

2021

# Advertising Ratecard

Fantastic marketing opportunities in  
Glasgow Business magazine



**GLASGOW**  
CHAMBER OF COMMERCE

**WELCOME**

# Welcome to Glasgow Chamber of Commerce

Glasgow Chamber of Commerce, established in 1783, is a lively and energetic part of the business community in Glasgow and the west of Scotland.

It is recognised as a major commercial support organisation for all sizes of businesses operating within a wide variety of market sectors.

As one of the oldest chambers of commerce, Glasgow Chamber has built itself a reputation for delivering business solutions, cost savings and relevant industry information, as well as crucial networking opportunities, to its 1,000 members.

## Four reasons to advertise with the Chamber

### **AUTHORITY**

Glasgow Chamber of Commerce is a highly respected and authoritative source of business information and support for Glasgow's fast moving business sector.

### **TARGETED READERSHIP**

The Chamber's publication is delivered direct to the people who matter.

### **IMPACT**

A wide spectrum of advertising opportunities are tailor made to suit every size of business and importantly every budget.

### **RESULTS**

A skilled and professional Sales Team will offer advice on the high-profile advertising and marketing packages available to promote their products and services to get the best possible results.

# GLASGOW CHAMBER OF COMMERCE ADVERTISING RATECARD

## GLASGOW BUSINESS MAGAZINE

Glasgow Business, the magazine of Glasgow Chamber of Commerce, is well established as a B2B title with an essential role in communicating with the business sector in Glasgow and the west of Scotland, the A4 format publication contains high-quality editorial.

The magazine offers business members a regular mix of must-read business features.

It also updates the readership on the vital news affecting the business

sector in Glasgow and the west of Scotland. And, crucially, there is a strong focus on essential Chamber services, such as events, training courses and member activities.

In addition to a print version, there is also an online edition to maximise advertisers' exposure.

The publication is delivered direct to every member organisation of the Chamber, as well as government ministers and other influential decision makers.



### Glasgow Business opportunities

#### PREMIUM POSITIONS

	<i>Size (height x width)</i>	<i>Price</i>
Outside back cover	297mm x 210mm	£2,500
Inside front cover	297mm x 210mm	£2,500
Inside back cover	297mm x 210mm	£2,000

#### RUN OF MAGAZINE

	<i>Size (height x width)</i>	<i>Price</i>
Double page spread	297mm x 420mm	£2,500
Full page	297mm x 210mm	£1,500
Half page landscape	130mm x 180mm	£950
Half page portrait	267mm x 88mm	£950
Portrait quarter page	130mm x 88mm	£550
Strip quarter page	37mm x 180mm	£550
Eighth page	60mm x 88mm	£350

**Series discounts** • 4 issues 10%

VAT at the current rate will apply

#### INSERTS

Leaflets are inserted into the 1000 copies of the magazine which are mailed out to the full Membership of The Chamber

**Single sheet A5\*** £400 + VAT

**Single sheet A4\*** (max size 295mm deep x 200mm wide) £650 + VAT

\*maximum weight up to 15gms

Enquiries welcome for multiple page inserts/catalogues and price will vary according to size and weight

**Samples must be supplied in advance of publication**

**Full Printer's spec available on request for loose and bound inserts**

Sponsorship for features and editorial columns, as well as advertorial and directory space, is available. Price on application.

#### DEADLINES

##### SPRING 2021

**Booking – 18 January**

**Copy – 25 January**

##### SUMMER 2021

**Booking – 19 April**

**Copy – 26 April**

##### AUTUMN 2021

**Booking – 26 July**

**Copy – 2 August**

##### WINTER 2021

**Booking – 1 November**

**Copy – 8 November**

Non-members plus 20% on all rates shown • Agency commission: 10%

To advertise, get in touch with David Hughes on 0131 561 0022 or email [davidh@connectmedia.cc](mailto:davidh@connectmedia.cc)

# GLASGOW CHAMBER OF COMMERCE ADVERTISING RATECARD

## ARTWORK AND DELIVERY

### Delivery

For artwork under 7MB, the preferred method of delivery is email. Artwork can be sent to [davidh@connectcommunications.co.uk](mailto:davidh@connectcommunications.co.uk)

Files greater than 7MB can be sent via [wettransfer.com](http://wettransfer.com) by arrangement with [davidh@connectcommunications.co.uk](mailto:davidh@connectcommunications.co.uk)

Please title your advert logically and specify the advertiser name. Connect cannot accept responsibility for files supplied incorrectly or not in line with specifications.

Preferred file formats include: InDesign/Illustrator EPS (using outline/embedded fonts); Adobe Photoshop TIFF or EPS (no ZIP, LZW or JPEG compression); Adobe PDF using 'PDFx4' or 'Pass for Press' job options (please include crop marks and bleed if necessary).

### Guidelines

All files used must have a minimum resolution of 300dpi and be set for CMYK output. All adverts must be correct in size and full page adverts must include 3mm bleed on all sides.

### Colour Quality

Embedded colour profiles and tailored colour settings are not supported. We cannot accept responsibility for exact colour reproduction. However, we will endeavour to colour match any artwork supplied with a colour match proof.

#### All artwork supplied should include:

- a flightcheck report
- a job sheet confirming size, month of publication and sender's contact details
- a hard copy proof, i.e. a colour laser copy.

### Dates

While every effort will be made to publish each publication in line with advised publication dates, these dates may be subject to change.

# CONNECT

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**Commercial Manager**  
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