

Prosper



www.prosper-magazine.co.uk

PROSPER is the official business-to-business publication of Black Country Chamber, one of the UK's largest and most successful business associations.

PROSPER is published six times a year, in full colour format and on high-quality paper. This authoritative publication has a 3,000-strong circulation which benefits from over 9,000 readers in total. Every Chamber member receives a personal copy and copies are distributed to prominent business locations throughout the region, including the region's major hotels, business venues and conference centres. Copies are also sent to Chambers of Commerce and exhibition centres throughout the world.

PROSPER'S strength comes from its unique position to report on the day-to-day activities of the Black Country business community, as well as using its network of contacts throughout the county to provide editorial comment and reports on the topics that matter to business leaders and decision makers.

PROSPER is the number one source of up to date business information in the Black Country and has editorial sections that report on topical issues within:

Local government and policy, economic development, ICT, skills, international trade, legal and finance.

In addition to these regular sections other topical and seasonal features are run throughout the year including area reviews, business crime, leisure and tourism, sustainable development, corporate Christmas and much more.

PROSPER is the medium for people who wish to market their products and services to businesses that last year generated in excess of £300 million-worth of exports and helped to make the West Midlands' economy one of the fastest growing in the UK. It is a quality publication targeted at the people who matter in the business community.

PROSPER is produced on behalf of the Black Country Chamber by Excel Publishing Co. Ltd, Portland Buildings, 127-129 Portland Street, Manchester, M1 4PZ.

For more information contact John Conway on 0161 661 4150 or john.conway@excelpublishing.co.uk



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 the Black Country, Cumbria, Coventry, Glasgow, Liverpool, Greater London, North East, and our independent business magazine in Greater Manchester, Commerce GM, aimed at SMEs.

If you are interested in advertising across the group, please contact John Conway on 0161 661 4150 or john.conway@excelpublishing.co.uk



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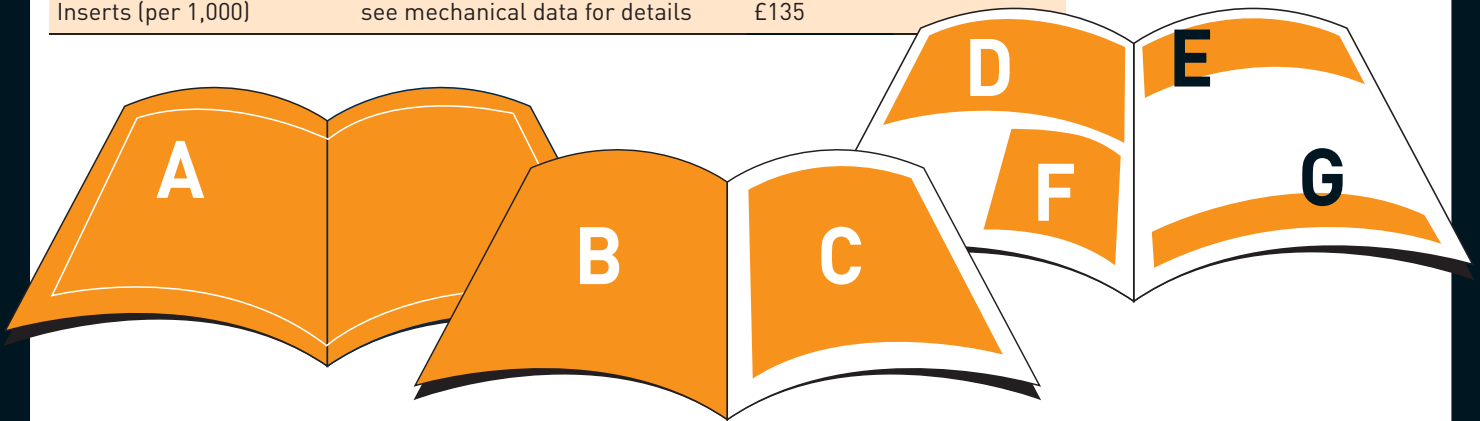


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ADVERTISING SIZES AND POSITIONS

Display advertising		Members	Non-members
A) Double page spread	303mm (H) x 426mm (W) inc bleed	£2,750	£3,150
B) Full page (with 3mm bleed)	303mm (H) x 216mm (W) inc bleed	£1,795	£2,195
C) Full page (in type area)	267mm (H) x 180mm (W)	£1,795	£2,195
D) Half page (landscape)	130mm (H) x 180mm (W)	£900	£1,195
E) Quarter page (landscape)	63mm (H) x 180mm (W)	£550	£695
F) Quarter page (portrait)	130mm (H) x 88mm (W)	£550	£695
G) Banner	30mm (H) x 180mm (W)	Series of six: £2,400	

Inserts (per 1,000)	see mechanical data for details	£135
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SERIES DISCOUNT

Six issues published throughout the year: 5% two issues – 10% four issues – 15% six issues

SPECIAL POSITIONS

Special positions are available throughout, prices on request.

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 as per Royal Mail rates

MECHANICAL DATA

Paper size: 297x210mm
Page area: 267mm x 180mm

Advertisements can be sent via e-mail, FTP, the Excel Publishing website (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%.

Clients unsure of any mechanical details can contact the production department at Excel Publishing on 0161 661 4110.



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RATES

Full Page Facing Front Cover (includes flash animation)	1 x Issue	£950
	3 x Issues	£2250
	4 x issues	£2900
Same size as full page in magazine	6 x Issues	£3750
	10 x Issues	£4500

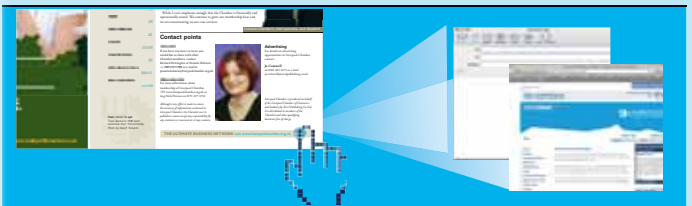
Skyscraper (only one available) 160 pixels wide x 600 pixels high	1 x Issue	£350
	3 x Issues	£900
	4 x issues	£1120
	6 x Issues	£1650
	10 x Issues	£2850

Half Button 125 pixels wide x 60 pixels high	1 x Issue	£130
	3 x Issues	£330
	4 x issues	£400
	6 x Issues	£570
	10 x Issues	£900

Square Button 125 pixels wide x 125 pixels high	1 x Issue	£220
	3 x Issues	£550
	4 x issues	£670
	6 x Issues	£990
	10 x Issues	£1540

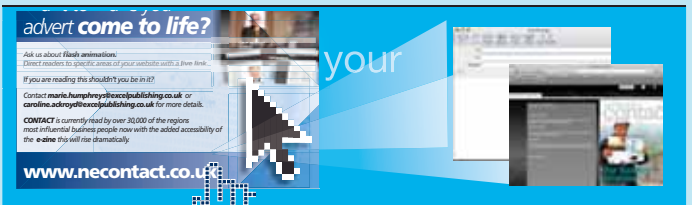
A Live Link

£100



Flash Advertisement

£250



Flash Advertisement with video (supplied)

£300

