



HAMPSHIRE chamber of commerce BUSINESS NEWS

Advertising Media Information

Get your message across to over 13,000
business influencers each month



The Hampshire Chamber of Commerce Business News is arguably the most powerful business-to-business publication in the county. Hampshire Chamber Business News is a true reflection of its members and the voice of business across the region, containing up-to-date news on the Chamber and its vibrant membership. The publication is read by the region's key business influencers including: *Directors, Chief Executives and Partners.*

Circulation & Readership

4,500 copies of Hampshire Chamber of Commerce Business News are circulated each month. Our research shows that an average of 3 people read each copy giving a readership of 13,500. By advertising in Hampshire Chamber Business News you will be reaching companies throughout Hampshire. Delivered to members, public sector organisations, hotels and business venues throughout the region, at Chamber events, and airport and ferry terminals, advertisers can be confident that their message will be seen.

On-line

Each edition is placed on-line within the Hampshire Chamber of Commerce website.

Editorial Features

- Hampshire-wide Business News
- Member and Local Office News
- News from our Patrons
- Chamber Viewpoint – lobbying news for business
- Chamber Discounts for Business & Employees
- Skills, Education and Training
- New Members to Hampshire Chamber
- Investment and Business news
- International Trade News and Events
- Policy and Committee news
- Cost saving Chamber Services
- Networking roundup

NEW - Advertising Rates

Position	Member	Non-member
Front Page Package	£1600	Not available
Front Page	£800	Not available
Full Page (non specified)	£476	£666
Full Page (specified)	£535	£714
Inside front page	£595	£833
Inside back page	£550	£714
Back page	£650	£833
Quarter page	£125	£175
Half page	£250	£336

Front Page Profiles

Front page £800

Front page package (including a double page spread) £1600

Discounts

10% discount on series bookings. Agency commission of 10% is paid to recognised PPA advertising agencies.

A full page advertisement equates to £31 cost per thousand readers; half page £13.50 cost per thousand readers; ¼ page £7.77 cost per thousand readers.

Sponsorship

Prices on application, from £35 per page.



Special Advertising Features

December/January 2012

Education & Training

Business Finance, Tax, Legal & Employment Law

February

Commercial Property (including Corporate Law)

Advertising Design & PR

March

Health & Safety (to include staff Health Care Plans)

Recruitment Agencies and HR Services (payroll etc)

April

Education & Training

IT & Marketing

May

Business Supplies & Services

Business Finance, Tax, Legal & Employment Law

June

Commercial Property

Printing & Promotional Material

July/August

Business Services & Supplies

September

Commercial Property (Including Property & Commercial Law)

Business Interiors

October

Education & Training

IT & Marketing

Corporate Hospitality

November

Corporate Hospitality

Business Supplies & Services (including Business Law)

Deadlines & Production

Deadline

General contributor and advertising deadlines are 1st week of the month preceding publication, subject to space availability.

Production

If you are unable to provide your own electronic artwork, you may supply a rough layout with text, a hard copy of your logo and any images you require.

All images must be 300dpi and supplied as JPEG or TIFF format. All logos should also be supplied as high-res JPEG, TIFF, PDF, PSD or vector files such as illustrator (ai) files or EPS format. Copy to be supplied as a Word file, no more than 400 words per page.

Half Page landscape – 173mm wide x 132mm high
Half Page portrait – 83mm wide x 267mm high
1/4 page portrait – 84mm wide x 130mm high
1/4 page landscape – 173mm wide x 58mm high
Full page advertisement – 173mm wide x 267mm high (no bleed)

Costs for the production

If complete artwork is not supplied, we are able to design an advertisement and the cost will be

¼ page – £35
½ page – £45
Full page – £65

Electronic images

Images can be supplied as a digital file of 300dpi (minimum) on disk, via email or ISDN.

Photographs

Good quality 300dpi resolution prints.

Media

Mac and PC format software and images to be supplied on CD or Zip disk, via email or ISDN.
Text only can be supplied as a Microsoft Word document in PC format, supplied on disk or via email. Please include a printout when supplying data on disks.

All prices are exclusive of VAT

Contacts

Publisher

Denise Barlow
denise.barlow@hampshirechamber.co.uk
023 8022 3541

Advertising Sales

Carole Mills
carole.mills@hampshirechamber.co.uk
023 9225 5325

Production Editor

Denise Barlow
denise.barlow@hampshirechamber.co.uk
023 8022 3541

Subscriptions

To subscribe e mail our Publisher
denise.barlow@hampshirechamber.co.uk



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NEWS

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