



St Helens Chamber Comment Magazine

the official business magazine of St Helens Chamber

media **information**



St Helens Chamber

media information

St Helens Chamber is a large and dynamic social enterprise, with a long history of helping the business community create prosperity and opportunity in and around St Helens.

We are a unique organisation which has moved beyond the typical 'Chamber of Commerce' model into a private-sector led not-for-profit, that works with local businesses, partners and the community to contribute to growth and regeneration.

Why Comment magazine?

The readership of is of the highest influence and calibre, with each copy being mailed to named individuals within each organisation/member company – you will be advertising to the decision makers who hold the budgets – managing directors, owners, proprietors, senior managers covering all business sectors throughout the borough of St Helens.

If you participate in the magazine, you are assured that you are promoting your services to a captive and relevant target audience who are already aware of the valuable benefits the Chamber brings to their organisation.

St Helens is a Borough with significant potential, building upon our business base, our geography, and our residents.

Too often analysis focuses on the undeniable areas of disadvantage and deprivation. The purpose of St Helens Chamber is to identify and help drive activities which contribute to social, economic and environmental development, making our place better.

Comment magazine will feature relevant business news, legislation, network/key diary dates, incisive, topical, and newsworthy comment on touchstone issues, which affect all topical business issues large and small in this varied and dynamic business region.

The quality of the readership and direct relevance of the editorial coverage makes **Comment magazine** an obvious choice for any company wishing to do business in this vibrant and growing borough. **Comment Magazine** is a first-class publication, targeted at the people who matter in business.

Launch issue due to be published autumn followed by quarterly issues

editorial content

Published quarterly each issue will contain a mixture of topical business articles.

Which will include:

- Chamber News
- Chamber Events
- Economy
- Members News
- Strategic Partners News
- New Members
- International Trade
- Starting Up in Business
- Big Interview
- Patron News
- Business News
- Business Support
- Person behind the Business

Business sectors covered will include:

- Finance for Business
- Commercial Opportunities
- Information Technology
- Education, Skills & Training
- Health & Wellbeing
- Conference and Exhibitions
- Recruitment
- Environment

advertising rates

Advertisement

Advertisement	Size	
Full page	270 x 210mm (3mm bleed)	£1090
Half page (landscape)	112 x 190mm	£595
Quarter page	112 x 92mm	£395
Double page spread	270 x 420mm (3mm bleed)	£1900

Special positions

Outside back cover	270 x 210mm (3mm bleed)	£1300
Inside front cover	270 x 210mm (3mm bleed)	£1200
Inside back cover	270 x 210mm (3mm bleed)	£1200
Sponsor banner	50 x 190mm	£395

Please note: Non member rates include an extra 20% of the original member price

Inserts

Inserts can be accepted in each issue on a limited basis.

Single insert cost (weighing under 10gms) £295/1000

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

Discounts

Discounts of up to 20% are available for Chamber members and series bookings.

The above prices are subject to VAT at the current rate.

Advertising

St Helens Chamber Business Magazine offers your organisation 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 (advertorial). 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 your organisation the chance to be linked to key events, regular features and articles or a designated page.

FREE Design Service

Our creative team can create customised, eye-catching advertisements, advertorials, inserts and other promotional items to meet your requirements. nal display advertisements to company profiles, adverts can be placed in either key display positions or placed in support of specific features.

Full Page with Bleed (Portrait)

270mm tall
(276mm inc bleed)
210mm wide
(216mm inc Bleed)

Full Page to Margins (Portrait)

231mm tall
190mm wide

Half Page (Landscape)

112mm tall
190mm wide

Quarter Page (Portrait)

112mm tall
92mm wide

Half 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.

Contact Information

Account Manager

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Advertising

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