

2017

# Advertising Ratecard

Fantastic opportunities in  
Glasgow Business magazine



**GLASGOW**  
CHAMBER OF COMMERCE

**WELCOME**

# Welcome to Glasgow Chamber of Commerce

Glasgow Chamber of Commerce, established in 1783, is a lively and energetic part of the business community in Glasgow and the west of Scotland.

It is recognised as a major commercial support organisation for all sizes of businesses operating within a wide variety of market sectors.

As one of the oldest chambers of commerce, Glasgow Chamber has built itself a reputation for delivering business solutions, cost savings and relevant industry information, as well as crucial networking opportunities, to its 1,200 members.

## Four reasons to advertise with the Chamber

### AUTHORITY

Glasgow Chamber of Commerce is a highly respected and authoritative source of business information and support for Glasgow's fast moving business sector.

### TARGETED READERSHIP

The Chamber's publication is delivered direct to the people who matter.

### IMPACT

A wide spectrum of advertising opportunities are tailor made to suit every size of business and importantly every budget.

### RESULTS

A skilled and professional Sales Team will offer advice on the high-profile advertising and marketing packages available to promote their products and services to get the best possible results.



# GLASGOW CHAMBER OF COMMERCE ADVERTISING RATECARD

## GLASGOW BUSINESS MAGAZINE

Glasgow Business, the bi-monthly magazine of Glasgow Chamber of Commerce, is well established as a B2B title with an essential role in communicating with the business sector in Glasgow and the west of Scotland, the A4 format publication contains high-quality editorial. The magazine offers business members a regular mix of must-read business features. It also updates the readership on the vital news affecting the business

sector in Glasgow and the west of Scotland. And, crucially, there is a strong focus on essential Chamber services, such as events, training courses and member activities. In addition to a print version, there is also an online edition to maximise advertisers' exposure. The publication is delivered direct to every member organisation of the Chamber, as well as government ministers and other influential decision makers.



### Glasgow Business Opportunities

#### PREMIUM POSITIONS

	<b>Size (height x width)</b>	<b>Price</b>
Outside back cover	297mm x 210mm	£2,500
Inside front cover	297mm x 210mm	£2,500
Inside back cover	297mm x 210mm	£2,000

#### RUN OF MAGAZINE

	<b>Size (height x width)</b>	<b>Price</b>
Double page spread	297mm x 420mm	£2,500
Full page	297mm x 210mm	£1,500
Half page landscape	133mm x 185mm	£950
Half page portrait	266mm x 90mm	£950
Portrait quarter page	130mm x 90mm	£550
Strip quarter page	62mm x 185mm	£550
Eighth page	60mm x 90mm	£350

**Series discounts** • 6 issues 15% • 4 issues 10% • 3 issues 5%  
VAT at the current rate will apply

#### INSERTS

Leaflets are inserted into the 1200 copies of the magazine which are mailed out to the full Membership of The Chamber

**Single sheet A5\*** £400 +VAT  
**Single sheet A4\*** (max size 295mm deep x 200mm wide) £650 + VAT  
\*maximum weight up to 15gms

Enquiries welcome for multiple page inserts/catalogues and price will vary according to size and weight

Samples must be supplied in advance of publication

Full Printer's spec available on request for loose and bound inserts

Sponsorship for features and editorial columns, as well as advertorial and directory space, is available. Price on application.

#### DEADLINES

**FEB 2017**  
Booking - 20 January  
Copy - 25 January

**APR 2017**  
Booking - 24 March  
Copy - 29 March

**JUN 2017**  
Booking - 26 May  
Copy - 11 May

**AUG 2017**  
Booking - 21 July  
Copy - 26 July

**OCT 2017**  
Booking - 25 August  
Copy - 30 August

**DEC 2017**  
Booking - 20 October  
Copy - 25 October

**Non-members plus 20% on all rates shown • Agency commission: 10%**



# FORWARD FEATURES

## 2017 February

- Office space
- Health & safety
- Staff recruitment & training

## 2017 April

- IT – Supply & maintenance
- Employment law
- Intellectual property

## 2017 June

- Marketing and communication (Website Design, Cloud SCVS & Social Media)
- Management education & training
- Green business

## 2017 August

- Conference & exhibitions (meetings and venues)
- Business travel
- Retail focus

## 2017 October

- Professional advisors (buying or selling a business)
- Corporate entertainment & event planning
- Private education/ Independent schools

## 2017 December

- International trade (Importing/exporting)
- Financial planning/taxation)
- Charitable giving

## Regulars

- Business Clinic columns (including finance and law)

## Directories

- The pitch

*Space for paid-for features on a subject of a company's choosing is also available.*



## SPONSORED COLUMN

### What you get

You can get a page of sponsored editorial (650-750 words, logo and picture), with the option of a facing full-page display advert.

### Demonstrate your expertise

The best way to convince potential customers that you are an expert in your field is to share your knowledge.

### What to talk about

You can offer advice on a particular subject (such as pitfalls and best practice), updates on new legal requirements related to your field – anything that you believe will be interesting and useful to businesses. Should you need help, writers at the magazine's

publisher, Connect, can write this for you, following an interview with a designated company expert.

### Use it for wider content marketing

What you write for the column can also be used for wider marketing platforms, such as a blog post. In fact, you can add extra material to your blog version to encourage readers to visit your website.

## COSTS

### COLUMN ONLY

£1,500

### COLUMN AND FULL-PAGE ADVERT PACKAGE

£2,500 (saving £500)

### COPYWRITING (OPTIONAL)

£300 (650-700 words)

# COMPANY SUPPLEMENT

**Businesses have the opportunity to gain amazing exposure among the Glasgow business community and beyond with a special supplement...**

## What you get

You can get a four-page branded pull-out supplement printed and inserted in the centre of Glasgow Business magazine – the prime position in the premier business magazine for the city's business community. We can also provide quotes for more pages – if you need eight, for example.

## It stands out

Because the paper stock is thicker than the normal pages inside the magazine, it instantly stands out to readers, who can easily pull it out and keep for future reference.

## Get more copies for marketing

We can also offer extra copies of the supplement alone, in case you want to use it for other marketing activities. For example, they could be used for events, for reception areas or distributing direct to customers.

## We can write and design it for you

The writers and designers at Connect, one of the biggest publishing and communications agencies of its kind in Scotland, can help you with how you plan, write and design your supplement. If you would like to use Connect for just one service, however, or would like to do everything yourself, that is fine too.

## What you could include

The supplement could be an in-depth profile of your business, covered over several articles. Or, it could be a piece of thought leadership to demonstrate your expertise in a particular subject. Or it could highlight some of your key products or services. It can be whatever works best for your marketing strategy. It could also be content that you can reuse on your other communications – such as a blog.



## COSTS

### PRINT AND PLACEMENT IN MAGAZINE

£4,500

### EXTRA 'RUN-ON' COPIES

First 500: £193

Further copies (per 500): £93

### CONTENT AND DESIGN

Copywriting (four pages,  
max 2,000 words): £550

Photography (stock or  
commissioned): Charged at cost

Design (four pages): £700

# GLASGOW CHAMBER OF COMMERCE ADVERTISING RATECARD

## ARTWORK AND DELIVERY

### Delivery

For artwork under 10MB, the preferred method of delivery is email. Artwork can be sent to **production@contactpublicity.co.uk**

Files greater than 10MB can be sent via wetransfer.com to **production@contactpublicity.co.uk** or via FTP by arrangement.

Please title your advert logically and specify the advertiser name. Contact Publicity cannot accept responsibility for files supplied incorrectly or not in line with specifications.

Preferred file formats include: InDesign/Illustrator EPS (using outline/embedded fonts); Adobe Photoshop TIFF or EPS (no ZIP, LZW or JPEG compression); Adobe PDF using 'PDFx4' or 'Pass for Press' job options (please include crop marks and bleed if necessary).

### Guidelines

All files used must have a minimum resolution of 300dpi and be set for CMYK output. All adverts must be correct in size and full page adverts must include 3mm bleed on all sides.

### Colour Quality

Embedded colour profiles and tailored colour settings are not supported. We cannot accept responsibility for exact colour reproduction. However, we will endeavour to colour match any artwork supplied with a colour match proof.

#### All artwork supplied should include:

- a flightcheck report
- a job sheet confirming size, month of publication and sender's contact details
- a hard copy proof, i.e. a colour laser copy.

### Dates

While every effort will be made to publish each publication in line with advised publication dates, these dates may be subject to change.



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