

Business LIFE

The Magazine of East Lancashire Chamber of Commerce



MediaPACK

- > Business Life is brought to you by East Lancashire Chamber of Commerce. It will provide a lively mix of news, features, comment and opinions from, about and for members of East Lancashire Chamber of Commerce.
- > Business Life readers are Chamber members and other businesses in East Lancashire – they are your customers, suppliers, associates and competitors.
- > Business Life provides a unique opportunity to reach a tightly targeted and highly motivated audience which understands the imperative to buy local.
- > East Lancashire Chamber of Commerce has 700 members and represents the interests of 16,000 businesses.

Key sectors include...

aerospace, engineering, automotive, textiles, footwear, paper and wallcoverings, computers and chemicals.

Growing sectors include: tourism, creative and digital, professional services and energy.

The Chamber provides business support services with an emphasis on gaining new markets, increasing sales and reducing costs. Guidance is given by experienced practitioners on how to be more competitive at home and overseas and extensive training is offered.

Key circulation & distribution data

- > Circulation: **1,500**
- > Readership: **6,000**
- > **800** direct to the desks of the membership of East Lancashire Chamber of Commerce and the International Trade Club.
- > **400** distributed by the Chamber to decision makers and influencers.
- > **300** distributed at business hubs and events

“ If you do business in East Lancashire - and you'd like to do more - advertise or sponsor through Business Life Magazine.”

East Lancashire
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CHAMBER of
COMMERCE
East Lancashire

BusinessLIFE

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Advertising rates

	Rate card prices
Back cover	£395
Inside front cover	£345
Inside back cover	£345
Full page	£295
Half page	£165
1/3 Horizontal strip	£125
1/3 Vertical strip	£125

Prices for Chamber Members (Non-Members add 15%)

Sponsorship opportunities

Sponsorship of editorial features:

- > Big Interview 2 pages **£325**
- > The Debating Chamber (round table discussion) 2 pages **£325**
- > International Trade (doing trade overseas) 4 pages **£595**
- > Your East Lancashire (news about key activities from across the area) 2 pages **£325**
- > News Pages 5 pages **£655**

Included in the price:

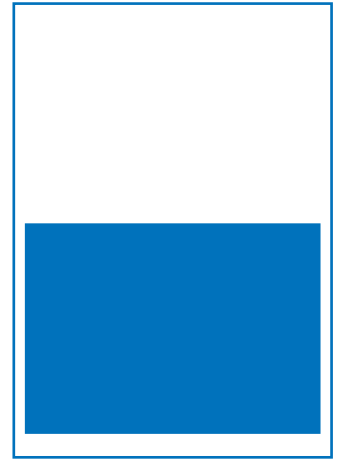
- > Branding for sponsor on the header of each page of the feature.
- > Billed as "Feature name in association with sponsor name".
- > Quarter page horizontal strip advertisement to close the feature.

Notes: Sponsoring editorial features gives your business a significant platform on the key editorial pages of Business Life in addition to an advertising presence.

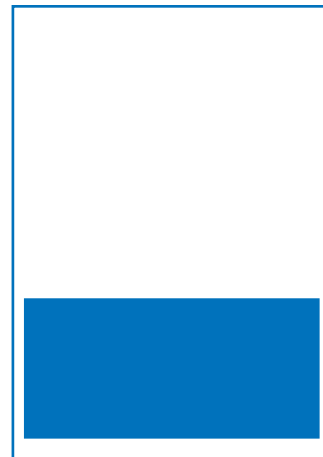
Advert dimensions



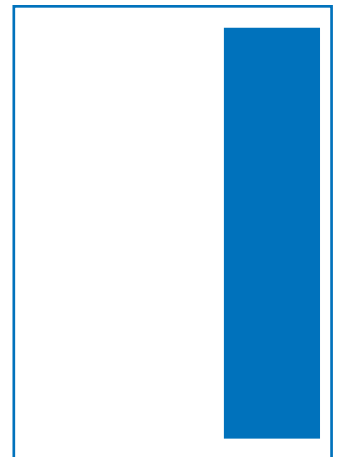
Full page
210mm x 297mm



Half page
180mm x 120mm



1/3 Horizontal strip
180mm x 79mm



1/3 Vertical strip
57mm x 247mm

Loose leaf inserts

1,500 leaflets - £200

Notes: We can distribute your flyers to our readers for low cost (from 13p each). Price is subject to size and weight restrictions. Please ask us for advice.

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CHAMBER of
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