

A photograph of Edinburgh Castle on a hill at night, illuminated by warm lights. The sky is dark with several large, vibrant fireworks exploding in shades of red, orange, and purple. The castle's silhouette is prominent against the glowing sky.

Business Comment

MEDIA PACK 2024

The logo for the Edinburgh Chamber of Commerce, featuring a stylized circular emblem composed of several curved lines of varying lengths, creating a sense of motion or a globe.

Edinburgh
Chamber of
Commerce

Welcome to Business Comment

Business Comment is the official magazine of Edinburgh Chamber of Commerce specifically designed for Edinburgh Chamber members, but relevant to all businesses in Edinburgh and the Lothians. Business Comment is a vital business tool for both Chamber members' and non-members and is available in both magazine format and a digital version accessible via Edinburgh Chamber of Commerce website: www.edinburghchamber.co.uk.

Promoting your business in Business Comment

Published on behalf of Edinburgh Chamber of Commerce by Distinctive Media Group Ltd, Business Comment contains an eclectic mix of informative editorial articles and members' news. With essential read news items supplied by the Chamber and its various departments, the publication aims to address all key business concerns.

Business Comment is published on a bi-monthly basis and profiles latest Chamber news, events, advice columns and, of course, members' news. Business Comment offers a practical and unique marketing opportunity for you to promote your products/services to this highly lucrative business community within Edinburgh, the Lothians and beyond.

Magazine coverage and readership

Business Comment is mailed to all Edinburgh Chamber members as well as targeted organisations and individuals that have influence and who do business in the Capital, Scotland and the UK.

The magazine has a circulation of 3,500 and an estimated readership of over 15,000.

Regular editorial features covering a wide range of business topics are featured in each issue throughout the year and provide an excellent platform to promote your business directly to key decision makers.

Regular features include:

- Chamber Events
- Policy Updates
- Regional News
- President's Reports

Business sectors covered will include:

- Corporate Finance
- Legal Services
- Information Technology
- Training
- Business Development
- Commercial Property
- Travel and Tourism
- Corporate Hospitality
- Recruitment
- Marketing and Branding
- Health and Safety
- Environment



MEDIA PACK

Advertising Rates and Special Features

Advertisement	Size	Members	Non-member
Double page spread	270 x 420mm (3mm bleed)	£2000	£2200
Full page	270 x 210mm (3mm bleed)	£1,400	£1,600
Half page	110 x 180mm	£800	£900
Quarter page	110 x 86.5mm	£450	£550
Special positions	Size	Members	
Non-member			
Outside back cover	270 x 210mm (3mm bleed)	£2000	£2200
Inside front cover	270 x 210mm (3mm bleed)	£1800	£2000
Inside back cover	270 x 210mm (3mm bleed)	£1800	£2000

Inserts – please contact Distinctive Media Group Ltd for further information.

Advertorial and Sponsorship packages

Price on Application. All prices quoted are exclusive of VAT

Series discount

• 2 issues: 10% • 3 issues: 15% • 4 issues: 20% • 5 issues: 25% • 6 issues: 30%

Agency discounts

10% agency discount on all bookings, not in addition to series discounts.

Production

- We operate an Apple Mac system and support the following software: InDesign, Photoshop and Illustrator.
- Please supply your advert/logo/images in an email saved as either a JPEG, TIF, EPS or PDF files (PDF's must be saved as hi-res with fonts).
- All images at a resolution of 300dpi.
- Colour adverts must be in CMYK. Do not supply as RGB.
- Files should be at correct dimensions as booked.
- We are unable to accept artwork supplied in the following applications Word, Powerpoint or Publisher.

In-house Design Team

If you are unable to provide your own electronic artwork, you may instead 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 preferably vector files such as Illustrator files or EPS format.
- Copy to be supplied as a Word file with no more than 600 words per page.

The cost of producing your advertisement is included in the order price.

Please send items to production@distinctivegroup.co.uk



Contact

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