

Business Matters



- Business Matters is the official publication of Renfrewshire Chamber of Commerce, established in 1964 and based in Paisley at Glasgow Airport.
- Business Matters has been established for more than 10 years, and is recognised as an excellent medium for the local business community. In the 2016 member survey 93% rated Business Matters as good or excellent.
- Average page numbers across 2016 was 48.
- 4 issues are published each year. (at the end of every calendar quarter).
- Business Matters circulation of 2500 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.
- Online pdf version shared across Chamber website, eNews, app and social media.



Advertising Rates **2016 prices held!**

Size	Non Member Rate	Member Rate	Dimensions
Double Page	£1150	£875	390mmW x 264mmH
Full Inside Page	£595	£450	180mmW x 264mmH
Outside Back Cover	£750	£550	210mmW x 297mmH
Inside Front	£750	£550	180mmW x 264mmH
Inside Back	£655	£485	180mmW x 264mmH
Half page	£450	£350	180mmW x 130mmH
Quarter Page	£300	£225	86mmW x 130mmH
Business Card	£100	£70	85mmW x 55mmH

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

Upcoming Themes & Deadlines

- Spring 2017** **deadline 3rd March, released end March**
Themes: B2B / 3rd sector / property & construction / town centres
- Summer 2017** **deadline 2nd June, released end June**
Themes: B2B / education and training & development / business support & finance / tourism & leisure
- Autumn 2017** **deadline 22nd September, released mid-October**
Themes: Rocco shortlist / export / logistics & transport / manufacturing
- Winter 2017** **deadline 1st December, released pre-Christmas**
Themes: ROCCO winners / technology / marketing & PR

Content out with themes welcomed

For more information get in touch with:

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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:
jcarrino@renfrewshirechamber.com
A design service is available to all customers unable to comply with copy requirements.

Mail Shots

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