

# Business Matters



RENFREWSHIRE  
CHAMBER OF COMMERCE  
The Ultimate Business Network

- Business Matters is the official publication of Renfrewshire Chamber of Commerce.
- Business Matters has been established for more than 10 years, and is recognised as an excellent medium for the local business community. In the 2011 member survey 87% rated Business Matters as good or excellent (79 respondents).
- 4 issues are published each year. (at the end of every calendar quarter)
- Business Matters circulation of 2000 is posted out to every member plus key business people and all high traffic areas (business centres, hotel receptions etc...) across Renfrewshire
- Business Matters is A4 in size, printed full colour throughout on top quality gloss art stock.
- Business Matters has an advertising content limited to less than 40%. Interesting related editorial ensures a reader-friendly environment to attract maximum impact for advertisers.
- All aspects of the magazine; advertising, design, print and distribution are provided by Chamber members



## Advertising Rates

Size	Non Member Rate	Member Rate	Dimensions
Double Page	£2000	£1500	390mmWx267mmH
Full Inside Page	£795	£595	180mmWx267mmH
Outside Back Cover	£995	£750	210mmWx297mmH
Inside Front	£995	£750	180mmWx267mmH
Inside Back	£895	£650	180mmWx267mmH
Half page	£550	£425	180mmWx130mmH
Quarter Page	£350	£275	140mmWx130mmH
Business Card	£120	£70	85mmWx55mmH

Bleed 3mm Trim size 210mm W x 297mm H \*All rates subject to VAT @ 20%

## Mechanical Data

Advertising rates are based on advertisements made up to correct size and supplied on disk or by e-mail.

Formats: .eps / .pdf / .jpg / .tif

Fonts: Fonts MUST be embedded / outlined

Colours: all elements must be CMYK

Resolution: 300 dpi

E-mail address:

mferguson@renfrewshirechamber.com

A design service is available to all customers unable to comply with copy requirements.

## Deadlines

Autumn 2011      Booking deadline 12th September, 12 noon  
Winter 2011      Booking deadline 1st December, 12 noon

## Mail Shots

Advertising/promotional mail shots can be packed and posted by RCC to all of our members. Price on application.

For more information get in touch with:

Michelle Ferguson on 0141 847 5464,  
mferguson@renfrewshirechamber.com