

**YORKSHIRE
CHEMICAL
FOCUS**

your chemical future

THE DIRECTORY - MEDIA PACK 2011

Yorkshire Chemical Focus (YCF) is a not-for-profit industry-led membership organisation to support and promote Yorkshire's £2.2 billion chemical sector and provides an independent voice for chemical and related businesses in Yorkshire.

Formed in 2005 with funding from Yorkshire Forward and the European Union it works in partnership with its members from across the industry and with the public sector to encourage growth and increase competitiveness. It exists for its members and aims to influence decision makers on behalf of the industry.

Yorkshire Chemical Focus through its services, helps businesses to collaborate in key areas such as reputation, regulation, skills and innovation. The YCF mission is to add value to the chemical and chemistry using industries of Yorkshire by enabling them to achieve their aims and objectives and so increase the competitiveness of the sector.

Facts:

- The chemical industry in West Yorkshire generates over £2.2 billion of direct sales and employs almost 11,000 people
- The industry has been growing at a faster rate than GDP
- 55% of products produced by the West Yorkshire chemical industry are exported
- Around 80% of the 230 chemical companies in West Yorkshire employ fewer than 50 people

Its key activities, as determined by the industry, are:

- Commercial advantages of collective action – enabling members to co-operate in areas such as sourcing and buying raw materials and sharing best practice to reduce costs
- Regulation – consultation, advice and information on new regulations and legislation relevant to the chemical industry
- Image – promoting the benefits and values of the chemical industry to the public and decision makers; influencing government and other bodies
- Skills – links with local schools, colleges, universities and training organisations to build a skilled workforce for the future and to encourage innovation
- Networking – providing an opportunity for learning and networking at seminar events

The Yorkshire chemical industry creates everyday products for modern living:

- Cosmetics and toiletries
- Cleaning products
- Paint
- Agricultural products
- Lubricants
- Plastic – containers, bottles, doors etc
- Paper production
- Adhesives and sealants
- Water treatment
- Pharmaceutical ingredients
- Textile production

YCF DIRECTORY

Yorkshire Chemical Focus is the industry led support organisation driving strategic and sustainable development for chemical producers and users in Yorkshire.

Employing over 11,000 highly skilled people it is home to one of the largest concentrations of chemical related activity in the UK and a vital part of the regional economy.

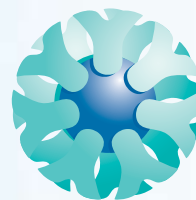
YCF has gone from strength to strength with increase in membership year on year demonstrating the value of the organisation to the chemical industry.

Its annual members' directory will be published in July 2011 and mailed out to all YCF members and targeted organisations within the chemical industry. The publication will be a compact B6 in size and will include a comprehensive classified listing of over 100 member companies together with an A-Z section of further organisations facilitating this important sector.

Its editorial pages will feature market focus information relating to major issues such as funding, regulation, export, best practise and skills reflecting the knowledge between members and industry related companies allowing users of the publication to take advantage of this comprehensive information.

The directory offers practical and unique marketing opportunities to promote your product and services to this highly lucrative sector.

All YCF member companies will receive a free mailed out copy, together with Regional business Links and Chambers of Commerce. It will also be circulated to delegates attending the annual YCF conference and other events. This directory provides the broadest coverage for businesses operating in the chemical industry at regional, national and international level. A digital version of the publication will also be available on line via the YCF website.



**YORKSHIRE
CHEMICAL
FOCUS**

your chemical future



THE DIRECTORY - MEDIA PACK 2011

ADVERTISING RATES

SOLUS POSITIONS	SIZE	PRICE
Outside Back cover	125mm x 176mm (3mm bleed)	£1500
Inside Front cover	125mm x 176mm (3mm bleed)	£1500
Double Page Spread	250mm x 176mm (3mm bleed)	£1600
Opposite CEO Foreword	125mm x 176mm (3mm bleed)	£1400
Full Page	125mm x 176mm (3mm bleed)	£1100
Half Page (H)	105mm x 73mm	£650
Half Page (V)	73mm x 156mm	£650
Quarter Page	47.5mm x 73mm	£450

All of the above in full colour and all design of adverts included in the price.

Special rates for Members All members will receive a 10% discount on the above rates and do not have to pay for inclusion of logo in the listings. Non-members may sign up for membership of Yorkshire Chemical Focus in order to take advantage of these 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

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

Please send items to the email or postal address.

CONTACTS

Distinctive Publishing
8th Floor
Aidan House
Sunderland Road
Gateshead
NE8 3HU

0191 478 83 00
E: john.neilson@distinctivegroup.co.uk

www.distinctivepublishing.co.uk

distinctive
PUBLISHING