

CONNECT

*Your Business to
Business Magazine
for Worthing & Adur*



Media Pack

Welcome to CONNECT

Worthing and Adur Chamber CONNECT is the 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.

This specifically targeted publication brings the business community of Worthing and Adur together and offers the opportunity to promote local businesses to a much wider audience. It is directly mailed to every member of the Chamber, it is also distributed around the region and stocked at a variety of business and retail outlets across the local area. The digital version of the magazine is published online and emailed to our large database of subscribers across West Sussex. The magazine has its own pages on the new Chamber website, and active social media feeds to help grow engagement.

In short, Worthing & Adur Chamber CONNECT is the perfect way to get that message out there and gain more business.

How is Worthing & Adur Chamber Involved?

Chamber CONNECT is owned and run by Worthing and Adur Chamber. The Chamber actively represents the business community on local, regional and strategic levels and wanted to produce a high-quality business publication to represent members and supporting businesses. This led to the development of CONNECT in 2016, which is now one of the best respected business print publications in the local area.

The Chamber 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 also champions local industry to secure future investment and growth in our towns. The Chamber is headed up by Chief Executive, Tina Tilley, who is ably supported by Operations Manager, Tracie Davey. Both are heavily involved in the running of Connect.

So how can you get involved?

Marketing options with Worthing & Adur Chamber Magazine:

- **Display advertising**
Advertising within Chamber CONNECT can help you either with general brand building or more specific marketing actions and executions. Marketing campaigns that include regular display advertising allow you to build frequency with consistent messaging. Please see our rates on the following page.
- **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.
- **Digital Marketing**
Whether it is a blog or banner adverts on the Chamber website, a social media campaign or email marketing, we can offer you an instant boost to your company's profile. Prices on request.
- **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 Chamber CONNECT for an initial one year period, in six consecutive issues in the same position within a dedicated single-page section.

- **Editorial**

The team welcomes editorial for consideration in the magazine. Each issue is generally themed around a particular business aspect, so please be patient when sending us your content. We aim to include the vast majority of what's sent to us, although we often have to edit pieces to fit appropriate space etc.

Advertising Rates

Prices are exclusive of VAT

B5 Size	series of 6	series of 3	single edition
Full page	£225.00	£250.00	£295.00
Half page	£125.00	£145.00	£190.00
Quarter page	£60.00	£75.00	£90.00
Inside Front	£neg	£neg	£450.00
Inside Back	£neg	£neg	£450.00
Back Cover	£neg	£neg	£580.00
Double Page Spread	£425.00	£470.00	£580.00

Exclusive Premier Partner

This offer is open to Chamber members only

Secure one page of editorial and one page advertisement* for six issues of Connect magazine! Space is flexible so you can use it as a two page article or advertising or a mixture. You supply the editorial and finished advertising artwork* There will also be coverage on social media and email marketing with opportunities of follow up e-shots.

All partners get a feature story slot, rotated over the 6 issues, in our electronic version which is sent out via an eshot to circa 2000.

The distribution of the magazine has been greatly increased over the last 6 issues and is now distributed by hand to all Worthing Town Centre businesses and available at various West Sussex Libraries, Business centre ie Basepoint, Worthing Town Hall along with a direct mail out to approximately 400 business owners.

The magazine is also available on Issue, an online portal which is very popular.

Only £380 per issue

**Full design service available. Offer is payable on monthly standing order £190/month*

Mechanical data and guidelines

Please check the CONNECT magazine page on the Chamber website for full details.

Full page B5 (176mm by 250mm) add 3mm bleed

Half page 150mm wide by 110mm high

Quarter page 73mm wide by 110mm high

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 descriptions of goods are true and accurate within the meaning of the Trade Descriptions Act 1968. If copy is not supplied in time for press; last copy used in the magazine will be inserted. If no copy is available, copy of publisher's choice will be inserted. All invoices are to be settled prior to publishing or by standing order as agreed with the publisher. Cancellation deadline is 12 weeks prior to copy deadline. After this date the advertiser is liable for payment in full.

www.worthingandadurham.co.uk