MEDIA PACK

FOR CHAMBER NEWS STRAIGHT TO YOUR SMART PHONE OR TABLET, DOWNLOAD THE **IN BUSINESS APP**

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NORTHAMPTONSHIRE Chamber

@NorthantsCoC www.northants-chamber.co.uk inbusiness THE VOICE OF NORTHAMPTONSHIRE BUSINESS

inbusiness is the bi-monthly magazine for Northamptonshire Chamber members and associated organisations. Produced by Kemps Publishing Ltd, inbusiness promotes successful enterprises and companies, while providing advice and support for fledgling and growing businesses.

inbusiness is a 32-plus page, bi-monthly publication and digital magazine distributed to more than 1,500 key businesses and all Chamber members in Northamptonshire.

The publication focuses on news and information about local companies and the initiatives and advice available to increase the prosperity of firms in the county.

It showcases and celebrates business success across Northamptonshire and is an invaluable way of promoting your business to others in the county and further afield.

Regular sections include business news, spotlight features on different industry sectors, international trade, training and policy. There are also full details of forthcoming Chamber events and listings of the businesses and organisations that have recently joined the Chamber.

Benefits of advertising in inbusiness:

- **inbusiness is a leading business publication in Northamptonshire**
- **inbusiness has a circulation of 1,500 and is mailed to company heads in Northamptonshire**
- **inbusiness' targeted circulation ensures that key decision-makers see your message**
- **inbusiness advertisers have reported an excellent response**
- **inbusiness' publisher, Kemps, has a proven track record for producing high-quality B2B magazines that are high on reader appeal**

Advertising: Jon Jones
jon.jones@kempspublishing.co.uk
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:

- e: inbusinessnorthants@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.

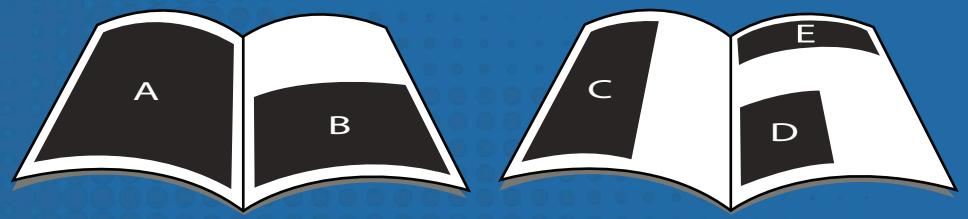
Artwork delivery Address and Production Contact

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

e: inbusinessnorthants@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	£1,350
B Half Page Horizontal	130 x 190mm	£775
C Half Page Vertical	265 x 92mm	£775
D Quarter Page	130 x 92mm	£500
E Quarter Page Horizontal	62 x 190mm	£500

SPECIAL POSITIONS	SIZE (Depth x Width)	COST
Outside Back Cover	297 x 210mm (Plus 3mm bleed)	£2,200
Inside Front Cover		£2,200
Inside Back Cover		£2,200

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 £400 per 1000*.
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: Jon Jones
jon.jones@kempspublishing.co.uk
0121 765 4144

Delivery Instructions

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

FAO: **Sandra Byfield**
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: **Nicholas Hewitt**
Inbusiness
Warners (Midlands) Ltd
The Maltings, Manor Lane,
Bourne, Lincolnshire PE10 9PH

Tel: +44 (0)1778 391000

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

FAO: **Nicholas Hewitt**
Name of Insert
Company Name
For insertion into: Inbusiness Northants
Publication date
Quantity per pallet and total quantity

Insert Delivery Schedule 2019

Publication date	Inserts supplied to printers by:
Feb/Mar 2019	4 February 2019
Apr/May 2019	7 March 2019
Jun/Jul 2019	7 May 2019
Aug/Sep 2019	9 July 2019
Oct/Nov 2019	10 September 2019
Dec/Jan 2019/20	11 November 2019

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FEATURES 2019

FEBRUARY/MARCH 2019
- Skills & Apprenticeships
- Manufacturing
- Business Crime & Protection

APRIL/MAY 2019
- Science & Technology
- Communications & Marketing
- Exhibitions & Conferencing

JUNE/JULY 2019
- Accountancy Services
- Education & Training
- Motorsport & High Performance Engineering

AUGUST/SEPTEMBER 2019
- Legal Services
- Growing your Business
- Food & Beverage

OCTOBER/NOVEMBER 2019
- Construction & Redevelopment
- Corporate Christmas
- Health & Safety

DECEMBER 2019/JANUARY 2020
- Logistics, Freight & Transportation
- Recruitment & HR
- Footwear & Leather

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