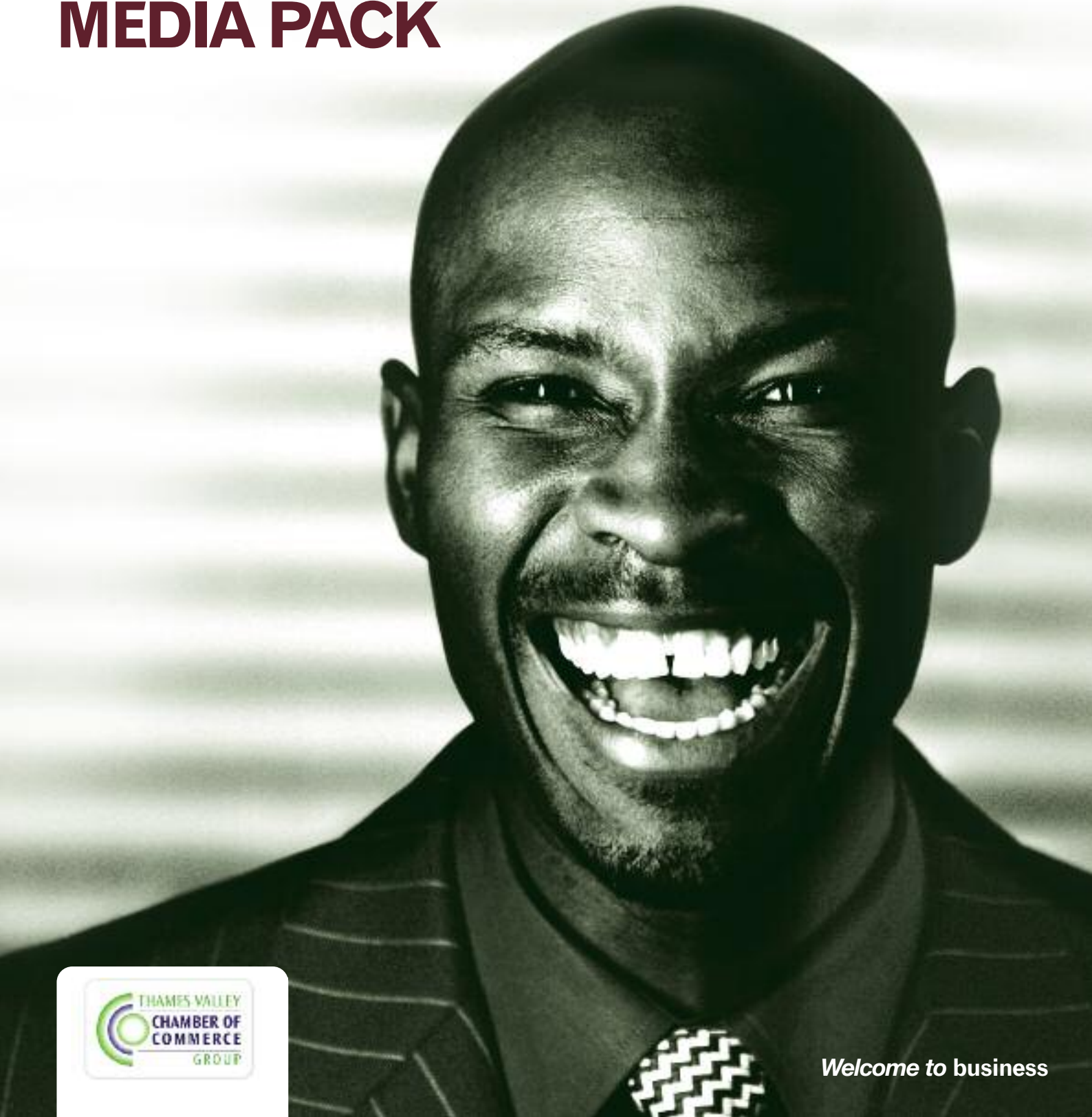


business voice

THE MAGAZINE OF THAMES VALLEY CHAMBER OF COMMERCE GROUP

MEDIA PACK



Welcome to business



WHY BUSINESS VOICE?

Business Voice is designed to meet the expectations of the fast-moving business world of the Thames Valley region. With its geographical coverage and acclaimed mixture of news, features, analysis and essential information, **Business Voice** leads the way because it reaches a targeted audience of named business executives and managers with each bi-monthly issue.

MAKE YOUR VOICE HEARD

The Thames Valley Chamber of Commerce Group is a membership organisation which promotes and lobbies for business development in the Thames Valley.

It represents over 3,000 member businesses in the region from major multi-nationals to entrepreneurs and sole traders.

Business Voice is undoubtedly the highest-quality business magazine in the region, reflecting the prestige of the Thames Valley Chamber of Commerce and the region as a whole.

Business Voice has a targeted circulation throughout the Thames Valley area, using the Thames Valley Chamber Group's comprehensive up-to-the-minute database. This guarantees that the magazine is read by the people who matter – key decision makers.

MAGAZINE COVERAGE

Business Voice covers Aylesbury Vale, Bracknell, Oxfordshire, Reading, Slough, Swindon, Heathrow, West Berkshire, Wokingham, Wycombe and South Buckinghamshire.

The area **Business Voice** covers includes many local authorities. This coverage ensures that **Business Voice**, a truly regional business magazine in the Thames Valley, offers advertisers a cost effective marketing vehicle.



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CHAMBER

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CIRCULATION AND DISTRIBUTION

Business Voice reaches over 20,000 of the region's top executives and business leaders. The first 3,000 copies are mailed out on a named basis to this powerful readership at the beginning of every second month using the Thames Valley Chamber's comprehensive, up-to-the-minute database. Further to this guaranteed circulation we also deliver copies to key business centres where there is a high volume of business traffic. These include: leading business hotels, economic development units, government departments, airlines and airports, business centres, local authorities, leading professional firms, Business Links, and Learning and Skills Councils.

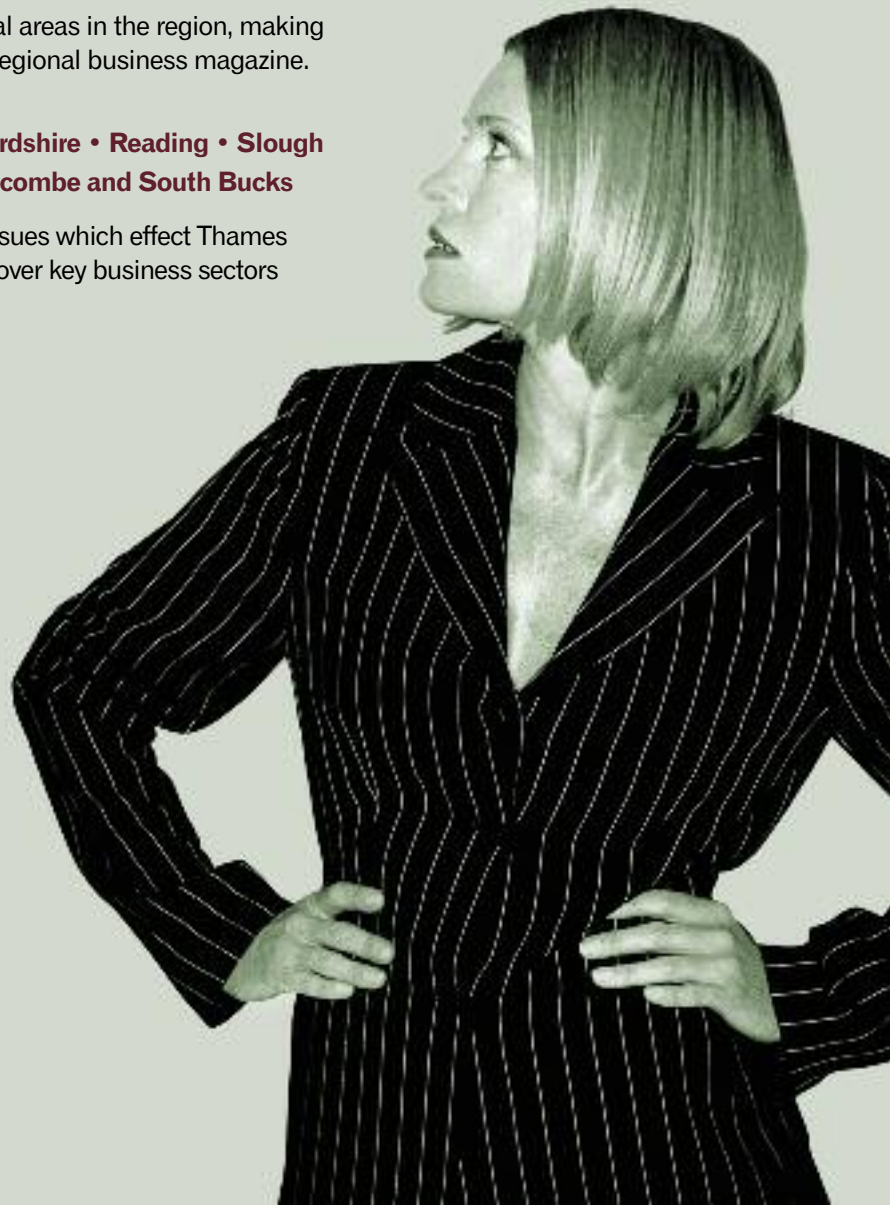
A TRULY REGIONAL MAGAZINE

Business Voice will focus on the major geographical areas in the region, making sure that we keep our promise of delivering a truly regional business magazine. These area features will include:

- **Aylesbury Vale • Bracknell • Heathrow • Oxfordshire • Reading • Slough**
- **Swindon • West Berkshire • Wokingham • Wycombe and South Bucks**

Business Voice will also pay close attention to the issues which effect Thames Valley businesses. During the coming year we will cover key business sectors including:

- **Training**
- **Food and Drink**
- **Executive Motoring**
- **Commercial Property**
- **eCommerce**
- **Recruitment**
- **Business Travel**
- **Finance**
- **Conference and Exhibitions**
- **Export**
- **Relocation**
- **Fund Management**
- **Construction and Architecture**
- **Top 250**
- **Corporate Entertainment**
- **Business Builders**
- **Print Industry/Direct Mail**
- **Legal Services**
- **Health & Safety**
- **Quality & IIP**



ADVERTISING RATES

Advertisement	Size	Members	Non-members
Full page	270 x 210mm (trim excl. bleed)	£1,545	£1,777
Half page vertical	240 x 90mm	£995	£1,144
Half page	110 x 190mm	£995	£1,144
Quarter page	110 x 92mm	£595	£684
<i>NB: Height shown first</i>			
Special Positions			
Outside Back Cover	270 x 210mm (excl bleed)	£2,495	£2,869
Inside Front Cover	270 x 210mm (excl bleed)	£2,245	£2,582
Inside Back Cover	270 x 210mm (excl bleed)	£1,895	£2,179

Mail shots

For details of targeted mail inserts call **0191 499 4200**

ADVERTISING DATA

Credit terms

Payment due on receipt of invoice following publication

Series discount

2-3:	10%
4-6:	15%

Agency discounts

10% agency discount on all bookings, but not in addition to series discounts.

Technical Specification

Size:	270 x 210mm
Paper:	Cover 150 gsm, inset 100gsm
Frequency:	Bi-monthly

Advertising copy requirements

Artwork can be supplied digitally on CD in Mac compatible QuarkXpress, Illustrator, InDesign and Photoshop file formats or high resolution PDF. Colours should be CMYK, fonts converted or supplied. ISDN or email also available.

Artwork service

We also offer a free artwork service based on the provision of information and images, either digitally or as hard copy.



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