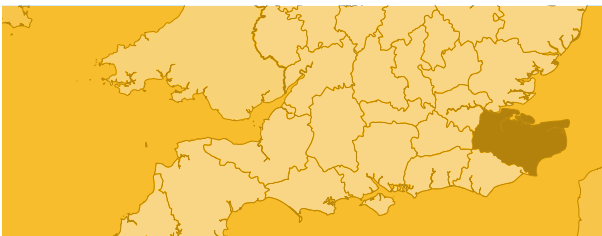


# THINKING BUSINESS



MEDIA **INFORMATION**



# MEDIA INFORMATION

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*Thinking Business is the magazine for the Kent Invicta Chamber of Commerce business community.*

Produced on behalf of the Chamber by Benham Publishing, the magazine is a compact A4 (270mm x 210mm) 52 page full colour premium quality publication, dedicated to providing its readers with a combination of must-read news, regular features, and essential information which will help drive their businesses forward.

It is the only magazine produced by the Chamber for members and the surrounding business community across Kent and the South East region and makes essential reading for business decision makers.

One of the aims of this publication is to provide unparalleled opportunities to help members and regional businesses increase their awareness of crucial business issues paramount to success and communicate with each other on a regular basis.

Produced bi monthly (6 issues per annum) the magazine is mailed to all Chamber members and associated organisations at senior management level with a readership of 12,500, keeping those responsible for making the decisions on the appointment of suppliers of products and services informed of the latest developments within the region's business community. Thinking Business provides an ideal platform to reach key decision makers in this vibrant business region – there is no more highly targeted platform for businesses to promote their products and services to a highly influential audience.

Whatever your business specialism Thinking Business leads the way in reaching all kinds of organisations from multi-nationals to sole traders and helps businesses grow by sharing knowledge and solutions.

## ADVERTISING

Advertising in Thinking Business 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 page.

## FREE DESIGN SERVICE

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

# ADVERTISING RATES

Advertisement	Size	Member	Non Members
Full page	270 x 210mm (3mm bleed)	£1100	£1300
Half page (landscape)	112 x 190mm	£595	£700
Quarter page	112 x 92mm	£350	£400
Double page spread	270 x 420mm (3mm bleed)	£1900	£2200

## Special positions

Outside back cover	270 x 210mm (3mm bleed)	£1300	£1500
Inside front cover	270 x 210mm (3mm bleed)	£1200	£1400
Inside back cover	270 x 210mm (3mm bleed)	£1200	£1400
Sponsor banner	45 x 190mm	£ 300	£350

## Inserts

Insertion opportunities are available on a limited basis.

Single insert cost (weighing under 10gms) £250/1000

Inserts weighing more than this limit will be surcharged as per Royal mail rates.

## Discounts

Block booking discounts are available.

The above prices are subject to VAT at the current rate and may be subject to change without notice.

# EDITORIAL CONTENT

Each issue will contain a mixture of subjects

including some of the following regular topics:

- **Members' News**
- **Events**
- **Chamber Chatter**
- **Training**
- **International Trade**
- **Economy**
- **Regional Focus**
- **Member Offers**
- **Last Word**
- **Case Studies**
- **Movers & Shakers**

Full Page  
with Bleed  
(Portrait)  
270mm tall  
(276mm inc bleed)  
210mm wide  
(216mm inc Bleed)

Full Page  
to Margins  
(Portrait)  
231mm tall  
190mm wide

1/2 Page  
(Landscape)  
112mm tall  
190mm wide

1/4 Page  
(Portrait)  
112mm tall  
92mm wide

1/2 Page  
(Portrait)  
231mm tall  
92mm wide

# ARTWORK SPECIFICATIONS

## Technical Specifications

You can supply your own artwork or our in-house design studio can create eye-catching advertisements for you at no additional charge.

## Supplying your own artwork

Please supply artwork for your advertisement in any of the following formats (in order of preference):

- High Resolution CMYK PDF (fonts embedded) (3mm bleed and crop marks)
- TIFF (minimum 300dpi) (CMYK)
- JPEG (minimum 300dpi) (CMYK)
- InDesign (Packaged)

All artwork should be supplied via email to **peter@benhampublishing.com**

Files should be the **correct dimensions** as booked.

We are unable to accept artwork in the following applications :

- Word
- Powerpoint
- Publisher

## Supplying content for Studio artwork

Please supply content for the design of your advertisement in the following formats:

- Copy: Microsoft Word or typed into an email.
- Photos: High resolution JPEG, TIFF or EPS.
- Logos: Vector EPS, high resolution JPEG, TIFF or EPS.

All JPEG or TIFF images must be a minimum resolution of 300dpi.

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

All content for adverts should be supplied, with layout guidelines, via email to **peter@benhampublishing.com**

# CONTACT INFORMATION

## Contact Sales

Helen Homes

Sales

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## Production

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Studio

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Terms and conditions are available on our website.