

BUSINESS EDGE

The magazine of Sussex Enterprise



Are you a business in Sussex? Have you got a story to tell? Then the re-launched Business Edge magazine is for you?

Published on behalf of Sussex Enterprise by national B2B publisher Distinctive Publishing - Business Edge is the perfect platform to showcase the very best of the region's business success stories.

Packed with up to the minute business news and in-depth interviews with prominent Sussex personalities Business Edge will be committed to celebrating business success in all its forms, which will help drive your business forward.

Can you afford not to be featured in this vibrant publication?

Promoting your company

Business Edge is the ideal way to reach key decision-makers in Sussex.

The publication is an essential read for businesses in the area, from major multi-nationals to sole traders; there is no more highly targeted platform for you to promote your products and services.

Business Edge is a dedicated business magazine mailed directly to named business executives and managers — those who are responsible for making the decisions on the purchasing of suppliers of products and services.

The publication is circulated throughout Sussex, using the Chamber of Commerce's up-to-the-minute database, guaranteeing that the magazine is read by the people who matter.

Magazine coverage

Business Edge covers all of the major business areas in Sussex including:

Gatwick - Hastings - Brighton - Chichester

This coverage ensures that the magazine is a truly regional business publication, offering advertisers a very cost effective marketing vehicle.

Circulation & distribution

Business Edge has a powerful readership of over 10,000 of the region's top executives and business leaders. With over 3,500 copies mailed out on a bi monthly basis to named key decision makers using Sussex Enterprise comprehensive database.

Additional to the guaranteed circulation further copies are delivered to key business centres where there is a high volume of business traffic. These include: leading business hotels - economic development units - government departments - airlines and airports - leading professional firms - Business Links and Learning and Skills Councils.

A truly regional magazine

Additional to Business News and Digest, Business Edge will focus on the major geographical areas in the region, making sure that we deliver a truly regional business publication.

Business Edge will also pay close attention to the issues which affect Sussex businesses.

During the coming year we will cover key business sectors including:

- The value of Branding - PR and Marketing
- Energy and Environment/Renewable Energy
- Commercial Property
- Conference and Exhibitions
- Travel and Tourism
- Corporate Hospitality
- E-Commerce
- International Trade and Export
- Finance/Fund Management
- Health and Safety
- Legal Services
- Print Industry/Direct Mail
- Training
- Recruitment

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Advertising rates

Advertisement	Size	Members	Non-members
Full page	270 x 210mm (trim excl. bleed)	£1,390	£1,599
Half page vertical	240 x 90mm	£895	£1,029
Half page	110 x 190mm	£895	£1,029
Quarter page	110 x 92mm	£535	£615

NB: Height shown first

Special positions

Outside Back Cover	270 x 210mm (excl bleed)	£2,245	£2,582
Inside Front Cover	270 x 210mm (excl bleed)	£2,020	£2,323
Inside Back Cover	270 x 210mm (excl bleed)	£1,705	£1,961

Inserts

For details of targeted mail inserts call Ailsa Bedford on 0191 478 8300

Series discount 2-3: 10% 4-6: 15%

Agency discounts

10% agency discount on all bookings, but not in addition to series discounts.

Production

- We operate an Apple Mac system and support the following software In Design, Photoshop, QuarkExpress and Illustrator
- Please supply your advert/logo/images in an email or on a clearly labelled disk, with a same size proof, saved as either a JPEG, TIF, EPS or PDF files (PDF's must be saved as hi-res with fonts)
- All images at a resolution of 300dpi
- Colour adverts must be in CMYK. Do not supply as RGB
- Files should be at correct dimensions as booked
- We are unable to accept artwork supplied in the following applications Word, Powerpoint or Publisher

Contacts

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www.distinctivepublishing.co.uk

distinctive
PUBLISHING 

In-house design team

If you are unable to provide your own electronic artwork, you may instead supply a rough layout with text, a hard copy of your logo and any images you require.

- All images must be 300dpi and supplied as JPEG or TIFF format
- All logos should also be supplied as high-res JPEG, TIFF, PDF, PSD or preferably vector files such as Illustrator ai files or EPS format
- Copy to be supplied as a Word file, no more than 400 words per page

The cost of producing your advertisement is included in the order price.

Please send items to the email or postal address.