



MEDIA PACK

BUSINESS WEST
insight



Business West insight is the business magazine for Chamber members and companies across the South West of England. Produced by Kemp's Publishing Ltd, on behalf of Business West, **insight** aims to promote successful enterprises, while providing advice and support for fledgling and growing businesses.

insight is a bi-monthly, 32-page publication distributed to all Business West Chamber members.

insight is the official publication of Business West and carries various sections for Chamber members. These focus on the services of the business support organisation. Members benefit from preferential rates for advertising.

insight is mailed out to businesses in

- Bristol
- Bath & Somerset
- Gloucestershire
- Swindon & Wiltshire

insight is sent to Chambers of Commerce, Bristol Airport, inward investment organisations, business parks, local authority economic development departments and universities.

insight serves to provide business news and information to Chamber members and companies of all sizes and sectors. It contains issue-based features, sector-related news and regular pages on legal and financial issues, international trade, appointments, business travel and awards.

Benefits of advertising in Business West insight

- **insight** has a circulation of 2,000 and an estimated readership of 10,000
- **insight** is the membership magazine of Business West, one of the most influential business support organisations in the UK, which works with more than 18,000 businesses across the Chamber of Commerce network
- **insight** is mailed out to named company contacts, which ensures your advertising message is seen by the key decision makers in the South West
- **insight** is read by company senior managers, business owners, leaders of inward investment companies and local authority economic development teams



Advertising:

Email: jon.jones@kempspublishing.co.uk

Tel: 0121 765 4144

Advertising copy requirements

Please supply copy in one of the following formats:

- QuarkXpress
- Adobe Illustrator
- Adobe Photoshop
- Microsoft Word
(with graphic files separate)

Mac digital copy

Please include document file for the advertisement together with TIF/EPS/PICT files of all images and logos used, and the fonts (both screen and printer fonts).

A hardcopy of the advertisement should also be supplied for reference.

PC digital copy

As above, but we cannot use PC fonts. Please supply a hardcopy of the advertisement and state what programme it was created in and which fonts have been used so that we can match the fonts as closely as possible.

Digital image requirements for images and logos

Colour/Greyscale: 300 pixels per inch
Lineart: 800 pixels per inch

Copy can be supplied on CD.

Alternatively, it can be sent to the following:

- E: insight@kempspublishing.co.uk

(Please indicate on the transmission the advertiser's company name and order number.)

PDFs

PDF files are accepted in the following circumstances: they must be high resolution (300 dpi); CMYK we cannot be held responsible for content of any RGB/CIE files supplied; **with fonts embedded**.

Bleed adverts must include the bleed in the PDF created; live area adverts as per size specified.

Artwork delivery Address and Production

Contact: Pam Hawkins

Production Department

Kemps Publishing Ltd

11 The Swan Courtyard, Charles Edward Road, Yardley, Birmingham B26 1BU

E: insight@kempspublishing.co.uk

Tel: 0121 765 4144 Fax: 0121 706 3491

NB Advertisements containing coupons will not be accepted.

Advertising RATES & DATA

ADVERTISEMENT	SIZE (Depth x Width)	COST	MEMBER
A Full Page	265 x 190mm	£1,350	£1,080
B Half Page Horizontal	130 x 190mm	£775	£620
C Half Page Vertical	265 x 92mm	£775	£620
D Quarter Page	130 x 92mm	£500	£400
E Quarter Page Horizontal	62 x 190mm	£500	£400

SPECIAL POSITIONS	SIZE (Depth x Width)	COST	MEMBER
Outside Back Cover	297 x 210mm (Plus 3mm bleed)	£2,200	£1,760
Inside Front Cover		£2,200	£1,760
Inside Back Cover		£2,200	£1,760
Page 4		£2,100	£1,680

INSERTS

Single sheet inserts pre-folded or un-folded to a size not exceeding the size (287mm high x 200mm wide) with a maximum weight of 20g. Pre-printed supplied inserts £400 per 1,000.

Non pre-printed inserts and other weights by arrangement.

* *Series discount does not apply.*

DISCOUNTS

Series Discount:

5% two issues,
7.5% four issues,
10% for the year*

Agency Discounts:

10% agency discount on all bookings but not in addition to series and discounts*

Member Discount:

20% Chamber discount to all Business West Chamber members.

* *Maximum 15% discounts on any combination of discounts.*

TECHNICAL SPECIFICATION

Paper Size: 297mm high x 210mm wide • Paper Weight: 115g



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Tel: 0121 765 4144



Delivery Instructions

Samples

Samples must be received at Kemps Publishing one week before delivery date.

FAO: Pam Hawkins
Production Department
Kemps Publishing Ltd
11 The Swan Courtyard,
Charles Edward Road,
Yardley, Birmingham B26 1BU

Tel: 0121 765 4144
Fax: 0121 706 3491

Inserts for delivery

FAO: Laura Delli Colli
Business West Insight
Buxton Press Limited
Palace Road,
Buxton, Derbyshire
SK17 6AE

Tel: 01298 212000
E: lauradellicolli@buxtonpress.com

- Deliveries need to be made between 8am and 5pm, avoiding the school drop off and pick up times 8.45-9.15am, 2.45-3.30pm

A delivery note must accompany goods, even if a contract courier is used.

All boxes need to be labelled as follows;

C/O Laura Delli Colli
Insert name
Magazine name and issue
Quantity per box
Box 1 of ??
Total quantity supplied

Where boxes are packed onto a pallet, the pallet must display a pallet label as follows;

C/O Laura Delli Colli
Insert name
Total quantity per pallet

Insert Delivery Schedule 2018

Publication date	Inserts supplied to printers by:
Jan/Feb 2018	9 January 2018
Mar/Apr 2018	28 February 2018
May/Jun 2018	26 April 2018
Jul/Aug 2018	1 July 2018
Sep/Oct 2018	30 August 2018
Nov/Dec 2018	1 November 2018



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THE OFFICIAL PUBLICATION OF THE CHAMBER

BUSINESS WEST insight

FEATURES 2018

JANUARY/FEBRUARY 2018

Apprenticeships
Accountancy Services

MARCH/APRIL 2018

Business Growth
Exhibitions & Conferencing

MAY/JUNE 2018

Legal Services
Charitable Causes, Promotion & Partnership

JULY/AUGUST 2018

Made in the South West
Skills & Training

SEPTEMBER/OCTOBER 2018

Health in the Workplace
Hotels & Events Venues

NOVEMBER/DECEMBER 2018

Executive Search & Recruitment
Logistics, Freight & Transportation

Editorial: Laura Blake

Email: laura.blake@kempspublishing.co.uk

Tel: 0121 765 4144

Advertising:

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