

# Business CONNEXIONS

Official Magazine for Wandsworth Chamber of Commerce



media information



# Media Information

**Wandsworth Chamber of Commerce** is the leading network organisation representing the business community across the whole of the London Borough of Wandsworth.

As part of the London Local Chambers' network representing in excess of 30K members, it is one of London's Largest Business Network. As an independent, not for profit organisation, the key aims of the Chamber are to:

- Represent businesses in the London Borough of Wandsworth
- Support their interests and represent their views locally, regionally, nationally and internationally
- Promote, foster and encourage their welfare and development and to do all other things which seem to be incidental or conducive to these objects to improve commercial growth and prosperity.

Serving the business community for more than 53 years, they aim to support every

type of business, from sole traders to large corporations and multi-nationals.

Tailoring their services to suit their members, developing an enviable broad portfolio of support for businesses within the Borough to enable them to succeed and grow. With over 60 networking events annually, the Chamber offers members and non members the opportunity to meet key stakeholders in the borough, develop partnerships and connect with suppliers and potential customers.

Wandsworth is a vibrant place to live, work and play. With so much happening in this rapidly developing London Borough, Wandsworth Chamber is at the forefront of change, helping to ensure business is placed high on the planning agenda.

## Why Business Connexions magazine?

**Business ConneXions** is the official publication of Wandsworth Chamber of Commerce.

Published quarterly, **Business ConneXions** serves to showcase the work of the Chamber its members and the local community. It will aim to keep members and the local business community up to date with business news, important issues and events, and act as a discussion forum with leading business people for the development of the London Borough of Wandsworth .

With a readership of approximately 7500 at the highest level and influence, few publications could directly reach so many key decision makers and leaders in this highly influential geographical region.

The readership of is of the highest influence and calibre, with each copy being mailed to named individuals within each organisation / member company – you will be advertising to the decision makers who hold the budgets – managing directors, owners, proprietors, senior managers covering all business sectors throughout the London Borough of Wandsworth.

If you participate in the magazine, you are assured that you are promoting to a captive audience who are already aware of the benefits the Chamber bring to their organisation - in short, **Business ConneXions** will actually be read!

The magazine will be full of local business news, legislation, network/key diary dates, incisive, topical and newsworthy comment on touchstone issues which affect all topical business issues big and small, from editorial covering all business sectors in this varied and dynamic business region.

The quality of the readership and direct relevance of the editorial coverage makes **Business ConneXions** an obvious choice for any company wishing to do business in the Wandsworth region. It is a first class publication, with high production values, targeted at the people who matter in business.

## Editorial Content

Published Quarterly each issue will contain a mixture of topical business subjects.

Which will include:

- Chamber Events and Policy Updates
- Economy
- Members News
- Young Chamber
- International Trade
- Starting Up in Business
- Big Interviews
- Patron News

Business sectors covered will include:

- Corporate Finance
- Legal Services
- Information Technology
- Education, Skills & Training
- Health & Wellbeing
- Conference and Exhibitions
- Travel, Leisure, Tourism and Corporate Hospitality
- Recruitment
- Marketing and Branding
- Energy and the Environment
- Connectivity

# Advertising Rates

Advertisement	Size	
Full page	297 x 210mm (3mm bleed)	£1090
Half page (landscape)	135 x 190mm	£595
Half page (Portrait)	274 x 92mm	£595
Quarter page	135 x 92mm	£395
Double page spread	297 x 420mm (3mm bleed)	£1900

## Special positions

Outside back cover	297x 210mm (3mm bleed)	£1300
Inside front cover	297 x 210mm (3mm bleed)	£1200
Inside back cover	297 x 210mm (3mm bleed)	£1200
Sponsor banner	25 x 190mm	£ 395

**Please note:** Non member rates include an extra 20% of the original member price

## Inserts

Insertion opportunities are available on a limited basis.

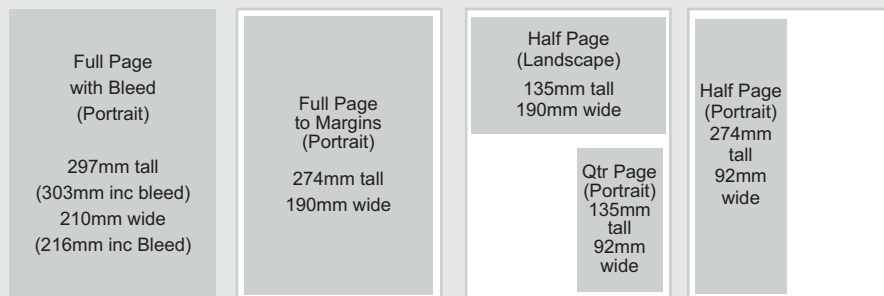
Single insert cost (weighing under 10gms) £250/1000

Inserts weighing more than this limit will be surcharged as per Royal mail rates.

## Discounts

Discounts of up to 20% are available for Chamber members and series bookings.

The above prices are subject to VAT at the current rate.



## Advertising

Business Connexions offers your organisation the unique opportunity of targeting members and business associates in a number of different ways, each one designed to suit your business needs and budget. From conventional display advertisements to company profiles, adverts can be placed in either key display positions or, placed in support of specific features.

## Advertorial

A very popular promotional medium is to take paid for editorial (advertorial). You can either provide your own copy or we can assist with a member of our editorial team producing the article for you.

## Sponsorship

Sponsorship provides an excellent and cost effective way to maximise awareness in an unusual and eye-catching way. There are several sponsorship opportunities available that offer your organisation the chance to be linked to key events, regular features and articles or a designated page.

## FREE Design Service

Our creative team can create customised, eye-catching advertisements, advertorials, inserts and other promotional items to meet your requirements.

# Artwork Specifications

## Technical Specifications

You can supply your own artwork or our in-house design studio can create eye-catching advertisements for you at no additional charge.

## Supplying your own artwork

Please supply artwork for your advertisement in any of the following formats (in order of preference):

- High Resolution CMYK PDF (fonts embedded)
- TIFF (minimum 300dpi)
- JPEG (minimum 300dpi)
- Quark XPress 10 (Collect for Output)

All artwork should be supplied via email to [studio@benhampublishing.com](mailto:studio@benhampublishing.com)

Files should be the correct dimensions as booked.

We are unable to accept artwork in the following applications :

- Word
- Powerpoint
- Publisher.

## Supplying content for Studio artwork

Please supply content for the design of your advertisement in the following formats:

- Copy: Microsoft Word or typed into an email.
- Photos: High resolution JPEG, TIFF or EPS.
- Logos: Vector EPS, high resolution JPEG, TIFF or EPS.

All JPEG or TIFF images must be a minimum resolution of 300dpi.

(The cost of producing your advertisement is included in the order price.)

All content for adverts should be supplied, with layout guidelines, via email to [studio@benhampublishing.com](mailto:studio@benhampublishing.com)

# Contact Information

## Contact Sales

Karen Hall

Sales Director Tel 07801 788880

email: [Karen@benhampublishing.com](mailto:Karen@benhampublishing.com)

Tony Sheldon

Chamber Sales Tel 0151 236 4141

Email: [Tony@benhampublishing.com](mailto:Tony@benhampublishing.com)

## Production

Mark Etherington

Studio Manager Tel 0151 236 4141

email: [Mark@benhampublishing.com](mailto:Mark@benhampublishing.com)

## Benham Publishing Limited

Aintree Building, Aintree Way,  
Aintree Business Park,  
Liverpool L9 5AQ

Tel: 0151 236 4141

[www.benhampublishing.com](http://www.benhampublishing.com)

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