VISION

East Anglia in Business is designed to generate collaboration, sustainable growth, competitive advantage and to build links with businesses throughout the region and beyond. East Anglia in Business sheds light on industry-impacting stories that will shape the future of business.

Content is independent and driven by industry-specific journalism and expert analysis by leaders in their field. East Anglia in Business is committed to celebrating business success in all its forms, and examining the reasons for that success, helping to drive your business forward too.

The publication is an essential read for businesses in the area, from multinationals to sole traders; there is no more highly targeted platform on which to promote your products and services, proving an ideal way to reach key decision-makers across the region.

East Anglia in Business focuses on major centres of enterprise, innovation and industry, including: Ipswich - Norfolk - Cambridge - Peterborough, with copies mailed out on a quarterly basis to named key decision-makers across the region also we ensure additional copies are distributed to key locations which see a high volume of business traffic including: leading business hotels - economic development units - government departments - airlines and airports – leading professional firms, making it a truly regional business publication.

East Anglia in Business pays close attention to the issues which affect businesses in the region and during the coming year, we will take a look at:

Regional Infrastructure
Energy and Environment/Renewable Energy
Manufacturing & Life Sciences
Corporate Hospitality and Events
E-Commerce / Technology
International Trade and Export
Finance
Health and Safety
Legal Services
Training and Development
MEDIA PACK CONTENTS

Vision & Introduction
A contemporary and modern publication written for decision makers within businesses in the East Anglia regions.

Media Pack Contents
This media pack covers East Anglia Business Stats, New advertising rates and production specs.

East Anglia Businesses Statistics
Overview of different Sectors of Business in East Anglia.

Advertising, Rates & Production
Our design and commercial team are on hand to deal with any queries you may have, feel free to contact us for further information.
6,900
Businesses in Peterborough

INDUSTRY SECTOR HIGHLIGHTS
Professional, Scientific and Technical: 14.6%
Transport & Storage: 12.8%
Retail: 7.7%

28,400
Businesses in Cambridgeshire

INDUSTRY SECTOR HIGHLIGHTS
Professional, Scientific and Technical: 18.6%
Information and Communication: 9.6%
Business Administration & Support Services: 7.7%

33,320
Businesses in Norfolk

INDUSTRY SECTOR HIGHLIGHTS
Professional, Scientific and Technical: 13.7%
Retail: 7.8%
Business Administration & Support Services: 7.3%

29,400
Businesses in Suffolk

INDUSTRY SECTOR HIGHLIGHTS
Professional, Scientific and Technical: 14.6%
Business Administration & Support Services: 7.5%
Arts, Entertainment and other services: 7.3%
1,535 companies hire 100+ staff

17.6% of companies employ more than 10+ employees
16.8% of companies employ more than 10+ employees
15.9% of companies employ more than 10+ employees
16.5% of companies employ more than 10+ employees

INDUSTRY SECTOR HIGHLIGHTS
Professional, Scientific and Technical: 13.7%
Retail: 7.8%
Business Administration & Support Services: 7.3%
Advertising Rates

All price quotes are exclusive of VAT.

### Magazine Advertising

<table>
<thead>
<tr>
<th>Special: Outside Back Cover</th>
<th>£2,800</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special: Inside Front Cover</td>
<td>£2,300</td>
</tr>
<tr>
<td>Special: Inside Back Cover</td>
<td>£2,000</td>
</tr>
<tr>
<td>Double Page Spread - 420 x 297 + 3mm bleed (Word count: 1,000)</td>
<td>£2,500</td>
</tr>
<tr>
<td>Full Page - 210 x 297 + 3mm bleed (Word count: 650)</td>
<td>£1,800</td>
</tr>
<tr>
<td>Half Page - 170 x 117mm (Word count: 300)</td>
<td>£900</td>
</tr>
<tr>
<td>Four Page Supplement (Word count: 2,000)</td>
<td>£3,500</td>
</tr>
</tbody>
</table>

### Website Advertising (per month)

| Leader Board Advert 728px x 90px | £495 |
| Skyscraper 600px x 1200px | £295 |
| Square 600px x 600px | £200 |

### Sponsorship

**Principal Sponsor Annual Package - £12,000**

Value - £21,400

- Inside front, inside back or back page ad x 4 issues | £11,200
- 4 Page company profile in one issue | £5,000
- ‘Meet the MD’ profile of MD or CEO, with 1 page interview style piece to appear in magazine, and website | £2,200
- Opinion piece within magazine discussing ‘hot topic’ in your sector (x4 a year) | £1,500
- Digital Advert on website - 12 months | £1,000

**Associate Sponsor Annual Package - £6,000**

Value - £14,700

- Early right hand page advertisement x 4 issues | £9,200
- DPS ‘Success Story’ case study or ‘Talk your Topic’ in one issue | £4,500
- Digital Advert on website - 12 months | £1,000
See the past issues at www.eastangliainbusiness.co.uk

PRODUCTION

To ensure your visual and written content are displayed in the magazine at the highest possible quality, please ensure you are aware of our production specifications. Distinctive Publishing’s designers and commercial team will work in close contact with your team to ensure the highest of quality work in both specification and production.

If you have any questions or queries, feel free to contact us for more information.

Production

We operate an Apple Mac system and support the following softwares:

- Adobe CC Suite
- Please supply your finished artwork as a high resolution print-ready PDF
- All images at a resolution of 300dpi
- Colour adverts must be CMYK, DO NOT SUPPLY RGB
- Files should be at correct dimensions as booked
- We are unable to accept artwork in any Microsoft softwares

In-House Design Team

If you are unable to provide artwork, you may supply a rough layout with text, your logo and images

- Please supply text / logo / images in an email or via upload link
- All images must be 300dpi and supplied as JPEG, PDF, PSD or TIFF
- Copy to be supplied as a word file with no more than 400 words per page
- The cost of producing your advertisement is included in order price

8,000 *

Print Circulation

* Statement of Publishers Circulation