

BusinessScotland

Media Pack 2024



Scottish
Chambers of
Commerce

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Publisher

Established in 2003, Distinctive Publishing, (now Distinctive Media Group Ltd), is a well established publisher of industry journals and industry specific publications.

Based in Newcastle upon Tyne for over 20 years, our organisation is well established within publishing; sharing exceptional links within the print, distribution and marketing industries throughout the UK. We represent some of the world's leading brands in terms of design and marketing, while producing and distributing some of the UK's most respected publications.

Our approach to quality and service are our main hallmarks and our reputation throughout the publishing fraternity is unsurpassed in respect of quality of product and client interaction.

We have an enviable history of fostering relationships that add long term value to client brands, while providing consultative excellence to advertisers that reflect and endorse the philosophy of their organisations; an approach that has proven to grow and enrich our clients growth aspirations.

Our Company representatives are some of the best trained within the industry, and our staff loyalty serves as a reminder that our team have an element of longevity and professionalism necessary to provide long term winning strategies for clients and partners alike.

Over
36,000
editorials

Over
1,400
Publications
Produced

Over
24,000
Advertisers

Approx
110,000
recipients of
Distinctive
publications
annually

65,000
profiled
social followers
and growing

Over
195,000
downloads

Over
2.3 million
page impressions

Business Scotland

The official publication of Scotland's premier networking organisation, the Scottish Chambers of Commerce, 'Business Scotland' is a business magazine that offers a vibrant blend of topical, intelligent feature articles, news, general advice pieces, interviews and business intelligence.

The magazine has an estimated readership of over 30,000+ business people. No other publication has such a powerful audience in Scotland bringing together many of the leading business names in the country, key business leaders and of course decision makers.

Business Scotland magazine goes out to all of the following individual Chambers of Commerce which

make up the membership of the Scottish Chambers of Commerce:

Aberdeen and Grampian: Ayrshire: Cairngorms: Caithness: Dumfries & Galloway: Dunbartonshire: Dundee & Angus: Edinburgh: Fife: Forth Valley: Fort William: Glasgow: Greenock: Helensburgh & Lomond: Inverness: Lanarkshire: Midlothian & East Lothian: Moray: Perthshire: Renfrewshire: Scottish Borders: West Lothian.

Audience

Magazine Readership - **30,000**

Online Magazine Subscribers - **2,800**

Social Media followers - **6,750**

Online Audience

UK **78%**, Europe **13%**

USA **4%**, Rest Of World **5%**

Website stats:

Average visits per month: **6,450**

Average page views per month: **10,200**



Standard Advertising Rates

REMOVE THIS LINE PLEASE	
Outside Back Cover:	£2,300
Inside Front Cover:	£2,200
Inside Back Cover:	£1,900
Double Page Spread:	£2,300
Full Page:	£1,450
Half Page:	£895

Inserts – price on application

Advertorial and sponsorship packages – price on application

All adverts are produced in full colour

Series Discounts available on request covering bookings for 2, 3 and 4 issues. Agency discount – 10%

All prices quoted are exclusive of VAT



*All bookings include a digital link to your website from our **reveala** publication to encourage further audience traffic.*

Digital packages



Newsroom Package

Our on-line and social media option is our “Newsroom Package” for press releases, webinars, and case studies. The service consists of:

- Unlimited uploads to **businessscotlandmagazine.com** for 12 months

- Each article shared 3 times over a month across our social media channels
- Analytics reporting included for each article

12 Month Package **£725**

Digital Package for Customer Announcements/Product launches

- Editorial feature on your products and/or services on the **businessscotlandmagazine.com**
- Featured on the home page of **businessscotlandmagazine.com** – one of the top three articles

- One month of analytics reporting included for the article
- Shared 6 times on our social media channels – one month campaign (3 times per social feed)

Package is **£475**

All prices quoted are exclusive of VAT



Digital packages

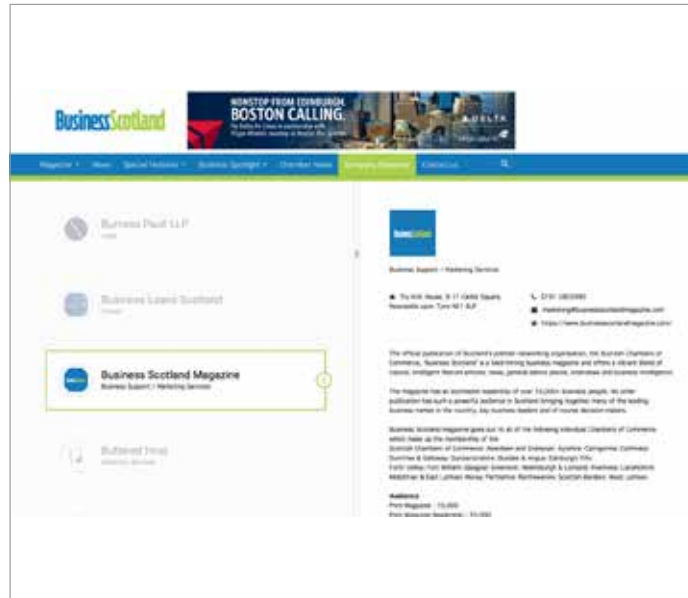
Feature Sponsorship

This exclusive opportunity for companies to become the sole sponsor of one of our key categories within the features section on the website.

- Web banner on feature page
- Upload unlimited articles to the sponsored category
- Selected social media promotion of key articles max 4 per month
- Banner analytics supplied every quarter of your campaign

3 months **£725**
 6 months **£1090**
 12 months **£1450**

Company Directory



Your company will be listed for 12 months on our searchable industry database providing unrivalled opportunities for new buyers & suppliers

Price is: **£260** for 12 month listing

eNews Sponsorship

We offer the opportunity to be the exclusive sponsor of our monthly eNews bulletin

The sponsorship includes:

- Solus Sponsorship
- Two banners - top and bottom

(Banners can be different) Linked to your website / landing page

- 45-word sponsor message

Price is: **£490** per eNews

Eshot

- Dedicated eshot about your product/services written by yourselves, sent out to our subscribers

- Analytics report supplied following eshot mailing

From **£630**

Event promotion package (Webinar/show/launch)

- Web banner on Business Scotland website **businessscotlandmagazine.com** for 2 weeks
- Dedicated e-shot about your event
- News article about event on website

- Promotion of event to magazine's social media channels during the week leading up to event (posted 3 times on both platforms)

From **£960**

All prices quoted are exclusive of VAT



Digital packages



Website Banners

The Business Scotland website offers a range of banner advertising options at cost-effective prices.

With an average of 1000+ website views weekly, our web banners help businesses build brand recognition, promote their products & services and effectively target your key audience.

LeaderBoard Banner

£680 per month*

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 728px wide x 90px deep
- If animated no longer than 4 seconds

Skyscraper MPU Banner

£575 per month*

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 300px wide x 600px deep
- If animated no longer than 4 seconds

Square MPU Banner

£415 per month*

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 300px wide x 300px deep
- If animated no longer than 4 seconds

Homepage Banner

£415 per month*

- Visible on Homepage
- Shared Position – Maximum Two Customers
- Full Reporting
- Size - 728px wide x 90px deep
- If animated no longer than 4 seconds



Feature Category Sponsorship

£415 per month*

- Exclusive sole sponsor of the category
- Three Months Minimum
- Full Reporting
- Size - 970px wide X 200px deep
- Can Be Animated

***Discounts available for multiple months**

Specifications

MECHANICAL DATA:

Double Page Spread:

297mm x 420mm (trim area)

303mm x 426mm (bleed)

Full Page:

297mm x 210mm (trim area)

303mm x 216mm (bleed)

Half Page:

120mm x 180mm

All depth x width

SUPPLIED ARTWORK:

Advertisers supplying complete artwork should supply in the following formats:

Files can be supplied as a high resolution PDF. All fonts should be embedded or sent as outlines.

We also accept photoshop files at 300dpi and CMYK.

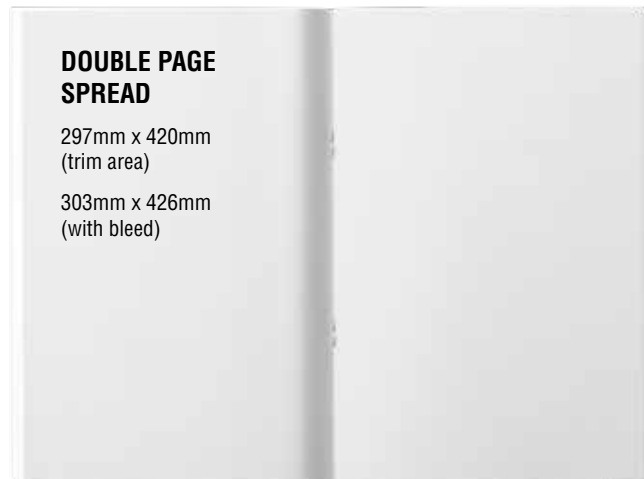
Images in Word, Excel or Powerpoint cannot be used for this publication.

SUPPLIED COPY:

Text should be supplied as a text document. Please provide high resolution (at least 300dpi) logos and images with captions.

Artwork can be sent via email to:

production@distinctivegroup.co.uk





PLEASE CONTACT

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