

2018

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

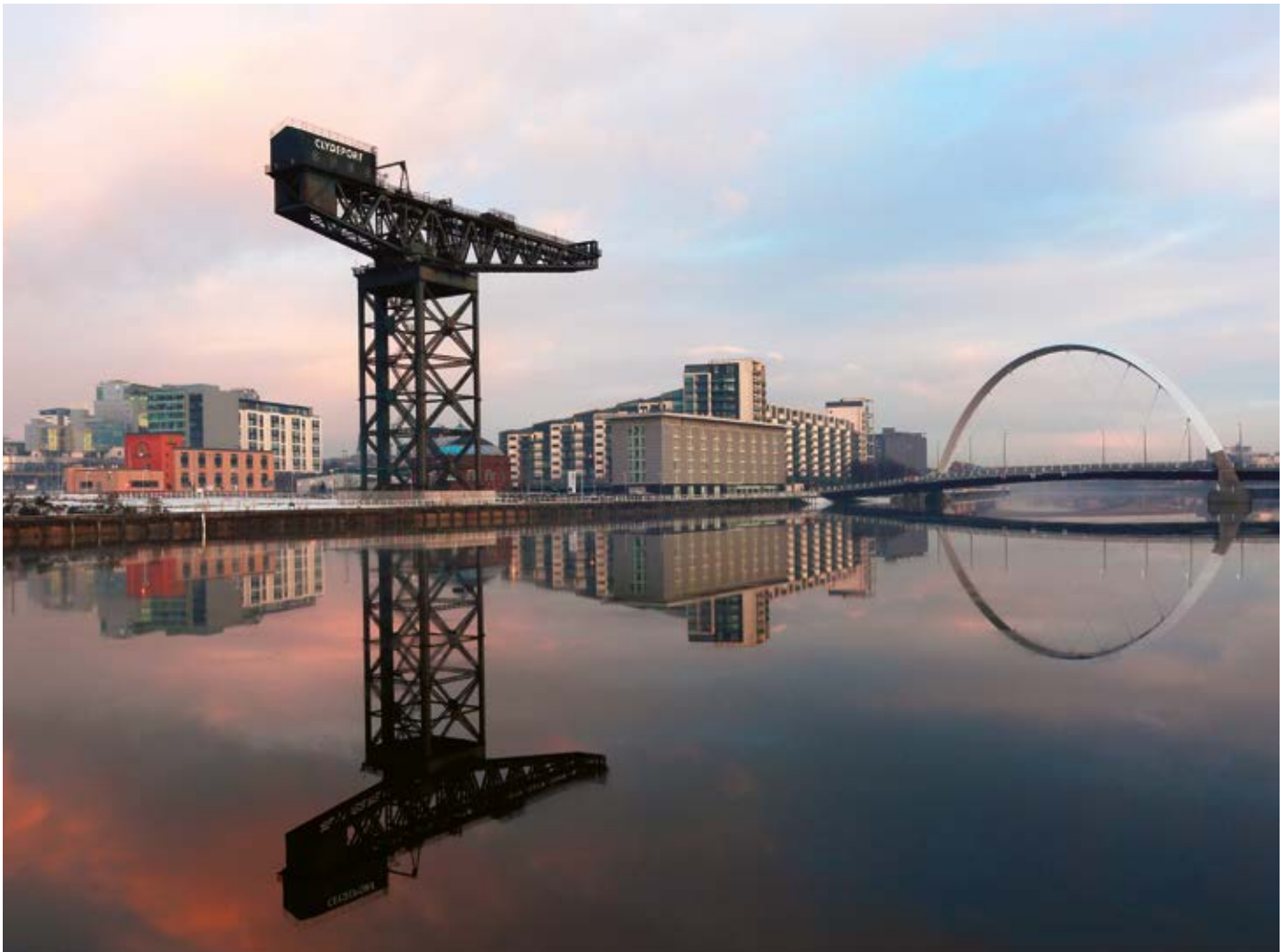
The Chamber's publication is delivered direct to the people who matter.

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.



COMPETITIVE Exclusive coverage of the Glasgow City Deal
TRANSFORMATIVE City-led investment strategy to revitalize
REGENERATIVE Plans unveiled to regenerate city back
OPEN FRONTIER Gate to competition edge in recruitment

GLASGOW CHAMBER OF COMMERCE
 THE MAGAZINE OF GLASGOW CHAMBER OF COMMERCE
GLASGOW BUSINESS
 PEOPLE MAKE GLASGOW
 Major tourism plan launched to attract one million more visitors by 2023
 FREE TO CHAMBER MEMBERS
 Scottish Chamber of Commerce

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Campus hub of creativity

Old hospital site breathes life into ambitious plan for learning and research

Words by *Kevin Kemp*

The University of Glasgow has been part of the city for more than 500 years. Today, the redevelopment of its campus is paving the way for the next chapter of its journey. When the former Western Infirmary site was bought by the university of Glasgow, it marked a reconnection over a century in the making. Originally part of its campus, the university sold the land to the hospital on the understanding that when it was to close they would be first in line to buy it back. A hundred years later, the university's student population has increased more than tenfold. With the estate rapidly filling up, the extra space could not have come at a better time, but the development isn't just about extra classrooms. "The teaching room isn't just about a room, but it's more than that - it's an opportunity to entirely rethink our campus," says Professor Neal Juttar, our university's Senior Vice-Chancellor. "The university's ambitious masterplan details £100 million of investment over a 10-year period, £70 million of which is set to be raised through a similar campaign, launching in 2018. It's one of the largest capital projects in higher education today, and represents a higher level of public investment in Glasgow than the 2014 Commonwealth Games - a fact not lost on the university." "Supporting the regional economy is a major priority. We want to open our campus up to the local community and make it a destination for everyone. There'll be public access to buildings, a new civic square, and a mixed development that will bring new businesses into the area. It's going to be a huge asset for the entire city." Key to the realisation of its vision will be the development of two major hubs - one devoted to teaching, and the other to research. Construction has already begun on the Learning and Teaching Hub. "It's teaching on a whole new scale. There'll be a 500-seat auditorium and space for 3000 students overall. But at the same time there's a real focus on how the learning experience is changing, and there'll be lots of areas for students to work together in groups, making use of the latest collaborative technologies." It's a philosophy reflected in the second hub - a flexible research facility where the university's elite researchers will form interdisciplinary teams and work alongside partners from industry to tackle some of global society's most pressing challenges. "The Research Hub will be truly

unique. It represents not just an entirely new way for our teams to work together across different fields of expertise, but an entirely new approach to our engagement with industry, bringing partners on campus to work alongside our world-class researchers. It's going to be transformative in terms of how quickly we can turn our research into real-world impact. The Research Hub will itself be surrounded by space for start-ups, entrepreneurs and SMEs, as part of the citywide plans to establish an innovation district in the City's West End and Clyde Waterfront area. "We're going to start to see a real critical mass of innovation in the area over the next decade - in the areas of quantum technologies and chronic diseases at the new Queen Elizabeth University Hospital, and in the creative arts too through our partnership in the Westland Media Hub." Finally then, the old hospital site is finally set to get a whole new lease of life.

Top left: View from University Square
 Bottom left: Learning and Teaching Hub
 Above: Aerial view of development site

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

	Size (height x width)	Price
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

	Size (height x width)	Price
Double page spread	297mm x 420mm	£2,500
Full page	297mm x 210mm	£1,500
Half page landscape	130mm x 180mm	£950
Half page portrait	267mm x 88mm	£950
Portrait quarter page	130mm x 88mm	£550
Strip quarter page	37mm x 180mm	£550
Eighth page	60mm x 88mm	£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 2018
Booking – 26 January
Copy – 31 January

APR 2018
Booking – 23 March
Copy – 28 March

JUN 2018
Booking – 25 May
Copy – 30 May

AUG 2018
Booking – 20 July
Copy – 25 July

OCT 2018
Booking – 24 August
Copy – 29 August

DEC 2018
Booking – 19 October
Copy – 24 October

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

To advertise, get in touch with Contact Publicity on 0141 204 2042 or email info@contactpublicity.co.uk

Campaign to ease tax burden

Incensed traders are rising up in their own protest as the city's night-time economy comes under threat from soaring business rates. The Chamber is backing their stance on a broken tax

Words by **Aimee Sharp**

The Glasgow in Scotland Chamber of Commerce has launched a campaign to ease the burden of business rates on traders. The Chamber is backing a protest by traders who are protesting against the city's night-time economy coming under threat from soaring business rates. The Chamber is backing their stance on a broken tax.

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There are a lot of people who say they are not going to pay because they can't pay. This is the licensed trade's poll tax moment.

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FORWARD FEATURES

2018 February

- GDPR
- Office space
- Staff recruitment & training
- Local regional focus

2018 April

- IT - Security & risk
- Employment law & AI
- Health & Safety
- Local regional focus

2018 June

- 'Internet of Things'
- Management & education
- Green business: The next stage
- Local regional focus

2018 August

- Hotels: Business facilities and events
- Business travel & travel management
- Evolving accountancy
- Local regional focus

2018 October

- Private banking & wealth management
- Corporate entertainment
- Private education
- Local regional focus

2018 December

- Charitable spotlight: Special thanks to our sponsors
- IT consultancy & healthcare
- Professional advisors: Buying & selling a business
- Local regional focus

Regulars

- Business Clinic columns (including finance and law)

Directories

- The Pitch and Appointments

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

The world is open for our business

Glasgow was once an international powerhouse of trade. We travel the globe seeking opportunities to restore the city's reputation

Words by **Aimee Sharp**

One of the most exciting things about Glasgow is that the city's reputation for being an international powerhouse of trade is being restored. The Chamber of Commerce is leading the way in this regard, with a focus on attracting international investment and trade to the city.

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THEY MADE IT IN MANHATTAN!

Glasgow Chamber welcomes the first international trade visit and we hear from the members who attended

A Glasgow Chamber of Commerce has welcomed the first international trade visit to the city. The visit was led by the Chamber's President, David Dunlop, and was attended by a number of Chamber members.

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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



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)

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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