

EAST ANGLIA

— in business —



MEDIA PACK

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Tel: 0191 5805990



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www.eastangliainbusiness.co.uk

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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.

03

Media Pack Contents

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

04 & 05

East Anglia Businesses Statistics

Overview of different Sectors of Business in East Anglia.

06 & 07

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.

08 & 09



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EAST ANGLIA
in business



cambridgeshire | suffolk | norfolk | peterborough

cambridgesh

EAST ANGLIA
in business



EAST ANGLIA BUSINESS

Businesses and Industry Sectors

6,900

Businesses in Peterborough

INDUSTRY SECTOR HIGHLIGHTS

Professional, Scientific and Technical: 14%%

Transport & Storage: 12.8%

Retail: 7.7%

33,320

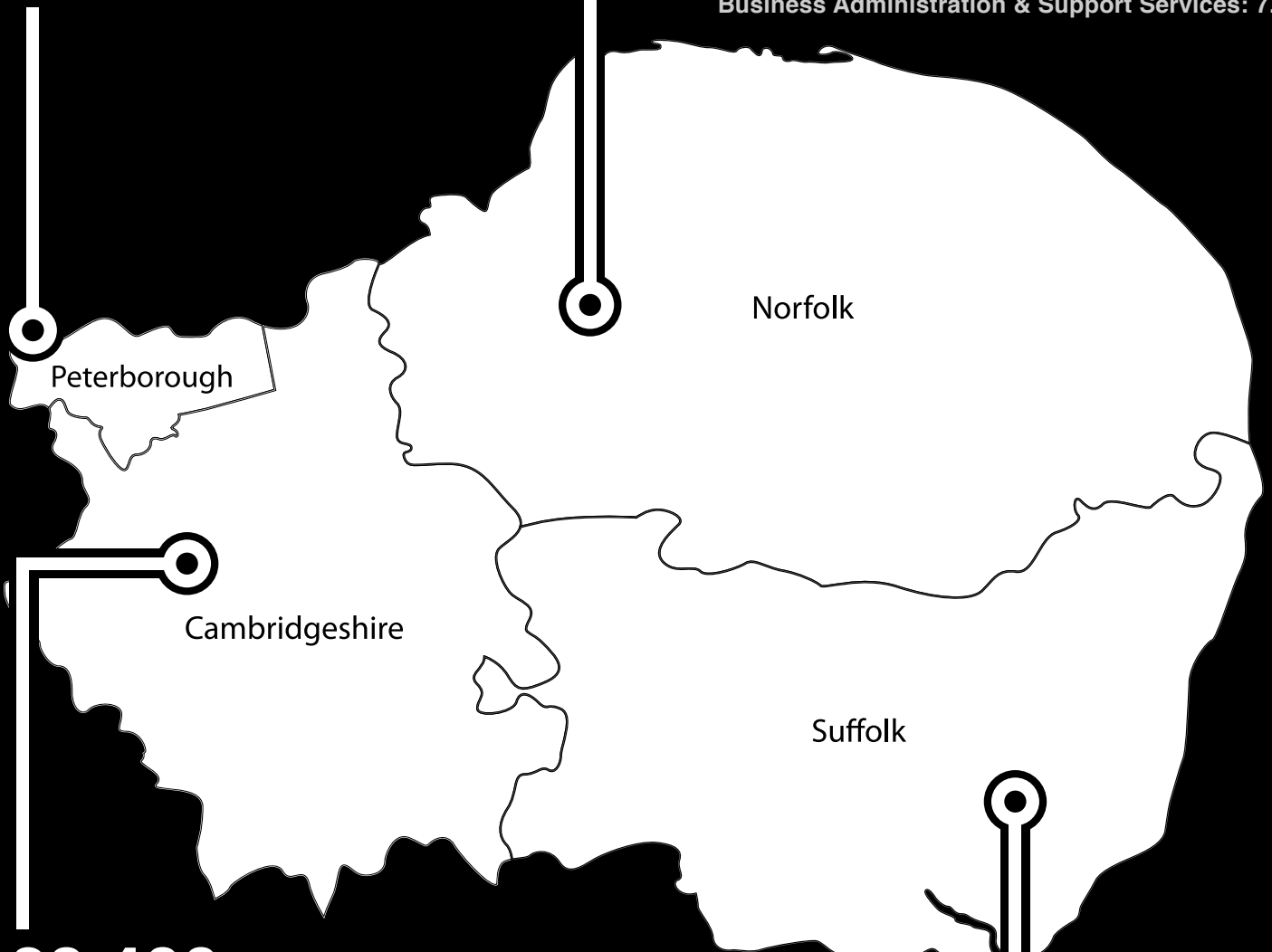
Businesses in Norfolk

INDUSTRY SECTOR HIGHLIGHTS

Professional, Scientific and Technical: 13.7%

Retail: 7.8%

Business Administration & Support Services: 7.3%



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%

29,400

Businesses in Suffolk

INDUSTRY SECTOR HIGHLIGHTS

Professional, Scientific and Technical: 14.6%

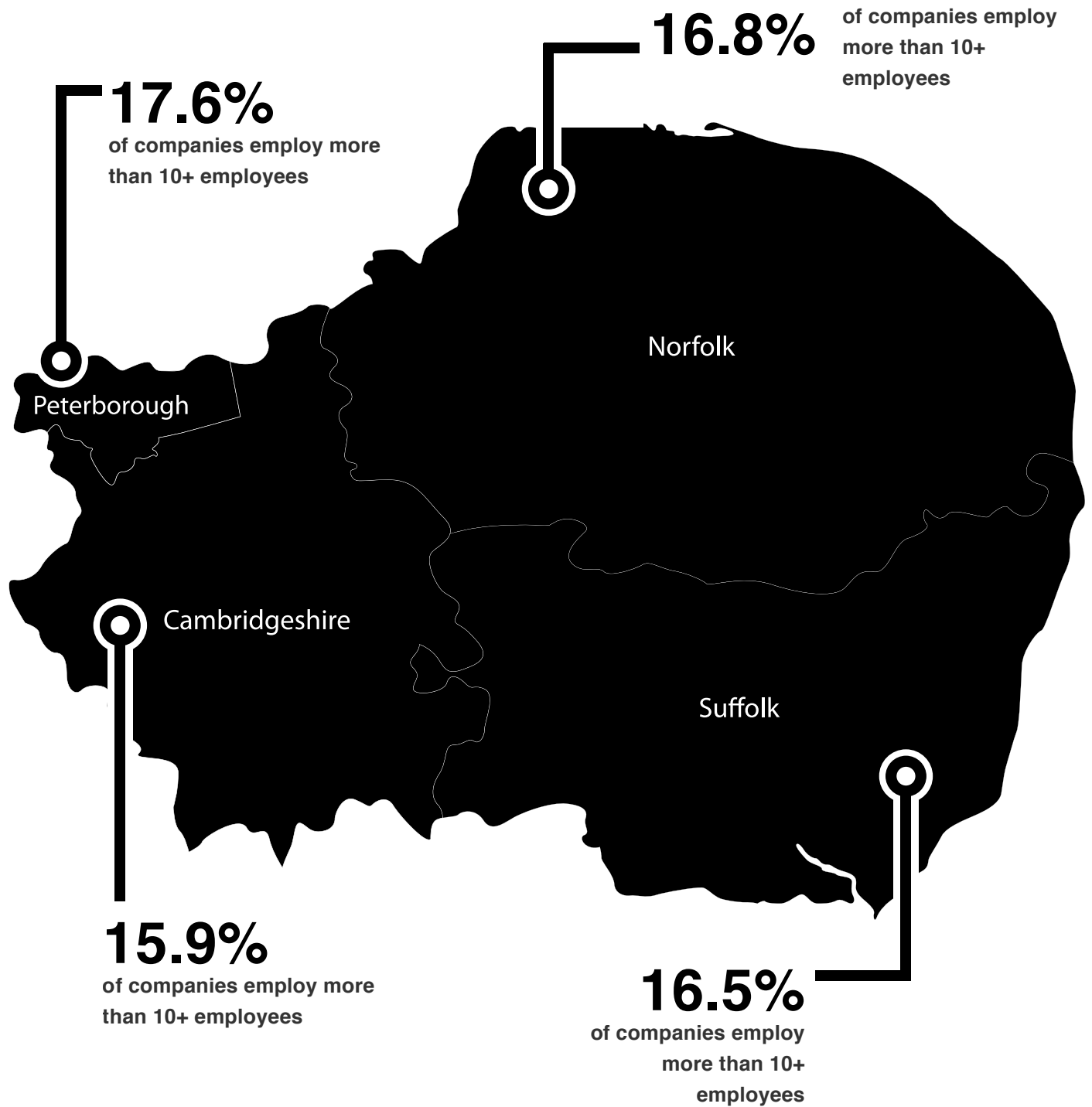
Business Administration & Support Services: 7.5%

Arts, Entertainment and other services: 7.3%

EAST ANGLIA BUSINESS

Businesses and Industry Sectors

1,535
companies hire
100+ staff



Advertising Rates

All price quotes are exclusive of VAT.

Magazine Advertising

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

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

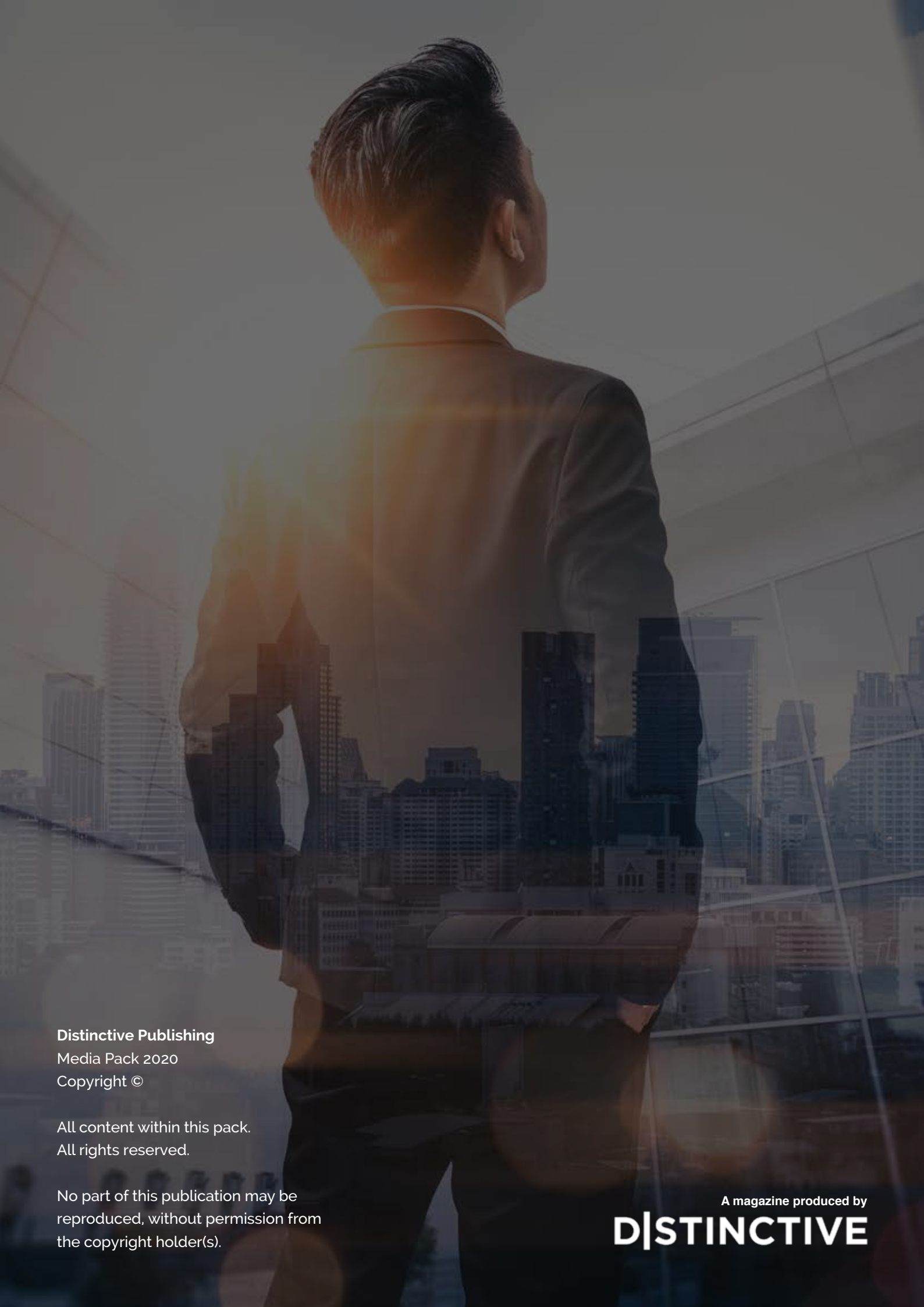
Copy to be supplied as a word file with no more than 400 words per page

The cost of producing your advertisement is included in order price

8,000 *

Print Circulation

* Statement of Publishers Circulation



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