



Business Intelligence

The Magazine of Hull & Humber Chamber of Commerce

Media Pack

Advertising: Jon Jones
jon.jones@kempspublishing.co.uk
Tel: 0121 765 4144



The Facts

Business Intelligence is the bi-monthly magazine for Hull & Humber Chamber members and associated organisations. Produced by Kemps Publishing Ltd, Business Intelligence promotes successful enterprises and companies, while providing advice and support for fledgling and growing businesses.

The Hull & Humber Chamber is one of the oldest in the country, dating back to 1837, and is currently the sixth largest in the UK.

The Chamber of Commerce enables firms to be a part of the world's biggest business network and the Humber's largest business organisation. It is recognised as the "voice of business" in the Humber, representing businesses in Northern Lincolnshire and East Yorkshire.

Business Intelligence provides a quality connection between Hull & Humber Chamber of Commerce, its members and other business organisations and is constantly being developed to meet the needs of Members and advertisers.

Business Intelligence is a 52-plus page, bi-monthly publication and digital magazine distributed to more than 2,000 member companies and affiliates in the Humber region.

The publication focuses on news and information about local companies and the initiatives and advice available to increase the prosperity of firms in Hull & Humber. Regular sections include business news, policy, patrons, international trade and spotlights on key industry sectors.

It showcases and celebrates business success across the Hull & Humber area.

Business Intelligence is an invaluable way of promoting your business to others in the Hull & Humber area and further afield.

Digital copies of each issue of **Business Intelligence** are available on the Chamber's website.

Benefits of advertising in Business Intelligence:

- **Intelligence is one of the leading business publications in the Hull & Humber area**
- **Intelligence has a readership of 15,000 and is mailed to company heads in the Hull & Humber area**
- **Intelligence's targeted circulation ensures that key decision-makers see your message**
- **Intelligence's publisher has a proven track record for producing high-quality business to business magazines that are high on reader appeal**

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Positions, Sizes & Rates

Advertising copy requirements

Please supply copy in one of the following formats:

- QuarkXpress
- Adobe Illustrator
- Adobe Photoshop
- Microsoft Word (with graphic files separate)

Mac digital copy

Please include document file for the advertisement together with TIF/EPS/PICT files of all images and logos used, and the fonts (both screen and printer fonts).

A hardcopy of the advertisement should also be supplied for reference.

PC digital copy

As above, but we cannot use PC fonts. Please supply a hardcopy of the advertisement and state what programme it was created in and which fonts have been used so that we can match the fonts as closely as possible.

Digital image requirements for images and logos

Colour/Greyscale: 300 pixels per inch
Lineart: 800 pixels per inch

Artwork can be sent to the following:

- email: businessintelligence@kempspublishing.co.uk

(Please indicate on the email subject the advertiser's company name and order number)

PDFs

PDF files are accepted in the following circumstances: they must be high resolution (300 dpi); CMYK we cannot be held responsible for content of any RGB/CIE files supplied; with fonts embedded.

Bleed adverts must include the bleed in the PDF created; live area adverts as per size specified.

Artwork delivery address and production contact

Andrea Faulkner

Production Department
Kemps Publishing Ltd
Unit 8, The Courtyard, 707 Warwick Road,
Solihull, B91 3DA

email: businessintelligence@kempspublishing.co.uk

Tel: 0121 765 4144

NB Advertisements containing coupons will not be accepted.

Advertising RATES & DATA

ADVERTISEMENT	SIZE (Depth x Width)	COST
A Full Page	265 x 190mm	£1,600
B Half Page Horizontal	130 x 190mm	£900
C Half Page Vertical	265 x 92mm	£900
D Quarter Page	130 x 92mm	£650
E Quarter Page Horizontal	62 x 190mm	£650

SPECIAL POSITIONS

SIZE (Depth x Width)	COST
Outside Back Cover	£2,500
Inside Front Cover	£2,500
Inside Back Cover	£2,500

297 x 210mm
(Plus 3mm bleed)

INSERTS

Single sheet inserts pre-folded or un-folded to a size not exceeding the size (287mm high x 200mm wide) with a maximum weight of 20g. Pre-printed supplied inserts £400 per 1000* (single sheet only). Non pre-printed inserts and other weights by arrangement.

* *Series discount does not apply.*

CREDIT TERMS

Payment due on receipt of invoice following publication.

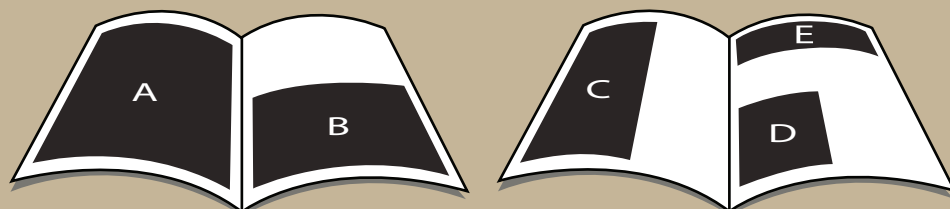
DISCOUNTS

Series Discount:	Member Discounts:	Agency Discounts:
5% two issues, 7.5% four issues, 10% six issues*	5% discount for Chamber Members on full page/multiples*	10% agency discount on all bookings but not in addition to series and member discounts*

* *Maximum 15% discounts on any combination of discounts.*

TECHNICAL SPECIFICATION

Paper Size: 297mm high x 210mm wide • Paper Weight: 90g



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Inserts

Delivery Instructions

Samples

Samples must be received at Kemp's Publishing one week before delivery date.

FAO: **Andrea Faulkner**
Production Department
Kemp's Publishing Ltd
Unit 8, The Courtyard,
707 Warwick Road,
Solihull, B91 3DA

Tel: 0121 765 4144

businessintelligence@kempspublishing.co.uk

Inserts for delivery

Business Intelligence
Buxton Press Limited
Palace Road,
Buxton, Derbyshire
SK17 6AE

Tel: 01298 212000



A delivery note must accompany goods, even if a contract courier is used, it must state:

Name of Insert
Company Name
For insertion into: **Business Intelligence**
Publication date
Quantity per pallet/box and total quantity



Insert Delivery Schedule 2024

Publication date	Inserts supplied to printers by:
Jan/Feb 2024	9 January 2024
Mar/Apr 2024	8 March 2024
May/June 2024	8 May 2024
July/Aug 2024	9 July 2024
Sept/Oct 2024	6 Sept 2024
Nov/Dec 2024	7 Nov 2024



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FEATURES 2024

JAN/FEB 2024

- Apprenticeships, Skills & Training
- Green Business & Renewable Energy

MARCH/APRIL 2024

- Business Crime & Protection
- Growing your Business

MAY/JUNE 2024

- Hotels, Conferences & Events
- Professional Services

JULY/AUG 2024

- Health in the Workplace
- Workforce Development & Training

SEPT/OCT 2024

- Made in Hull & Humber
- Corporate Christmas

NOV/DEC 2024

- Logistics, Freight & Transportation
- Creative Industries

Features: Laura Blake
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