SKYSCRAPER (only one available) **160 pixels wide x 600 pixels high**

1 x Issue.....£350 3 x Issues .....£900 4 x issues £1120

SQUARE BUTTON **125 pixels wide x 125 pixels high**

1 x Issue.....£220 3 x Issues .....£550 4 x issues £670

E-NEWSLETTER STATIC

DESCRIPTION	SIZE (PIXELS)	PRICE
Square button A	125 (wide) x 125 (high)	Top £200
Skyscraper B	125 (wide) x 600 (high)	First £350
Slim banner C	468 (wide) x 60 (high)	Top £250
Sponsorship (slim banner plus skyscraper) B + C		Top £450

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BUSINESS EXTRA (SUPPLEMENT) FEATURES

JANUARY/FEBRUARY 2012
- Legal & Finance
- Skills & Training
- Diversity in Business
- Translation

MARCH/APRIL 2012
- Legal & Finance
- Conference and Events
- Energy & Environment
- Pension reform
  – Auto Enrolment

MAY/JUNE 2012
- Legal & Finance
- Health & Safety
- Skills & Training
- Corporate days out

JULY/AUGUST 2012
- Legal & Finance
- Technology for Business
- The Sustainable Built Environment
- The Pension Reform
- Golf Days

SEPTEMBER/OCTOBER 2012
- Corporate Christmas
- Technology for Business
- Skills & Training
- Legal & Finance

NOVEMBER/DECEMBER 2012
- Legal & Finance
- Transport/Logisitcs
- GBAs
- SME Business Support

ALL FEATURES ARE SUBJECT TO CHANGE

Opportunities are available for businesses to run their own feature of choice, please contact the below number for any enquiries regarding this or sponsorships of the above.

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