

Advertising Media Information

Business NEWS



The Redhot Ticket to

13,000 Readers

www.hampshirechamber.co.uk

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

A PDF of the magazine is placed on the Hampshire Chamber of Commerce website and is also emailed to over 6000 contacts.

Opportunities are also available to increase the impact of your promotional message by participating in the www.hantsbusinessdirectory.co.uk. Advertisers in the Chamber news magazine are able to advertise on the directory at discounted rates. Directory listings start at £45 per month, please email advertising@hampshirechamber.co.uk. ■

Front Page Profiles

Our "Front Page Profile" is the premier position in the premier monthly business publication on the south coast.

It gives our members the opportunity to display their businesses & celebrate success. The package consists of the front-page advertisement position, listing within the index and centre double page spread in the magazine to be used for editorial and photographs to best promote the business.

There is a waiting list for this package, please e-mail advertising@hampshirechamber.co.uk. ■

Discounts

Available for series advertising, packages and e-mail marketing.

Agency commission is paid to recognised PPA advertising agencies. ■

Sponsorship

Sponsorship platforms are available on Chamber Membership pages, enquire for details. ■

Meet the Expert

An exciting business double page feature which gives business leaders and experts the chance to showcase who they are and what they do. The special photo feature attached is the perfect opportunity for your clients to increase their presence amongst the business community throughout Hampshire. For the price of one page of editorial, at £500 you will benefit from a full page headshot showcase for FREE, giving you an exciting double page spread. ■

MEET THE EXPERT

Meet the expert

Emma Kenny,
Business Development Director,
The Royal Bank of Scotland in Solent

Emma Kenny, Business Development Director at The Royal Bank of Scotland in Solent and Wessex, explains how she has enjoyed a ten year career in the North and South Corporate Banking arm of **The Royal Bank of Scotland** and is keen to work with a variety of SMEs across the region and has an interest in working with the leisure and hotel sector. Emma has also gained exposure to some of the larger transactions in the Corporate Transactions Team as well as extensive experience working with SMEs.

WE ARE COMMITTED TO SUPPORTING COMMERCIAL Viable BUSINESS IDEAS AND HELPING YOU TO ACHIEVE THE GOALS LAID OUT IN YOUR BUSINESS PLAN.

"Local businesses of the British economy are the key to our success and for the economy everyone, which is why we support SMEs. From established companies to start-ups, we support a business's journey. I have gained experience supporting SMEs ensuring transaction accuracy and set up correctly to help funding packages towards acquisition projects. I have funded major refurbishment buy out schemes, acquire and develop customer strategic growth which can be the life of SMEs to survive. We recognise it can be business owners to access."

MEET THE EXPERT

BUSINESS NEWS | MAY/JUNE 2015

HAMPSHIRE CHAMBER OF COMMERCE

Rate Card and Packages

General, Including Advertorials	Readership	Monthly Cost	Campaign Costs
Full page	13,000 Readers	£450	£450
3 months	39,000 Readers	£405	£1215
6 months	78,000 Readers	£365	£2,190
12 months (10 editions)	156,000 Readers	£329	£3,290
Premier Package - inside front, back	13,000 Readers	£550	£550
3 months	39,000 Readers	£495	£1485
6 months	78,000 Readers	£445	£2673
12 months (10 editions)	156,000 Readers	£400	£4000
Early Right Hand Pages	13,000 Readers	£500	£500
3 months	39,000 Readers	£450	£1350
6 months	78,000 Readers	£405	£2430
12 months (10 editions)	156,000 Readers	£365	£3650
Half Page Packages	13,000 Readers	£235	£235
3 months	39,000 Readers	£220	£660
6 months	78,000 Readers	£198	£1188
12 months (10 editions)	156,000 Readers	£180	£1800
Quarter Page Packages	13,000 Readers	£145	£145
3 months	39,000 Readers	£130	£390
6 months	78,000 Readers	£117	£702
12 months (10 editions)	156,000 Readers	£105	£1050

*website only available with full page ads

Our website boasts over 3000 different users per month with 60% of these visitors being new to the site. Competitive packages are available for those looking to advertise with a full page in the magazine with an online ad.

Reach the People Who Count, Not Count the People You Reach

Front Cover Advertisement - 190mm wide by 200mm high (no bleed)

Inside Full Page Advertisement - 190mm wide by 258mm high (no bleed)

Back Page Advertisement - 210mm wide by 297mm high (+3mm bleed)

Must be supplied as a **300 DPI JPEG/TIFF** or
PDF file without crop marks or bleed
with any fonts outlined and converted to CMYK

1/2 Advertisement - 190mm wide by 125mm high

Must be supplied as a
300 DPI JPEG/TIFF

or

PDF file

without crop marks or bleed
with any fonts outlined and converted to CMYK

**1/4 Advertisement -
91mm wide by 125mm high**

Must be supplied as a
300 DPI JPEG/TIFF

or

PDF file

without crop marks or bleed
with any fonts outlined and
converted to CMYK

Pure Networking Events

Headlines to stories must be
between 1-8 words

1/4 Page story -
210 words MAX
- NO IMAGE

1/4 Page story -
150 words MAX
- WITH IMAGE

Pure Networking Events

Chamber members enjoyed making over 50 business connections at our January Pure Networking event at The Lismoyne Hotel in Fleet, who kindly sponsored the evening.

The privately run hotel is set in three acres of land complete with beautiful gardens and also benefits from being just ten minutes away from the M3 and in close proximity of the local facilities of the town.

The event proved to be a huge success, with attendees leaving motivated and enthused to grow business across Hampshire. Stephen Wincott, from The Tour T-Shirt Company provided us with his testimonial: "I would like to extend thanks to the Hampshire Chamber for organising the recent Pure Networking event at the Lismoyne Hotel in Fleet. As soon as I entered the room I was introduced to a prospective client and throughout the evening the interest for our services was overwhelming. I can honestly say the experience was enjoyable, the surroundings very comfortable and the event was very well executed. I walked away with several solid enquiries that I envisage will lead to business far exceeding our annual membership fee to the Chamber, so how's that for value in tough economic times?"

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The recently refurbished Lismoyne Suite provided the perfect setting for event attendees to enjoy the hospitality of the event sponsors, sampling the delights of their home-made cookies and freshly brewed tea and coffee. After a relaxed start, guests then took their seats ready for the facilitated networking part of the evening.

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1/2 Page story -
220 words MAX
+ Image

1/2 Page story -
290 words MAX
+ Logo only

1/2 Page story -
330 words MAX
- No image

**IMAGES and
COMPANY LOGOs -
Must be supplied as a
300 DPI image -
JPEG format**

Business people at the Winchester
Networking Group.



Deadline

General contributor editorial deadlines the 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 MUST be supplied as a Word file

Half Page (landscape)	190mm wide x 125mm high (no bleed)
1/4 page (portrait)	91mm wide x 125mm high (no bleed)
1/4 page (landscape)	190mm wide x 58mm high (no bleed)
Front Cover advertisement	190mm wide x 210mm high (no bleed)
Full page advertisement	190mm wide x 258mm high (no bleed)
Back page advertisement	210mm wide x 297mm high (+3mm bleed)
Additional advert on www.hampshirechamber.co.uk	340 pixels wide x 200 pixels high

Costs for the production

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

1/4 page - £35

1/2 page - £45

Full page - £65

Electronic images

Images can be supplied as a digital file of 300dpi (minimum) on disk, via email or ISDN. Any photoshop work or photo re-touching to images supplied will charged at £50 per hour ■

Website

Dimensions 340 pixels wide x 200 pixels high nb. only available with purchase of full page advertisement ■

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. ■

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