



# The business

## 2018

### SAY HELLO TO YOUR NEW MAGAZINE



# The business

THE OFFICIAL PUBLICATION OF GREATER MANCHESTER CHAMBER OF COMMERCE.

The quarterly magazine provides more insight into the Greater Manchester business scene than ever before, with in-depth features on key sectors, regional updates and interviews with leading figures.

It will also keep you up to date with major Chamber events and news, as well as helping you make the most of your Chamber membership.

With over 4800 members and thousands who read the magazine online. The Business is the best way to tap into the North West's thriving business community.

**FREQUENCY:** QUARTERLY, 4 EDITIONS A YEAR: SPRING, SUMMER, AUTUMN, WINTER



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## ABOUT GM CHAMBER

- Established in 1794, we're the UK's largest Chamber of Commerce
- We have 4800 members who collectively employ 350,000 people - around one-third of Greater Manchester's workforce.

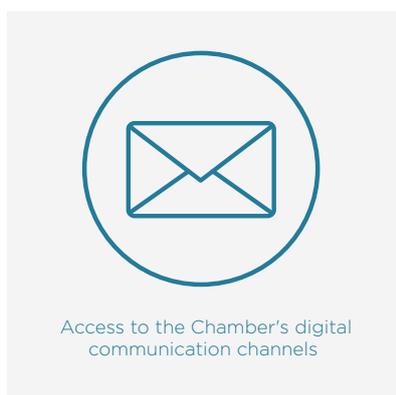
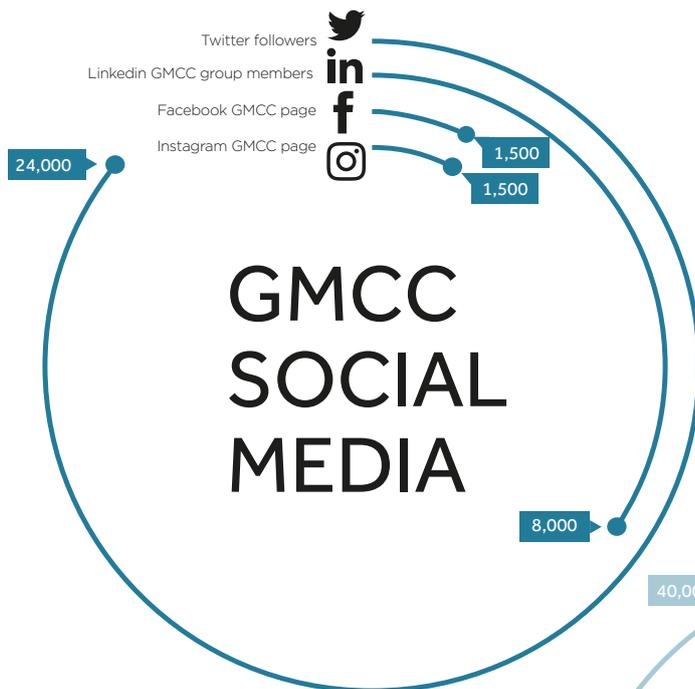
The Chamber is an independent, not-for-profit private company and its aim is to support businesses and help create the best climate for the region to prosper. This is achieved by ensuring that those taking decisions on key issues such as transport, taxation and business regulation hear the voice of our members. The representation of our members' views is central to the work of the policy team at the Chamber; these views are gathered in a range of ways including our local councils, policy committees, sector councils, the main Chamber council, focus groups, meetings with politicians and consultations.

The Chamber also offers a range of networking forums across Greater Manchester, free as part of membership, plus a variety of other events and services designed to benefit specific sectors or organisations and help businesses to grow.

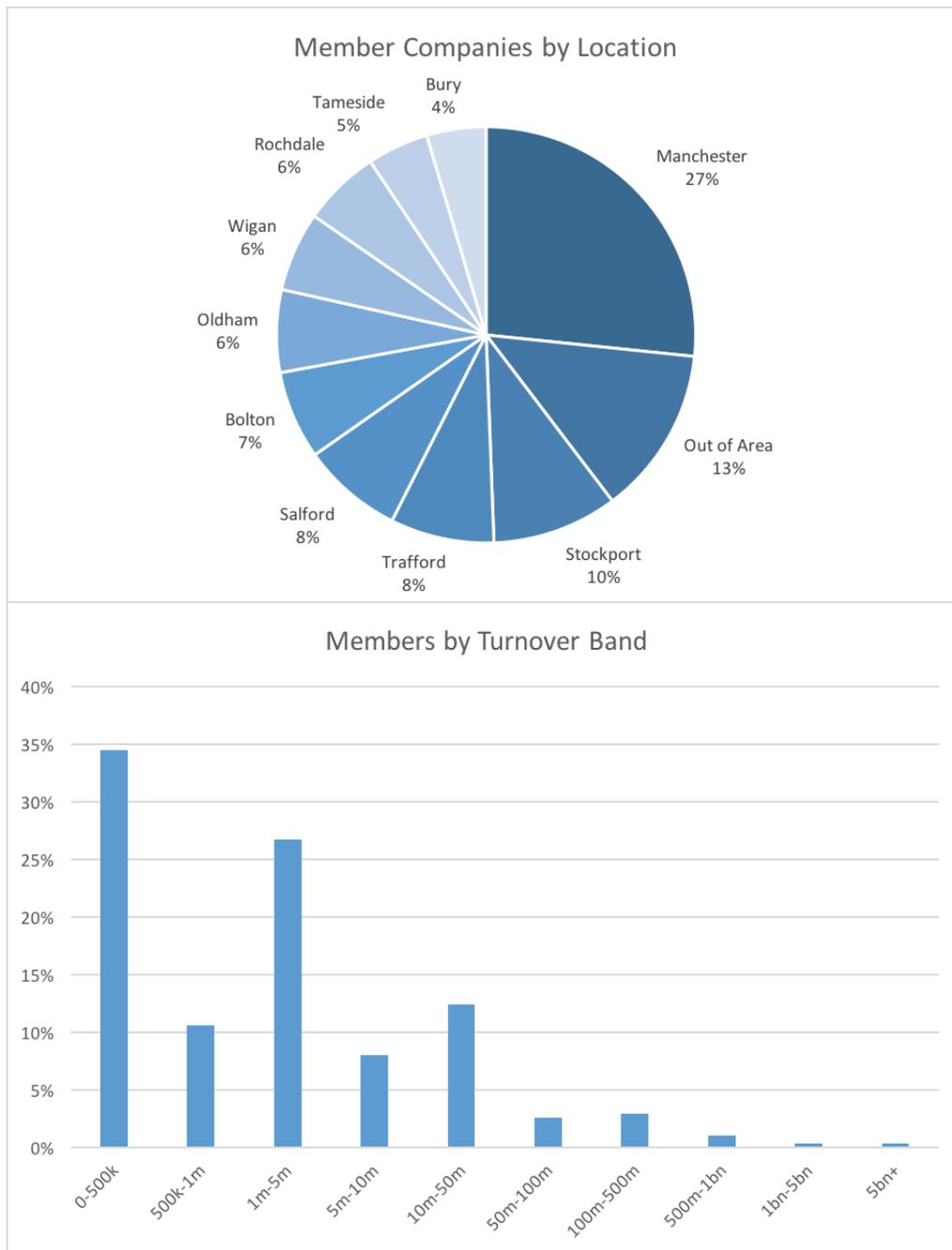


# The reach

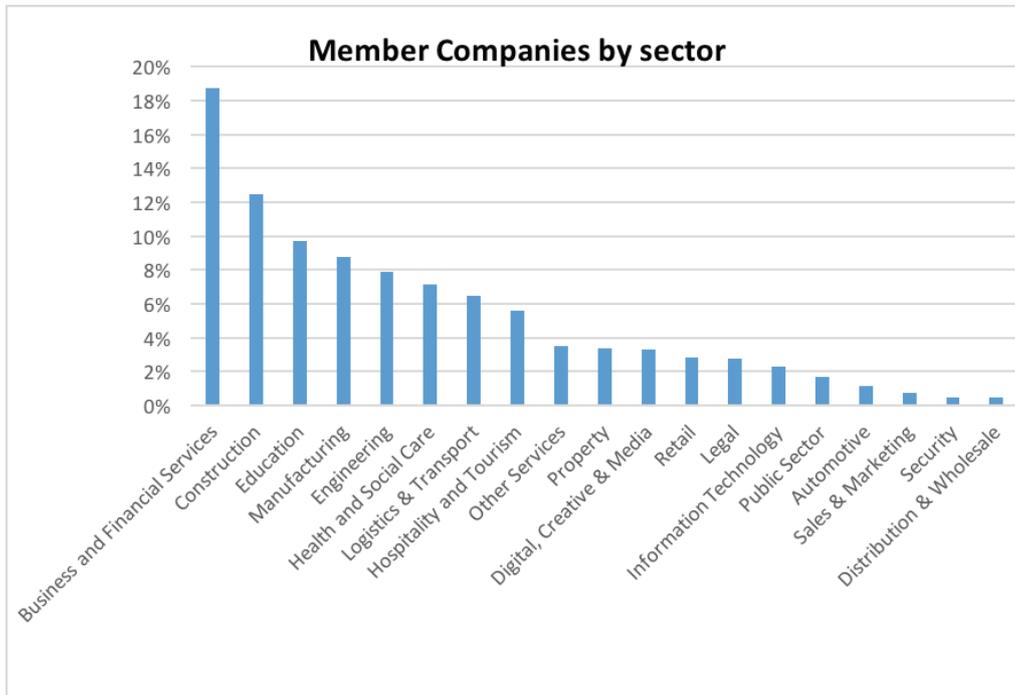
The Chamber has a large presence, dating back over 200 years. As the recognised voice of business in Manchester, the publication has a large readership. Now we're in the digital age, we make sure our magazine is shared digitally through our various channels.



# The demographic



# The demographic



Greater Manchester  
Chamber of Commerce  
Connect. Communicate. Create.



# The content

## CONTENT

The chamber magazine will be a voice for the Chamber and its members will reflect the modern nature of the GM business community. All 10 boroughs will be featured every issue

## PROPOSED EDITORIAL

Big Interviews with GM Leaders:

- Tech
- Property
- People
- Finance
- Marketing
- Arts
- Culture
- Travel.

GM Business case studies, 60 second pitches, previews & coverage of Chamber Events. The aim is to deliver “common sense” business advice to businesses across the GM community.

## COMMERCIAL

- 4 issues a year
- 80 pages per issue
- 3 cover positions per issue - Inside Front Cover, Inside Back Cover and Outside Back Cover
- 1 x 6 page “bound in” insert per issue on good quality stock
- 1 x sponsored round table per issue covered over 4 to 6 pages of editorial
- Well produced & very easy to navigate sections delivering great content. This means lots of great advertising positions in relevant sections

# The Content

## EXAMPLE LAYOUT

### THE PERFECT HOTEL ROOM

**CAROLINE CORRAL, MD**  
 Creative Director at H&G  
 She leads the UK Hospitality Division at H&G, overseeing a team of 100. She covers the entire UK market, from London to the Highlands, and has extensive experience in hospitality sector development projects across the UK and Ireland.

**STEVEN HOGG, MD**  
 A brand experience designer with 20 years in the industry, creating award-winning experiences for the global travel, food, and beverage sectors. He has extensive experience in hospitality sector development projects across the UK and Ireland.

**DAVID JORDAN, DIRECTOR**  
 A brand experience designer with 20 years in the industry, creating award-winning experiences for the global travel, food, and beverage sectors. He has extensive experience in hospitality sector development projects across the UK and Ireland.

**ANELLA BASTING, CO-FOUNDER ARCHITECTS**  
 Anella is a creative brand architect with 15 years in the industry, creating award-winning experiences for the global travel, food, and beverage sectors. She has extensive experience in hospitality sector development projects across the UK and Ireland.

**PAUL DAVIS, ACOM**  
 Paul is a creative brand architect with 15 years in the industry, creating award-winning experiences for the global travel, food, and beverage sectors. He has extensive experience in hospitality sector development projects across the UK and Ireland.

**NEIL ANDREW, DESIGN BRAND ARCHITECTS**  
 Neil is a creative brand architect with 15 years in the industry, creating award-winning experiences for the global travel, food, and beverage sectors. He has extensive experience in hospitality sector development projects across the UK and Ireland.

**ALEXANDRA DE CORDOBA, DESIGN NEW**  
 Alexandra is a creative brand architect with 15 years in the industry, creating award-winning experiences for the global travel, food, and beverage sectors. She has extensive experience in hospitality sector development projects across the UK and Ireland.

**BEN REED, HANGROBE**  
 Ben is a creative brand architect with 15 years in the industry, creating award-winning experiences for the global travel, food, and beverage sectors. He has extensive experience in hospitality sector development projects across the UK and Ireland.

At hangrobe's Water Studio in London, we gathered a delightful cross-section of experts from the world of hospitality that included designers, consultants, end users and brand engineers to discuss the wonderful subject of the perfect hotel room. As with workplace, the hotel sector is experiencing greater change and challenges than at any time in recent history.

For the consumer there is more choice, more access, increased transparency and immediacy, less time and means of doing business. For the operators more competition, greater and ever-present threat and the need to be more agile. To provide a perfect experience for guests while remaining profitable and true to their integrity, is there any such thing as the perfect hotel room? There is an acceptance that the market will become more fragmented and we will continue to discover 'hidden gems'. A business traveller's perception of perfection will considerably vary from a parent's, for example. Then you have the highest standards, the operators and the backpackers to consider, not to mention those who are after a hotel room because they're RSVP'd to a wedding or a 50th birthday party. Then you've got the added complexity of the multi-generational generation; those who can't leave their phones and devices alone for a moment. All of these personality types have different ideas of what constitutes a perfect hotel room; so how do designers, architects and managers working in hospitality create the places that will tick the boxes of the many, not to mention the fact that these days you generate an experience for the multitude of personas visiting face to face daily?

**NEIL:** Think for every project, you have to look at who the end user is. You can tick the boxes for certain people, but you're not going to tick the boxes for everybody. That's how we would play the process - looking at the user profile.

“We've seen a complete shift in what we're asked to do in terms of hospitality”

“Most hotel owners will have a pretty good idea of which direction they want to go in”

**ALEXANDRA:** The brands help us a lot - because they have developed an asset, it is now pretty clear who you are designing for. How do you work out who you are designing for? You know if you're designing for Four Seasons or Hilton.

**NEIL:** I guess the tricky bit is at the very early stages in the process, when there is no operator selected. How you actually then go about differentiating.

**CAROLINE:** Most hotel owners will have a pretty good idea of which direction they want to go in. From our point of view, at H&G, we have very varied brands and we also have to consider when we put brands into areas - we wouldn't, for example, put two InterContinental into the same hotel - because they have an exclusivity. You want to create exclusivity with a luxury brand - whereas with a brand such as Holiday Inn, we actually want there to be everywhere, we want it to be a brand that people know and love. That's how we would be approaching it.

**DAVID:** Are we not operating in a theoretical world here - based on the question of what is the perfect hotel room? I think in the case that I think we should be bringing all logic out of the window. Should the discussion not be around forgetting all the

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Greater Manchester Chamber of Commerce  
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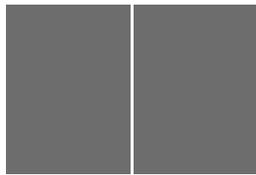
MIX  
media

# The Costs

Publication dates		Reach		
JAN APR JUL OCT 2018		4800 GM businesses		
Sizes	Single insert	2-3 inserts	4 inserts	Description
Inside Front	£1,620	£1,485	£1,350	
Inside Back	£1,530	£1,403	£1,150	
Outside Back	£1,620	£1,485	£1,350	
DPS	£2,415	£2,340	£1,950	To run early in each issue
1/2 DPS	£1,380	£1,265	£1,150	Placed beneath relevant editorial
Full Page	£1,320	£1,210	£1,100	Sector or prime position
Half Page	£690	£633	£575	Vertical or Landscape
Quarter Page	£363	£330	£300	New Member advertisements
Third Column	£420	£385	£350	Words, picture, logo & contact info
QES Sponsorship	£1,980	£1,650	£1,500	Quarterly Economic Survey Includes Full Page and branding
Loose Inserts	POA			Subject to weight and paperstock
6 Page Bound Insert	£3,894	£3,245	£2,950	Includes printing and insertion 6 x sides of visible space
Round Table	£4,500			1 round table per issue One MIX host. Two sponsor places 7 invited guests 6 pages of branded editorial

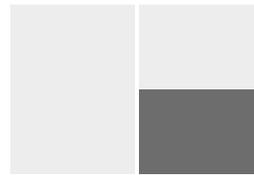
# The tech spec

## ADVERT PRINT SIZES



### DOUBLE PAGE SPREAD

Trim 297mm x 460mm  
Bleed 303mm x 466mm



### HALF PAGE (HORIZONTAL)

Trim 142mm x 230mm  
Bleed 148mm x 236mm  
Type Area 122mm x 190mm



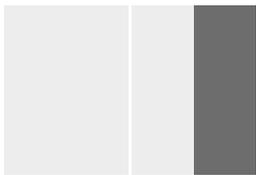
### FULL PAGE

Trim 297mm x 230mm  
Bleed 303mm x 236mm  
Type Area 250mm x 190mm



### 6 PAGE ROLL-FOLD

Trim 140mm x 230mm  
Bleed 146mm x 236mm  
Type Area 120mm x 210mm



### HALF PAGE (VERTICAL)

Trim 297mm x 113mm  
Bleed 303mm x 119mm  
Type Area 250mm x 93mm

### FRONT

Page 1 - 227mm  
page 2 - 216mm  
Page 3 - 214mm

### BACK

Page 1 - 214mm  
page 2 - 216mm  
Page 3 - 227mm

## SPECIFICATIONS

- All files to be supplied as composite CMYK PDFs
- All images contained within the PDF must be high resolution (300dpi recommended), CMYK format (if colour)
- Where necessary a minimum bleed area of 3mm must be contained within the file
- No Colour Management, ICC profiles or Lab colours should be embedded within the PDF

## DOUBLE PAGE ADVERTS

When supplying/designing adverts which are double page spreads, please consider that some part of advert made be obscured (lost) in the binding process. The best option is to keep type and images away from the gutter (spine). If possible.

## DEADLINES

Copy date is 1st of the month, prior to publishing issue.

# The best person to speak to

## CONTACT DETAILS

For more information about Greater Manchester Chamber of Commerce, go to [www.gmchamber.co.uk](http://www.gmchamber.co.uk)

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