

London

Business Matters

Media Pack 2021

www.londonbusinessmatters.co.uk

About *London Business Matters*

London Business Matters is the official publication of London's Chamber of Commerce and Industry, which has been one of the largest and most influential business organisations in Britain for more than a century.

Published six times a year, *London Business Matters* fulfils two principal roles. Firstly, to keep members informed of the Chamber's many activities, whether they be lobbying government for legislative changes to assist business, fighting local causes on behalf of member companies or providing information on the various networking events that form such a core part of any chamber of commerce's diary.

And secondly, it acts as a discussion forum for some of the capital's leading business people. With a readership of 18,000, few other business magazines can directly touch as many opinion formers in London.

Each issue carries authoritative comment on touchstone issues which affect all businesses, from tax issues to exporting and from transport lobbying to tackling red tape problems.

Moreover, *London Business Matters* also features a dedicated supplement that gives new members of the Chamber the chance to introduce themselves to the wider business community. *Capital Matters* comprises features on topical business matters and offers in-depth analysis on subjects crucial to the continuing success of London's businesses.

The calibre of the readership and direct relevance of editorial coverage makes *London Business Matters* an obvious choice for any company wishing to do business in the capital. It is a first-class publication, targeted at the people who matter in business.

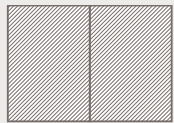
London Business Matters is produced on behalf of London Chamber of Commerce and Industry by Crosby Associates Media Limited.



Gary Bass, regional sales director at WEBROM TV, said:
“I would recommend both new and existing businesses to utilise the resources of the chamber magazine. If you are looking to promote your company's services or create product/brand awareness, this will be a very profitable route. Our first enquiry resulted in a contract worth over a hundred times the cost of the advertisement.”

Advertising rates

Prices are fully inclusive of artwork



Double Page

Size: 420mm (w) x 297mm (h) *
(please include 3mm bleed to all sides)

£4,000 + VAT



Full Page (Portrait)

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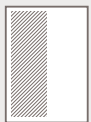
£2,750 + VAT



Half Page (Landscape)

Size: 185mm (w) x 130mm (h)

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Half Page (Portrait)

Size: 90mm (w) x 266mm (h)

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Quarter Page (Landscape)

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Special positions

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£3,400 + VAT



Sponsored Column (min 3 issues)

250 words plus image and/or logo
(please include 3mm bleed to all sides)

£499 + VAT
(per issue)

NOTE: Non-member rates incur a 20% surcharge

Artwork specifications

Please supply artwork in a **high-resolution PDF or JPEG format (300dpi)**. Alternatively, adverts can be supplied as Adobe InDesign/Illustrator files – *remember to include all the images and fonts (where licensing permits)*.

* For double and full page adverts please add 3mm bleed to all sides, with crop marks.

For further information please contact: tracey.alexander@crosbyassociates.co.uk