

# MEDIA PACK



Business West exists to help provide an environment in which business can thrive and prosper. Acting on behalf of our members and customers, Business West is a powerful voice for businesses across Bristol, Bath and North East Somerset, Gloucestershire, Swindon and Wiltshire, with strong roots in each of our local communities.

Our network of Chambers of Commerce incorporates Bristol, Bath, Gloucestershire and South Gloucestershire. We represent and promote the interests of our diverse membership providing support and advice to enable our members to make the most of their potential.

Business West members range from sole traders and start-up to family businesses and larger organisations – each accessing advice, information, training, local knowledge, promotional and networking opportunities as well as benefiting from discounts on selected services and exclusive access to an online members zone.

Update is a bi-monthly 32-page publication distributed to 2,100 members and key businesses in the South West of England. The publication focuses on news and information about local companies and the initiatives and advice available to increase the prosperity of firms in the region.

It contains regular sector and issue-based features, interviews, news and advice as well as a calendar of events and training.

Update is an invaluable way of promoting your business to others in the South West.

People from all types of business read the publication and many of those who have appeared in Update have reported an excellent response.

## Benefits of advertising in Update

- Update is a leading business publication in the South West of England
- Update is mailed out to 2,000 named company contacts in Bristol, Bath and the South West
- Update's targeted circulation ensures that the key decision-makers see your message.

Advertising: Stephanie Foster

Email: [stephanie.foster@kempspublishing.co.uk](mailto:stephanie.foster@kempspublishing.co.uk)

Tel: 0121 765 4144



### Advertising copy requirements

Please supply copy in one of the following formats:

- QuarkXpress
- Adobe Illustrator
- Adobe Photoshop
- Microsoft Word (with graphic files separate)

### Mac digital copy

Please include document file for the advertisement together with TIF/EPS/PICT files of all images and logos used, and the fonts (both screen and printer fonts).

A hardcopy of the advertisement should also be supplied for reference.

### PC digital copy

As above, but we cannot use PC fonts. Please supply a hardcopy of the advertisement and state what programme it was created in and which fonts have been used so that we can match the fonts as closely as possible.

### Digital image requirements for images and logos

Colour/Greyscale: 300 pixels per inch  
Lineart: 800 pixels per inch

### Copy can be supplied on CD.

Alternatively, it can be sent to the following:

- email –

magazines@kempspublishing.co.uk

(Please indicate on the transmission the advertiser's company name and order number.)

### PDFs

PDF files are accepted in the following circumstances: they must be high resolution (300 dpi); CMYK we cannot be held responsible for content of any RBG/CIE files supplied; **with fonts embedded.**

Bleed adverts must include the bleed in the PDF created; live area adverts as per size specified.

### Artwork delivery Address and Production Contact

**Eileen Davies**

Production Department

Kemps Publishing Ltd

11 The Swan Courtyard, Charles Edward Road, Yardley, Birmingham B26 1BU

email:

eileen.davies@kempspublishing.co.uk

Tel: 0121 765 4144 Fax: 0121 706 3491

*NB Advertisements containing coupons will not be accepted.*



## Advertising RATES & DATA

ADVERTISEMENT	SIZE (Depth x Width)	COST
A Full Page	265 x 190mm	£1,650
B Half Page Horizontal	130 x 190mm	£1,100
C Half Page Vertical	265 x 92mm	£1,100
D Quarter Page	130 x 92mm	£650
E Quarter Page Horizontal	62 x 190mm	£650
F Eighth Page	62 x 92mm	£400

SPECIAL POSITIONS	SIZE (Depth x Width)	COST
Outside Back Cover	297 x 210mm	£2,000
Inside Front Cover	(Plus 3mm bleed)	£1,900

## INSERTS

Single sheet inserts pre-folded or un-folded to a size not exceeding the size (287mm high x 200mm wide) with a maximum weight of 20g. Pre-printed supplied inserts £200 per 1,000.

Non pre-printed inserts and other weights by arrangement.

\* *Series discount does not apply.*

## CREDIT TERMS

Payment due on receipt of invoice following publication.

## DISCOUNTS

### Series Discount:

5% two issues,  
7.5% four issues,  
10% for the year\*

### Member Discounts:

5% discount for Chamber Members on full page/multiples\*

### Agency Discounts:

10% agency discount on all bookings but not in addition to series and member discounts\*

\* *Maximum 15% discounts on any combination of discounts.*

## TECHNICAL SPECIFICATION

Paper Size: 297mm high x 210mm wide • Paper Weight: 90g

**Advertising:** Stephanie Foster  
**Email:** stephanie.foster@kempspublishing.co.uk  
**Tel:** 0121 765 4144



## Delivery Instructions

### Samples

Samples must be received at Kemps Publishing one week before delivery date.

FAO: Eileen Davies  
Production Department  
Kemps Publishing Ltd  
11 The Swan Courtyard,  
Charles Edward Road,  
Yardley, Birmingham B26 1BU

Tel: 0121 765 4144  
Fax: 0121 706 3491

### Inserts for delivery

FAO: Laura Riley

Business West Magazine  
Buxton Press Limited  
Palace Road,  
Buxton, Derbyshire  
SK17 6AE

Tel: 01298 212000

Email: Laurariley@buxpress.co.uk

A delivery note must accompany goods, even if a contract courier is used, it must state:

FAO: Laura Riley  
Insert Name  
Company Name  
For insertion into: **Business West Magazine**  
Publication date  
Quantity per pallet and total quantity



## Insert Delivery Schedule 2012

Publication date	Inserts supplied to printers by:
Jan/Feb 2012	16 December 2012
Mar/Apr 2012	10 February 2012
May/Jun 2012	10 April 2012
Jul/Aug 2012	07 June 2012
Sep/Oct 2012	09 August 2012
Nov/Dec 2012	12 October 2012

Thermae Bath Spa has been a member of Business West from the day we opened in 2006. In those early days, we had to work hard to become part of the region's business community and Update played a major role in increasing awareness of the Spa and its facilities. Since then, we have made good use of Update's extensive distribution and run successful promotions, which have delivered new business to us as a venue for hosting small meetings, events and corporate hospitality.

Katie Sandercock  
Marketing Executive  
Thermae Bath Spa

Advertising: Stephanie Foster  
Email: stephanie.foster@kempspublishing.co.uk  
Tel: 0121 765 4144





## FEATURES 2012

### JANUARY/FEBRUARY 2012

Marketing  
International Trade

### MARCH/APRIL 2012

Creative Industries  
Green Business

### MAY/JUNE 2012

Learning & Development  
Growing your Business

### JULY/AUGUST 2012

Property & Construction  
Making a Difference

### SEPTEMBER/OCTOBER 2012

Recruitment & HR  
Conferencing & Events

### NOVEMBER/DECEMBER 2012

Business Finance  
Technology in Business

Advertising: Stephanie Foster  
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Tel: 0121 765 4144

