

2022

Advertising Ratecard

Fantastic marketing opportunities in
Glasgow Business magazine



GLASGOW
CHAMBER OF COMMERCE

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 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. 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 to every member organisation of the Chamber, as well as government ministers and other influential decision makers.

The digital edition is promoted via the Chamber's popular website, along with events, partner and member news, as well as through its regular newsletters.

The Chamber's social media channels also benefit from more than 28,000 followers (Twitter and LinkedIn combined).

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 1,000 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 of 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 2022
Booking – 10 February
Copy – 17 February

SUMMER 2022
Booking – 5 May
Copy – 12 May

AUTUMN 2022
Booking – 4 August
Copy – 11 August

WINTER 2022
Booking – 3 November
Copy – 10 November

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

Files greater than 7MB can be sent via wettransfer.com by arrangement with 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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