

WORTHING & ADUR CHAMBER
CONNECT 



THE BUSINESS TO BUSINESS MAGAZINE

media pack 2017

WORTHING & ADUR CHAMBER
BUSINESS
M A G A Z I N E

Worthing & Adur Chamber Magazine is the new bi-monthly publication for the key decision makers across the Worthing and Adur region. It is delivered to every member of the Chamber of Commerce and widely distributed across Worthing, Shoreham-by-Sea, Findon and Lancing.

The magazine is a collaboration between *Worthing & Adur Chamber of Commerce* and *Platinum Business Magazine*.

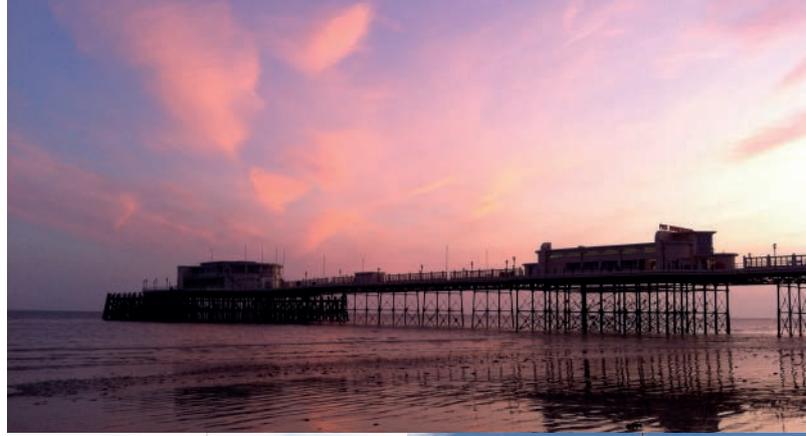
Worthing & Adur Chamber

The *Chamber* actively represents the business community on local, regional and strategic levels. It is committed to supporting, developing and promoting all Worthing and Adur businesses, large and small.

It is known as a vibrant and fast-growing Chamber which encourages businesses to work together for mutual success and inspires our young entrepreneurs to be the voice of tomorrow. The *Chamber* champions local industry to secure future investment and growth in our towns.

This exciting new publication will bring the business community of Worthing together with the opportunity to exposure local businesses to a much wider audience. *CHAMBER BUSINESS* is a professionally produced and published bi-monthly magazine from the publishers of the country's largest circulation business title, *Platinum Business Magazine*. Direct mailed to every member of the Chamber, it will also be distributed around the region and stocked at a vast network of business and retail outlets. In short, the perfect way to get that message out and gain more business.

The partnership of the Chamber and Platinum means that, at last, Worthing and Adur has a top quality business magazine.





Marketing options with Worthing & Adur Chamber Magazine

Display advertising

Advertising within *Platinum* can help you either with general brand building or more specific marketing actions and executions. Campaigns that include regular display advertising allow you to build frequency with consistent messaging.

Gatefold

Gatefold advertising creates stand out for the advertiser, while complementing the reader experience. *Platinum* gatefolds are stylishly executed and never fail to create intrigue, as readers open out the cover to reveal the whole of the campaign message inside.

Polybag printing

Platinum magazine can be sent out in a clear polybag. Advertising on the polybag in full colour, ensures your message is seen before the magazine is even removed from its wrapping.

Inserts

For immediate response, to sell products or to get people through the door, inserts deliver. Loose inserts create fast turnaround on response and are a good way of capturing data with simple pre-paid postage mechanisms.

Sponsored pages

Sponsored pages are a way of associating your brand with a specific business topic and building trust over the long term. Sponsored pages run in *Platinum* for an initial one year period, in 12 consecutive issues in the same position within a dedicated single-page section.

Editorial

The impressive 'reading time' statistics are a result of the informative and revealing editorial features, and owners of SMEs have commended the level of professional advice and information sharing. Our highly professional editorial team work with clients to create, design and proof editorial to ensure it is avidly read and absorbed. Editorial Partners are seen as the 'experts in their field'.

Advertising Rates

Effective June 2016

Prices are exclusive of VAT

Page size is B5 (176 by 250mm)

Display / Sponsored Editorial

	Non-Members	Chamber Members (One off rate)	Chambers Members Series rate (min 3 issues)
DPS	£575	£475	£410
Full Page	£425	£325	£250
Half Page	£250	£180	£140
Qtr Page	£140	£95	£80

Premium Positions

Inside front, inside back, and back cover

Prices on Application

PREMIER PARTNER

Min 6 issues. Chamber members only.

One page editorial

One page advertisement*

Full design service

*Can be used as two pages of ads or edit.

£190 per month

Insert rates (per thousand)

	Non-Members	Chamber Members
Loose	£150.00	£120.00
Bound	£210.00	£180.00

Membership Listing Directory

Standard £20 per month

Enhanced £30 per month

Copy Dates

8th June, 8th August, 8th October

Mechanical data and guidelines

Please contact the production team for full details

Contact:

Ian Trevett

T: 07989 970804 E: ian@platinumbusinessmagazine.com

Conditions of Acceptance

The publisher reserves the right to refuse, omit or suspend any advertisement if the content is deemed inappropriate. Advertisers guarantee that advertisements comply with the British Code of Advertising Practice. All advertisements are accepted on the undertaking that the description of goods are true and accurate within the meaning of the Trade Descriptions Act 1968.

Platinum will not be held responsible for any printing errors arising from

the late arrival of copy. If copy is not supplied in time for press, last copy used in the magazine will be inserted. If no copy is available, *Platinum* copy will be inserted.

CDs, colour proofs or other material supplied for the purpose of an advertisement are supplied at the advertiser's own risk and the publisher will bear no responsibility for any damage or from any further consequent loss.

The publisher reserves the right to destroy CDs, colour proofs and any other material, of whatever nature, after a period of one month from the date of the last insertion of an advertisement utilising such artwork and other material.

Cancellation deadline is 12 weeks prior to copy deadline. After this date the advertiser is liable for payment in full.

All first-time advertisers are required to pay in full by 15th of the month prior

to publication. Payment of all other accounts shall be made not later than the last day of the month of the issue in which the advertisement appears. If an account is overdue, and without prejudice to any other rights which it may have, the publisher reserves the right to suspend future insertions. A penalty charge of 8 % applies on all overdue invoices.