MAGAZINE | DIGITAL • ONLINE

BUSINESS SCOTLAND

Media Pack 2027

Scottish Chambers of Commerce

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Publisher

DISTINCTIVE
www.distinctivegroup.co.uk

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 20 years, our organisation is well established within the publishing industry; 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.

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 publishing 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.

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 an estimated readership of over 30,000 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

Magazine Readership - **30,000+**

Online Magazine Subscribers - **2,850**

Social Media followers - **7,400**

LinkedIn Newsletter - **1,200**

Online Audience

UK **78%**, Europe **13%**

USA **4%**, Rest of World **5%**

Website stats:

Average visits per month: **6,557**

Average page views per month: **9,899**

BUSINESS SCOTLAND

Standard Advertising Rates

Advertising Rate	Cost
Outside Back Cover	£2,300
Inside Front Cover	£2,200
Inside Back Cover	£1,900
Double Page Spread	£2,300
Full Page	£1,450
Half Page	£895

Additional Information
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**

Digital Packages

Newsroom Package

Our online and social media option is our "Newsroom Package" for press releases, webinars, and case studies. The service consists of:

- Unlimited uploads to **businessscotlandmagazine.com** for 12 months
- Each article shared 3 times over a month across our social media channels
- Analytics reporting included for each article

12-month package **£830**

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 eNewsletter including links to your profile (one week)
- One month of analytics reporting included for the article
- Shared 6 times on our social media channels – one month campaign (3 times per social feed)

Package is **£575**

*All prices quoted are exclusive of VAT**

Digital Packages

Feature Sponsorship

This exclusive opportunity for companies to become the sole sponsor of one of our key categories within the features section on the website.

- Web banner on feature page
- Upload unlimited articles to the sponsored category
- Selected social media promotion of key articles max 4 per month
- Banner analytics supplied every quarter of your campaign

3 months **£830**
6 months **£1,250**
12 months **£1,670**

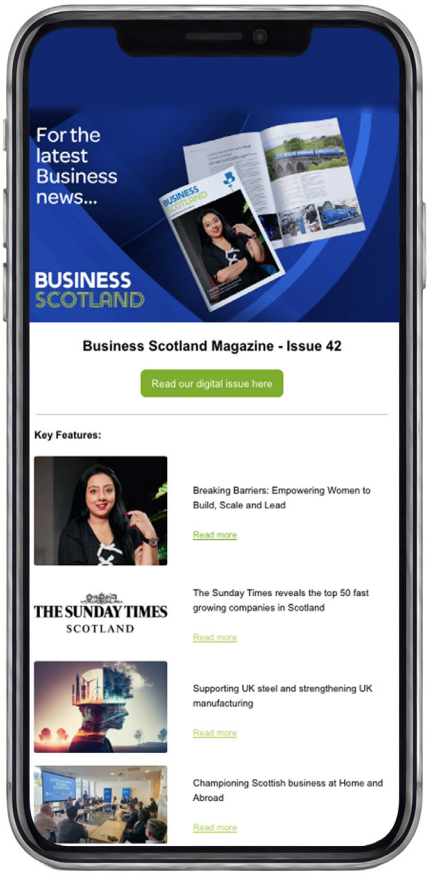
Industry Database

Your company will be listed for 12 months on our searchable industry database, creating new opportunities with buyers & suppliers.

Includes:

- Overview
- Contact Info
- Socials

Price is: **£300** for a 12-month listing.



Business Scotland LinkedIn Newsletter

- Editorial uploaded to **businessscotlandmagazine.com**
- Editorial promoted on weekly LinkedIn newsletter
- Editorial shared 3 times over month on our LinkedIn & Twitter channels.
- Average of 40% article views.

From **£700**

E-shot

- Dedicated e-shot about your product or service, written by you and sent to our subscribers.
- Analytics report supplied following e-shot mailing.

From **£725**

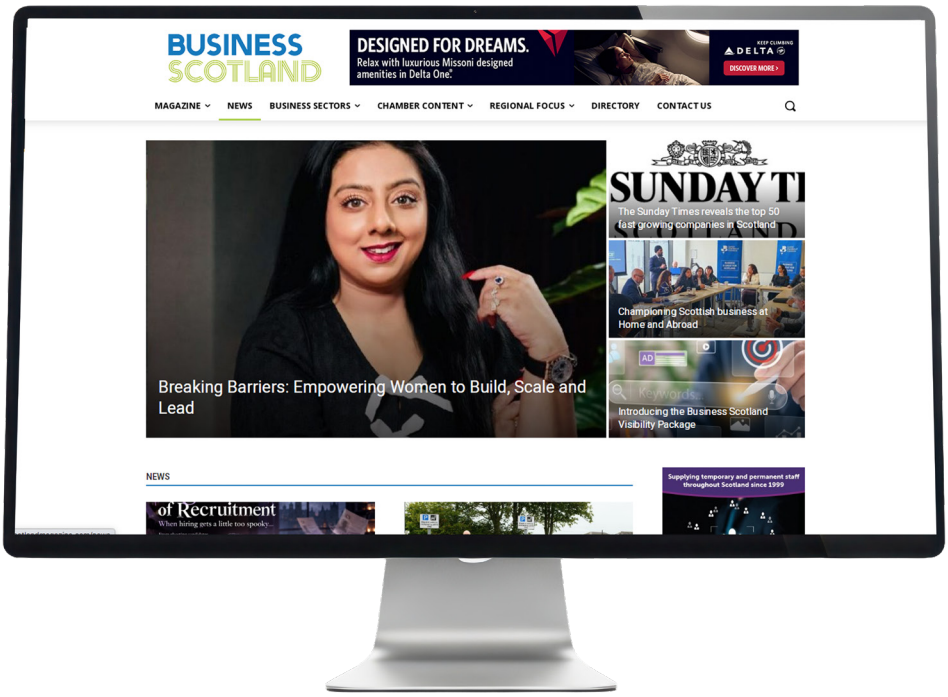
Event promotion package (Webinar/show/launch)

- Web banner on the Business Scotland website **businessscotlandmagazine.com** for 2 weeks.
- Dedicated e-shot about your event.
- News article about event on website.
- Promotion of event to magazine's social media channels during the week leading up to event (posted 3 times on both platforms).

From **£1,115**

*All prices quoted are exclusive of VAT**

Digital Packages



Leaderboard banner on the website.

Website Banners

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

With over 1,000 website views per week, our web banners help businesses build brand recognition, promote their products and services and effectively reach their target audience.

Leaderboard Banner
£774 per month*

- Visible on all pages
- Shared position – maximum four customers
- Full reporting
- Size - 720px wide x 90px deep
- If animated no longer than 4 seconds

Square MPU Banner
£660 per month*

- Visible on all pages
- Shared position – maximum four customers
- Full reporting
- Size - 300px wide x 300px deep
- If animated no longer than 4 seconds

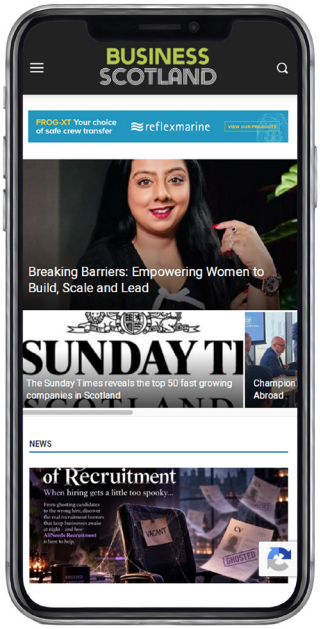
Skyscraper MPU Banner
£660 per month*

- Visible on all pages
- Shared position – maximum four customers
- Full reporting
- Size - 300px wide x 600px deep
- If animated no longer than 4 seconds

Homepage Banner
£660 per month*

- Visible on the homepage
- Shared position – maximum two customers
- Full reporting
- Size - 720px wide x 90px deep
- If animated no longer than 4 seconds

Leaderboard banner at the top of mobile.



***Discounts available for multiple months**

Specifications

MECHANICAL DATA:

Full Page Trim Size:
297mm x 210mm

Type Area:
275mm x 182mm

Bleed:
303mm x 216mm

Half Page Horizontal:
120mm x 180mm

Quarter Page:
120mm x 88mm

Double Page Spread:

297mm x 420mm	(trim area)
275mm x 394mm	(type area)
303mm x 426mm	(bleed)

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.

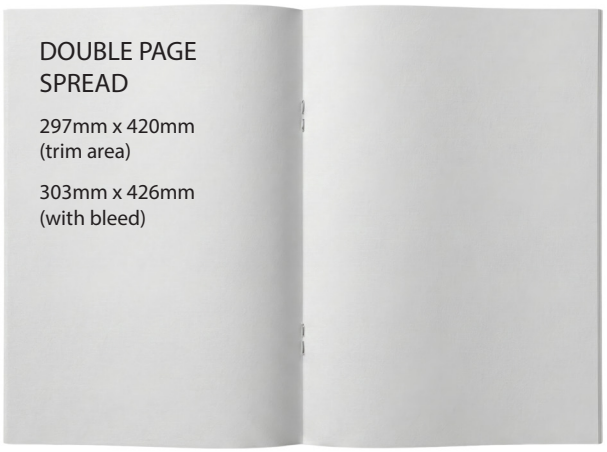
We also accept Photoshop files at 300 dpi and CMYK.

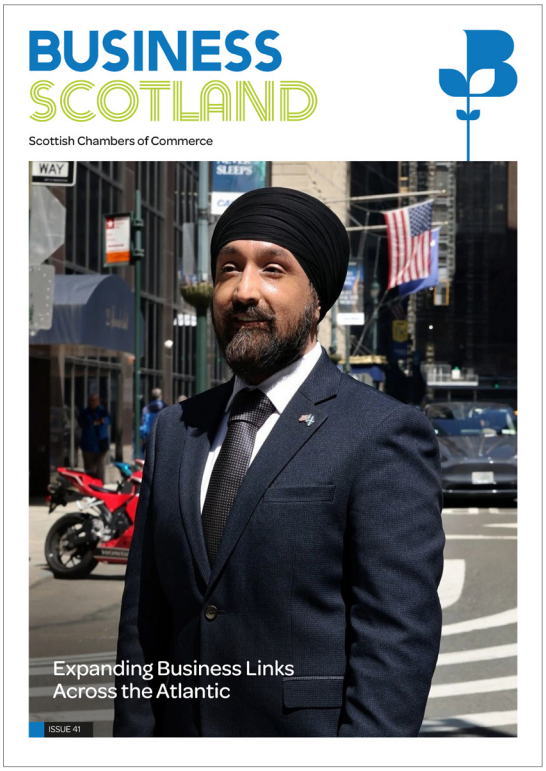
Images in Word, Excel or PowerPoint cannot be used for this publication.

SUPPLIED COPY:

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

Artwork can be sent via email to:
production@distinctivegroup.co.uk





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BUSINESS SCOTLAND