

INSPIRE

The business magazine of Hertfordshire Chamber of Commerce



Hertfordshire
Chamber of
Commerce

Media Pack

Inspire

The Chamber Members' magazine, Inspire is a bimonthly publication, produced by Chamber partners Benham Publishing.

Inspire is a 52 page full colour premium quality magazine, dedicated to providing its readers with a combination of mustread news, features, analysis and essential information which will help drive their businesses forward.

Distributed to over 2500 members and associated organisations in the county it is the only magazine produced by the Chamber for Members' and associate companies across the Hertfordshire region and makes essential reading for business decision makers.

One of its aims is to provide unparalleled opportunities to help members communicate with each other on a regular basis and increase their awareness of crucial business issues paramount to success and prosperity of the county. All patrons and members are actively encouraged to contribute to the magazine.

It includes information about the Chamber's activities and Members' benefits.

Including - Membership, Policy, International Trade and Training. It also previews and reviews Chamber networking and corporate hospitality events.

Inspire features Member profiles and represents a means by which organisations can promote their products and services and keep each other informed about their latest news.

Published bi-monthly the magazine is distributed to Chamber Members at senior management level and helps readers keep informed of the latest developments within the region's business community - those who are responsible for making the decisions on the appointment of suppliers of products and services.

Inspire provides a cost effective medium to reach key decision makers in the Hertfordshire region – there is no more highly targeted platform for businesses to promote their products and services to this highly influential audience.

Whatever your business specialism Inspire 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 Inspire 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	£350	£400
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	45 x 190mm	£300	£350
Inserts			
Single insert per thousand (weighing under 10gms)		£195	£245

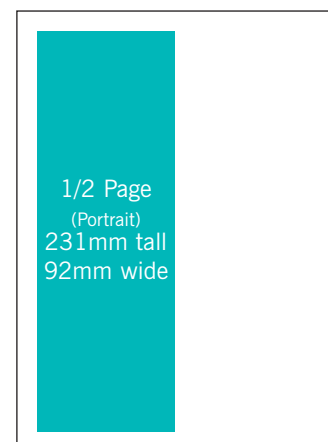
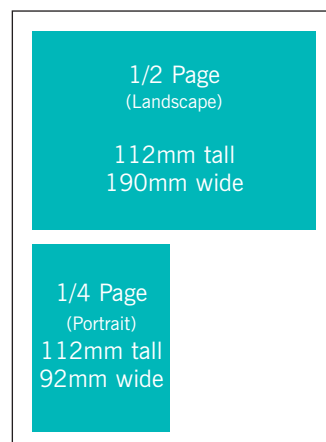
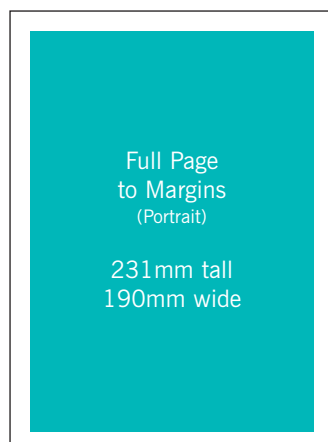
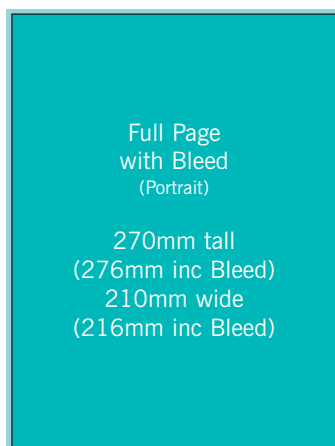
Editorial Content

Each issue will contain a mixture of subjects including some of the following regular topics:

- Inspirational Hertfordshire Awards
- Economy
- Training
- Events
- Herts Global
- Patron Focus
- Last Word
- Inspirational Leaders
- Cover Feature
- Regional Focus
- Members News

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 CMYK 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 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.

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** or on disk to the address below.

Contact Information

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

Karen Hall

07801 788880

karen@benhampublishing.com

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

Mark Etherington

07739 991351

mark@benhampublishing.com

Terms and conditions are available on our website.

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