



BusinessScotland

Media Pack 2022



Scottish
Chambers of
Commerce

Contents

- 03** | Distinctive Media Group Ltd
- 04** | Business Scotland Magazine
- 05** | Advertising Rates
- 06** | Digital Packages
- 07** | Digital Packages
- 08** | Specifications
- 09** | Contact



Publisher

Established in 2003, Distinctive Publishing, (now Distinctive Media Group Ltd), is a well established publisher of industry journals and industry specific publications.

Based in Newcastle upon Tyne for over 17 years, our organisation is well established within publishing; sharing exceptional links within the print, distribution and marketing industries throughout the UK. We represent some of the world's leading brands in terms of design and marketing, while producing and distributing some of the UK's most respected publications.

Our approach to quality and service are our main hallmarks and our reputation throughout the publishing fraternity is unsurpassed in respect of quality of product and client interaction. We have an enviable history of fostering relationships that add long term value to client brands, while providing consultative excellence to advertisers that reflect and endorse the philosophy of their organisations; an approach that has proven to grow and enrich our clients growth aspirations; Our Company representatives are some of the best trained within the industry, and our staff loyalty serves as a reminder that our team have an element of longevity and professionalism necessary to provide long term winning strategies for clients and partners alike.

**Over
31,000
editorials**

**Over
1,200
Publications
Produced**

**Over
24,000
Advertisers**

**Approx
100,000
recipients of
Distinctive
publications
annually**

**25,000
profiled
social followers
and growing**

**Over
166,000
downloads**

**Over
2 million
page impressions**

Business Scotland

The official publication of Scotland's premier networking organisation, the Scottish Chambers of Commerce, 'Business Scotland' is a hard-hitting business magazine and offers a vibrant blend of topical, intelligent feature articles, news, general advice pieces, interviews and business intelligence.

The magazine has a circulation of 10,000 copies and is mailed out on a guaranteed named basis, with an estimated readership of over 35,000+ business people. No other publication has such a powerful audience in Scotland bringing together many of the leading business names in the country, key business leaders and of course decision makers.

Business Scotland magazine goes out to all of the following individual Chambers of Commerce which make up the membership of the Scottish Chambers of Commerce:

Aberdeen and Grampian: Ayrshire: Cairngorms: Caithness: Dumfries & Galloway: Dunbartonshire: Dundee & Angus: Edinburgh: Fife: Forth Valley: Fort William: Glasgow: Greenock: Helensburgh & Lomond: Inverness: Lanarkshire: Midlothian & East Lothian: Moray: Perthshire: Renfrewshire: Scottish Borders: West Lothian.

Audience

Print Magazine - **10,000**

Print Magazine Readership - **35,000**

Online Magazine Subscribers - **2,800**

Social Media followers - **6,000**

Online Audience

UK **64%**, Europe **16%**

USA **12%**, Rest Of World **8%**

Website stats:

Average visits per month: **7,100**

Average page views per month: **10,200**



Standard Advertising Rates

Four page supplement	£5,000
Outside Back Cover:	£3,800
Inside Front Cover:	£3,300
Inside Back Cover:	£2,800
Double Page Spread:	£4,000
Full Page:	£2,700
Half Page:	£1,700

Inserts – price on application
Advertorial and sponsorship packages – price on application
All adverts are produced in full colour
Series Discounts available on request covering bookings for 2, 3 and 4 issues. Agency discount – 10%

All prices quoted are exclusive of VAT

All bookings include a digital link to your website from our ISSUU publication to encourage further audience traffic.

Digital packages

Newsroom Package

Our on-line and social media option is our “Newsroom Package” for press releases, news stories and case studies. The service consists of:-

- Unlimited uploads to **businessscotlandmagazine.com** for 12 months

- Each article shared 3 times over a month on our LinkedIn & Twitter channels.
- Reporting included for each article

12 Month Package **£625**



Digital Package for Customer Announcements/Product launches

- Editorial feature on your products and/or services on the **businessscotlandmagazine.com**
- Featured on the home page of **businessscotlandmagazine.com** – one of the top three articles

- Featured as our Product Spotlight of the Week in our eNews letter including links to your profile (One week)
- One month reporting included for article

- Shared 6 times on our social media channels– One month Campaign

Package **£415**

All prices quoted are exclusive of VAT



Digital packages

Website Banners

The Business Scotland website offers a range of banner advertising options at cost-effective prices.

With an average of 1000+ website views weekly, our web banners help businesses build brand recognition, promote their products & services and effectively target potential customers.

From **£415**

Website Pop-Ups

With amplified visibility and direct links back to your website, pop-up adverts are an effective digital advertising method to increase traffic conversion and get your products and services seen.

From **£315**



Category Sponsorship

This exclusive offering presents companies with the opportunity to become the sole sponsor of one of our key categories on the website, which carries news and articles from established and leading organisations across the industry.

By becoming one of our category sponsors, companies will receive the following:

- Exclusive sole sponsor of the category
- Upload unlimited articles to the sponsored category

- Selected social media promotion of key articles max 4 per month
- All articles submitted would be reviewed as potential content to go into the magazine
- Prominent visibility to readers, providing increased website traffic and brand awareness among a relevant audience

3 Months - **£475**

6 Months - **£945**

12 months - **£1260**

eNews Sponsorship

We offer the opportunity to sponsor our eNews bulletin

The sponsorship includes:

- Solus Sponsorship
- Two banners - top and bottom
- Banners can be different

- Linked to your website / landing page

- 45 word sponsor message

Price is:

£265 for one week

£835 for four weeks – does not have to be consecutive weeks



All prices quoted are exclusive of VAT

Specifications

MECHANICAL DATA:

Double Page Spread:

297mm x 420mm (trim area)

303mm x 426mm (bleed)

Full Page:

297mm x 210mm (trim area)

303mm x 216mm (bleed)

Half Page:

120mm x 180mm

All depth x width

SUPPLIED ARTWORK:

Advertisers supplying complete artwork should supply in the following formats:

Files can be supplied as a high resolution PDF. All fonts should be embedded or sent as outlines.

We also accept photoshop files at 300dpi and CMYK.

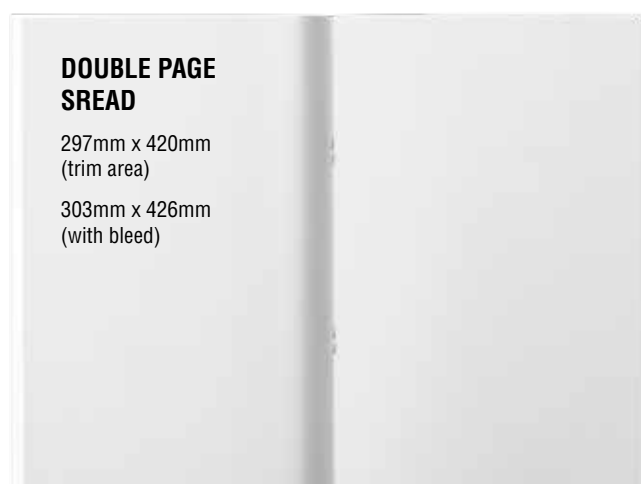
Images in Word, Excel or Powerpoint cannot be used for this publication.

SUPPLIED COPY:

Text should be supplied as a text document. Please provide high resolution (at least 300dpi) logos and images with captions.

Artwork can be sent via email to:

production@distinctivegroup.co.uk





PLEASE CONTACT:

Angie Smith (Glasgow / Paisley)
Business Development Manager,
Distinctive Media Group Ltd
Tel: 0191 5805472
Email: A.smith@distinctivegroup.co.uk

Michele Keeler (Aberdeen / Inverness)
Business Development Manager,
Distinctive Media Group Ltd
Tel: 0191 5807161
Email: michele.keeler@distinctivegroup.co.uk

Liz Hughes (Edinburgh)
Business Development Manager,
Distinctive Media Group Ltd
Tel: 0191 5805 467
Email: liz.hughes@distinctivegroup.co.uk

Helen Flintoff (Dundee / Perth)
Business Development Manager,
Distinctive Media Group Ltd
Tel: 0191 5807163
Email: Helen.flintoff@distinctivegroup.co.uk

Distinctive Media Group Ltd,
3rd Floor, Tru Knit House,
9-11 Carlisle Square
Newcastle Upon Tyne NE1 6UF
www.distinctivegroup.co.uk
www.businessscotlandmagazine.com

D|STINCTIVE

BusinessScotland