

# CLOSE

# UP

## FOR BUSINESS



## MEDIA PACK 2011

**Close Up For Business was introduced to provide the Mid Yorkshire region (Huddersfield, Kirklees, Calderdale and Wakefield) with a dedicated business to business publication.**

Published on behalf of The Mid Yorkshire Chamber of Commerce by business publisher, Distinctive Publishing, Close Up For Business is a premium quality magazine dedicated to providing its readers with a combination of must-read news, features, analysis and essential information which will help drive their businesses forward. It is the only magazine produced by the Chamber for Members' and associates across the region, and makes essential reading for business decision makers.

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

Produced quarterly and mailed to named business executives and managers - those who are responsible for making the decisions on the appointment of suppliers of products and services Close Up for Business provides the only platform to reach key decision makers in the Mid Yorkshire 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 Close Up For Business 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 Close UP for Business offers you the unique opportunity of targeting our 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 pages.

### **REPRINTS/RUN-ONS**

We can create reprints of any advertisement or article for use in future promotions or marketing activity. We can also provide you with extra copies of a specific edition as run-ons but this must be requested prior to publication.

### **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	Members	Non-member
Full page	270 x 210mm (3mm bleed)	£1,200	£1,400
Half page	112 x 190mm	£795	£895
Quarter page	112 x 92mm	£395	£495
Double page spread	270 x 420mm (3mm bleed)	£1795	£1995
Centre double page spread	270 x 420mm (3mm bleed)	£2500	£2700
Centre 4 pages		£4500	£4700
<b>Special positions</b>			
Outside back cover	270 x 210mm (3mm bleed)	£1500	£1700
Inside front cover	270 x 210mm (3mm bleed)	£1400	£1600
Inside back cover	270 x 210mm (3mm bleed)	£1400	£1600

Inserts – Price on application, please contact Distinctive Publishing for further information.  
 Advertorial and sponsorship packages price on application  
 Series bookings are subject to varying degrees of discount ranging from 5%-20%  
 All prices quoted are exclusive of VAT

## PRODUCTION

- We operate an Apple Mac system and support the following software  
 In Design, Photoshop, Quark Express 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

## 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 with 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.



## CONTACTS

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