



BUSINESS DIRECTION



People & Skills

Herefordshire & Worcestershire Chamber of Commerce

Issue 73 | May/June 2023

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plans are underway at the Safari Park
Pages 26-27

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Media Pack 2024

Put your business on the map in Herefordshire and Worcestershire

The Business Direction Magazine is a compact full colour magazine, packed with must read business news in Herefordshire and Worcestershire counties. The bi-monthly publication is designed and produced by Chamber partners Distinctive Media Group Ltd.

Business Direction is the business magazine of Herefordshire & Worcestershire Chamber of Commerce, an inspiring, vibrant and positive membership organisation which has been supporting local businesses for almost 200 years. With a current membership of over 1,500 businesses, covering all sectors of industry and commerce, and tens of thousands of regional, national and international connections, the Chamber is indisputably the ultimate business network. The Chamber influence is unmatched by any other business organisation in the area, and is the leading centre for up to date business advice, support and growth opportunities.

The Chamber's membership today reflects the vibrant economy of the area and ranges from start ups to major corporations. Its passionate and knowledgeable staff and comprehensive services are designed to help all of its Members, large and small, to succeed and prosper. Whether you are a sole trader or a large firm employing hundreds of people, Chamber membership is a 'must have' purchase for any business.

Business Direction is read principally by business decision makers from across the two counties, and is an ideal place to advertise your products and services and get maximum return for your money.

Business Direction is a full colour premium quality magazine, dedicated to providing its readers with a combination of must-read news, features, analysis and essential information which will help drive their businesses forward. Business Direction is the only magazine produced by the Chamber for Members and associates across the two counties and makes essential reading for business decision makers.

One of its aims is to provide unparalleled opportunities to help

Members increase their awareness of crucial business issues paramount to success and communicate with each other on a regular basis.

All Patrons and Members are actively encouraged to contribute to the magazine.

The magazine also includes information about all Chamber activities Policy, International Trade, Training and Events together with current businesses.

Produced bi-monthly the magazine is distributed to the Chamber's Members and helps readers keep informed of the latest developments within the region's business community - those who are responsible for making the decisions on the appointment of suppliers of products and services.

Business Direction provides the only platform to reach key decision makers in the Herefordshire and Worcestershire region - there is no more highly targeted platform for businesses to promote their products and services to this highly influential audience. Whatever your business specialism Business Direction leads the way in reaching all kinds of organisations from multi-nationals to sole traders and helps businesses grow by sharing knowledge and solutions.

CIRCULATION

Get in front of all the right businesses with Business Direction.

Loyal readers use Business Direction as a source of reference. With a readership of 12,000 for every edition.

Each edition of Business Direction is distributed to over 4,000 businesses across Herefordshire and Worcestershire.

In addition to distributing Business Direction by post to named individual business leaders, including all Chamber Members which is in excess of 1,500 and paying subscribers. The magazine is also placed in selected banks, accountants, solicitors and universities across the two counties.

In addition to this, feel assured that readership of the publication is substantially more than the number actually delivered. Research has confirmed that Business Direction is read by a number of individuals within each organisation, ensuring maximum exposure.

The shelf life of the publication, being two months, also provides the opportunity for readers to recheck information and for adverts to be seen multiple times.



ADVERTISING in business direction

Advertising in Business Direction offers you the unique opportunity of targeting members and business associates in a number of different ways, each one designed to suit your business needs and budget. From conventional display advertisements to company profiles, adverts can be placed in either key display positions or, placed in support of specific features.

ADVERTORIAL

A very popular promotional medium is to take paid for editorial. You can either provide your own copy or we can assist with a member of our editorial team producing the article for you.

SPONSORSHIP

Sponsorship provides an excellent and cost effective way to maximise awareness in an unusual and eye-catching way. There are several sponsorship opportunities available that offer you the chance to be linked to key events, regular features and articles or designated pages.

REPRINTS/RUN-ONS

We can create reprints of any advertisement or article for use in future promotions or marketing activity. We can also provide you with extra copies of a specific edition as run-ons but this must be requested prior to publication.

INSERTS

Inserting opportunities are available on a limited first come first service basis (subject to weight restrictions). Prices are available on application.

Advertorial and sponsorship packages available price on application

Magazine and Website package available price on application

Series bookings are subject to varying degrees of discount ranging from 5%-20%

FREE DESIGN SERVICE

Our creative team can create customised, eye-catching advertisements, advertorials, inserts and other promotional items to meet your requirements.

PROMOTIONAL OFFERS

Book 4 full page adverts for the price of 3 or 3 full page adverts for the price of 2! (Must be booked at rate card)

PRODUCTION

We operate an Apple Mac system and support the following software In Design, Photoshop and Illustrator

Please supply your advert/logo/images in an email, with a same size proof, 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 ai files or EPS format.

Copy to be supplied as a Word file with no more than 400 words per page.

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

Please send items to the email or postal address.

ADVERTISING RATES

All prices quoted are exclusive of VAT

Advertisement	Size	Members	Non-member
Double page spread	270 x 420mm (3mm bleed)	£1900	£2400
Full page	270 x 210mm (3mm bleed)	£1,100	£1400
Half page	120 x 185mm	£600	£780
Quarter page	120 x 88mm	£350	£455

Special positions

Outside back cover	270 x 210mm (3mm bleed)	£1500	£1900
Inside front cover	270 x 210mm (3mm bleed)	£1400	£1800
Inside back cover	270 x 210mm (3mm bleed)	£1300	£1600
Sponsor banner	45 x 175mm	£300	£375

Series booking of 6 issues only

CONTACT

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