

# The business

THE OFFICIAL MEMBERSHIP MAGAZINE  
OF GREATER MANCHESTER CHAMBER OF COMMERCE



Greater Manchester  
Chamber of Commerce  
Helping Business Grow for Over 225 Years



# The business

## OVERVIEW

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 thriving business community across Greater Manchester and the wider North West region..

### FREQUENCY:

QUARTERLY: SPRING, SUMMER, AUTUMN, WINTER

### ABOUT GREATER MANCHESTER 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 and these views are gathered in a range of ways such as through our local councils, policy committees, sector councils, main Chamber council, focus groups, and meetings with politicians.

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.

### CONTENT

The chamber magazine is the voice for the Chamber and its members reflecting the modern nature of the Greater Manchester business community and covers all aspects of the region's economic base.

Content includes:

#### ■ Feature Interview:

Exclusive interview with a leading business, political or cultural figure

#### ■ Chamber News

#### ■ Business Sector Reports:

- Manufacturing & Engineering
- People
- Finance
- Technology
- Marketing
- Property Construction & Development
- Arts, Culture & Leisure

#### ■ QES Summary:

Key findings from the latest review of The Chamber's Quarterly Economic Survey

#### ■ Debate:

We bring leading business figures together to debate a topical issue

#### ■ Case studies

In-depth interviews with local business success stories

#### ■ Regional Updates

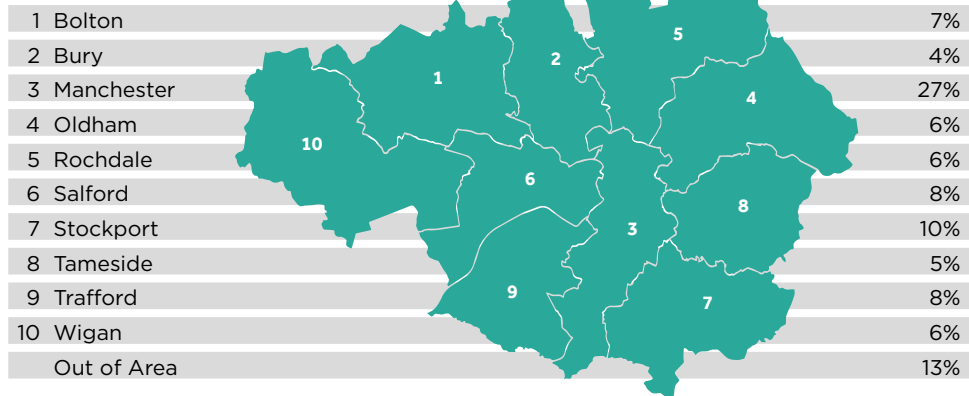
A summary of the latest news and views from around the ten boroughs of Greater Manchester



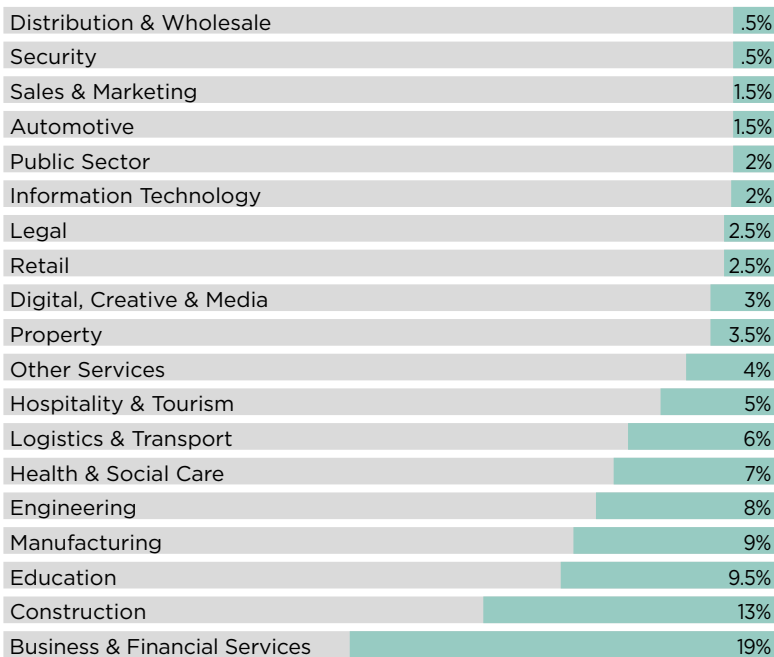
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## DEMOGRAPHICS

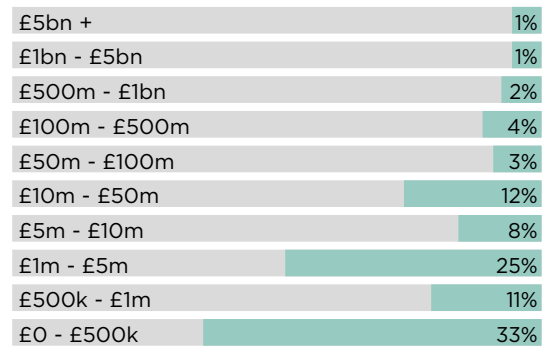
### MEMBER COMPANIES BY LOCATION



### MEMBER COMPANIES BY SECTOR



### MEMBER COMPANIES BY TURNOVER



### REACH

- **40,000 followers on social media**  
(cross platform promotion).
- **Available free from the Chamber HQ**  
(approx 1,400 monthly visitors).
- **Posted to 4,800 members**
- **Chamber events**  
Distributed at all 150 Chamber events annually.
- **Trade Shows**  
Taken to all trade shows, exhibitions and events where GMCC has a presence.
- **Online**  
Available on the GMCC website  
(10,000 - 12,000 monthly unique visitors).



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## RATES & DATA

The Business is the official magazine of Greater Manchester Chamber of Commerce. Distributed to over 5,000 businesses, this quarterly magazine provides insight into business in Greater Manchester through case studies, roundtables, sector and regional reports.

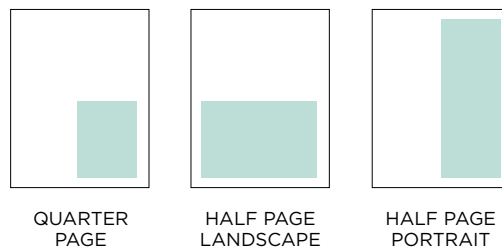
The magazine is distributed to all members of the Chamber, copies are readily available in our GMCC Members' Lounge, and issues are taken to all events and tradeshow with a GMCC presence.

RATES	COST	MEMBERS	PARTNERS
Quarter Page	£444	£370	£333
Half Page	£840	£700	£630
Full Page	£1,440	£1,200	£1,080
DPS	£2,880	£2,400	£2,160
Inside Front Cover	£1,920	£1,600	£1,440
Inside Back Cover	£1,800	£1,500	£1,350
Outside Back Cover	£1,920	£1,600	£1,440
QES Sponsorship	£2,400	£2,000	£1,800
Roundtable Sponsorship	£4,800	£4,000	£3,600
Inserts	POA	POA	POA

Further preferential rates can be secured when booking space for 3 or more issues

### ADVERT DIMENSIONS

Size (mm)	Height x Width (mm)
Quarter Page	122 x 93
Half Page (Landscape)	190 x 122
Half Page (Portrait)	250 x 93
Full Page (Type Area)	250 x 190
Full Page (Trim*)	297 x 230 (Bleed size = 303mm x 236mm)
DPS (Trim*)	297 x 460 (Bleed size = 303mm x 466mm)



### COPY DEADLINE

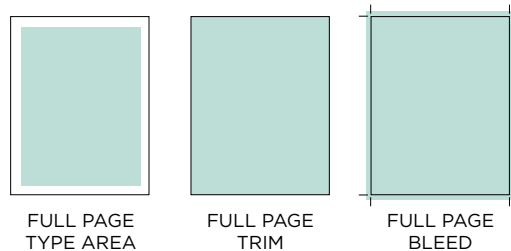
One month prior to publication

### ARTWORK SPECIFICATIONS

Please supply artwork as a high-resolution PDF or JPEG (300dpi)

to: [lucy.mulligan@gmchamber.co.uk](mailto:lucy.mulligan@gmchamber.co.uk)

\* Remember to add an additional 3mm bleed to all four sides for full page and double page adverts.



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MORE INFORMATION

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