

Thinking

# BUSINESS

KENT INVICTA  
CHAMBER OF COMMERCE



Media Pack

## **Thinking Business the magazine for Kent Invicta Chamber of Commerce business community will be re-launched as a new bi monthly publication.**

Produced on behalf of the Chamber by Benham Publishing, the magazine will be 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 the new 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. **Thinking Business** will continue to feature the **all** important members news items.

Produced bi monthly (6 issues per annum) over 1200 copies of the magazine will be distributed to Chamber members and business organisations at senior management level reaching in excess of 5000 readers 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-member |
|--------------------|--------------------------|--------|------------|
| Full page          | 270 x 210mm (3mm bleed)  | £1100  | £1300      |
| Half page          | 112 x 190mm              | £595   | £700       |
| Quarter page       | 112 x 92mm               | £300   | £350       |
| Double page spread | 270 x 420mm (3mm bleed)  | £1900  | £2200      |
| Advertorial column | up to 250 words and logo | £300   | £350       |

### 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     | 25 x 190mm              | £250  | £300  |

### Inserts

Insertion opportunities are available on a limited basis.

|   |      |      |
|---|------|------|
| Single insert per thousand (weighing under 10gms) | £195 | £245 |
|---|------|------|

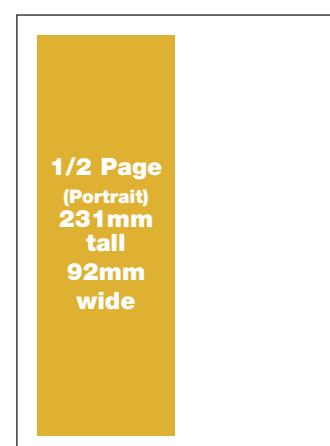
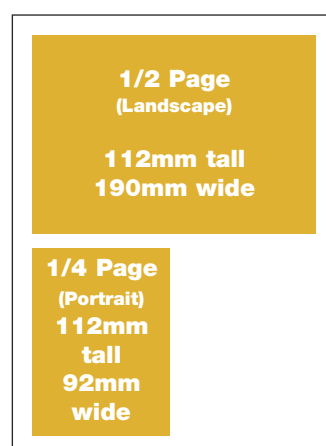
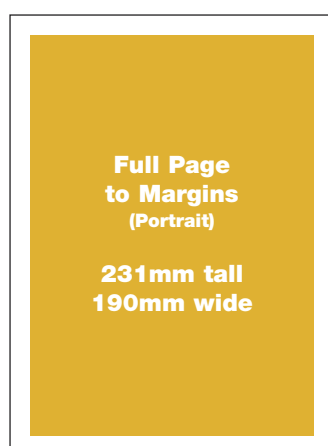
## Editorial Content

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

*Block booking discounts are available.*

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



## 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 PDF (fonts embedded)
- TIFF (minimum 300dpi)
- JPEG (minimum 300dpi)
- Quark XPress 9 (Collect for Output)

All artwork should be supplied via email to: [studio@benhampublishing.com](mailto:studio@benhampublishing.com) or on a clearly labelled disk to the address below.

- Files should be the correct dimensions as booked.
- We are unable to accept artwork in the following applications Word, Powerpoint or Publisher.

## Contact Information

If you have any queries relating to the booking of space, the editorial content or the distribution of the publication please contact:

**Jane Gercken**

**0151 236 4141**

**[janegercken@benhampublishing.com](mailto:janegercken@benhampublishing.com)**

### 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: **[studio@benhampublishing.com](mailto:studio@benhampublishing.com)** or on disk to the address below.

If you have any queries relating to advertisement artwork please contact:

**Fern Badman**

**0151 236 4141**

**[studio@benhampublishing.com](mailto:studio@benhampublishing.com)**

*Terms and conditions are available on our website.*

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