



**Aberdeen &  
Grampian  
Chamber of  
Commerce**



# CHAMBER BULLETIN

## 2022 Media Pack



# Morning Bulletin

The Morning Bulletin is delivered to the mailboxes of 15,000+ key business people every weekday at 08:30.

## Premium/Secondary banner



### CITY LIVING REIMAGINED

A magnificent assortment of 1 to 3 bedroom homes combining the very best of historic and contemporary design.

LOOK INSIDE



## Market watch

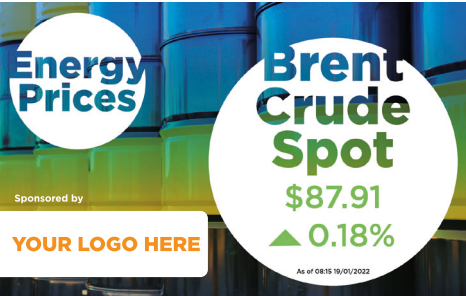


Sponsored by

YOUR LOGO HERE

### The Morning Market Report

## Energy watch



### Energy Prices

Sponsored by

YOUR LOGO HERE

### Brent Crude Spot

\$87.91

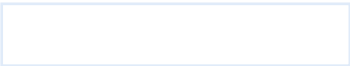
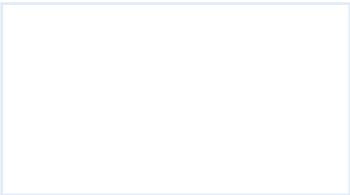
▲ 0.18%

As of 08:15 10/01/2022

## Sponsored article

Sponsored articles are featured and highlighted in the Morning Bulletin for a fixed period of time.

## HEADLINE



### Premium banner

1600px x 1000px

### Member article



### The Morning Market Report



### Secondary banner

1600px x 1000px






### Energy Prices



# CROWN & COTTAGE ABERDEEN





We recently launched a new luxury property development in Aberdeen and wanted to reach a business audience.

We placed a banner advert in the Chamber's Morning Bulletin and the results were outstanding.

We had a huge surge in traffic to our website and more than 30 high quality leads.

It is a platform we would recommend to anyone seeking a business audience in North-east.

**Dean Gowans,**  
*Director,*  
City Restoration Project



# Morning Bulletin Prices

|  | Members |         |         | Non-members |         |         |
|--|---------|---------|---------|-------------|---------|---------|
|  | 1 Week  | 1 Month | 1 Year  | 1 Week      | 1 Month | 1 Year  |
| Premium banner                             | £1,000  | £3,600  |         | £1,500      | £5,400  |         |
| Secondary banner                           | £750    | £2,700  |         | £1,200      | £4,000  |         |
| Member takeover<br>(Premium and secondary) | £1,500  | £4,800  |         | £2,250      | £7,200  |         |
| Market watch                               | £500    | £1,000  | £10,000 | £750        | £1,500  | £15,000 |
| Energy watch                               | £500    | £1,000  | £10,000 | £750        | £1,500  | £15,000 |
| Sponsored article                          | £400    | £1,400  |         | £600        | £2,200  |         |





# Morning Bulletin

## terms and conditions

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1. Bookings will not be confirmed without submission of a signed media confirmation form
2. By signing the media confirmation form, the client accepts Aberdeen & Grampian Chamber of Commerce's Terms & Conditions for the Supply of Services and Products which are set out in full at:  
<http://www.agcc.co.uk/terms>
3. Aberdeen & Grampian Chamber of Commerce is not liable for errors in artwork
4. All artwork is subject to approval by Aberdeen & Grampian Chamber of Commerce and conforms to the British Code of Advertising Practice
5. Clients must provide artwork to the correct specification for the advert booked. We will not alter client artwork
6. Banner artwork should be supplied as a high resolution JPEG and sized as per the spec with a maximum file size of 2mb.
7. Notice of cancellation of your order in relation to services involving email advertisements must be served by you in writing before the booking deadline date. Where such cancellation takes place more than or equal to 7 days prior to the date of that booking deadline date, 50% of the order cost will be payable or should payment have been made in advance 50% of the order payment shall be refunded. Where cancellation takes place less than 7 days prior to that booking deadline date, 100% of the order cost will be payable or should payment have been made in advance no refund shall be made.

**100,000+**  
**average monthly**  
**page views**

# The magazine

**The North-east's premier business publication is circulated to all Chamber members and the wider business community.**

Published 10 times a year, the Business Bulletin is distributed directly to decision makers across the Aberdeen city region and beyond.

Each month, it features a mix of interviews with some of the region's most influential business people, articles on topical and timely business issues and the latest news from the North-east business community as well as highlighting issues of relevance to the region.

**Read the Bulletin online here**



## Key contacts

### Editor

Ryan Crighton

**T:** 01224 343926

**E:** [bulletin@agcc.co.uk](mailto:bulletin@agcc.co.uk)

### News features

Graeme Smith Media

**T:** 01224 275833

### Advertising

Neil Burr

**T:** 01224 343901

**E:** [neil.burr@agcc.co.uk](mailto:neil.burr@agcc.co.uk)



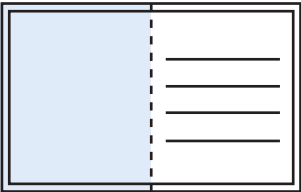
# ROBERT GORDON'S COLLEGE

**"As readers of the Business Bulletin and a member of the Chamber, it was a natural choice for us to showcase the story of Robert Gordon's College and it's place in the community. I would recommend working with the AGCC team if you are interested in promoting your company in the North East. Our advertising campaigns have benefited from the reach of the Bulletin and its audience across the region, and the targeted monthly themes have helped us prepare relevant content for the advertising features we submit."**

**Laura Presslie**  
*Director of Development,  
Marketing and Admissions,  
Robert Gordon's College*

# Advertising options

Available packages include a range of artwork and advertorial options.

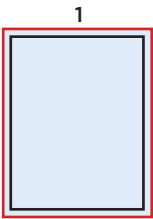


**Double page spread**  
420 x 297mm (+3mm bleed)

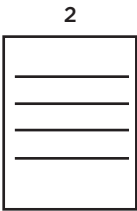
Double page spreads can incorporate one full page advert plus any combination of options 2, 3 or 4 as shown below, with any advertorial copy laid out in-house under Business Bulletin house style.

Artwork should be supplied as per the full page spec stipulated below; with supporting copy sent in a word document along with an accompanying high resolution (minimum 1MG) image.

Please note that any submitted content which exceeds this length will be amended and photographs which are not of a high enough quality for printing unfortunately cannot not be used.



**Full page**  
210 x 297mm  
(+3mm bleed)



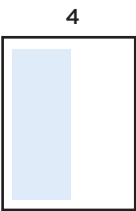
**Full page  
Advertorial**

Full page advertorial:  
maximum 500 words  
of copy plus one  
image, or 550 words  
and no image.



**Half page  
(Landscape)**  
180 x 129mm

200 words  
plus one  
image, or  
300 words  
and no image



**Half page  
(Portrait)**  
88 x 277mm

200 words  
plus one  
image, or  
300 words  
and no image



**Quarter page**  
88 x 129mm

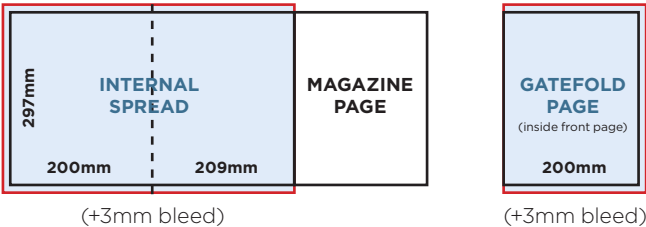


**Strip ad**  
180 x 30mm



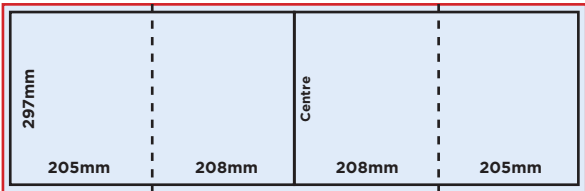
## Cover Gatefold

Present your creative messaging with opening panels on the inside of our Business Bulletin cover - front or back.



## Centre Gatefold

Printed both sides the centre gatefold gives you 8 pages to present your message to the Business Bulletin audience.



**PDF of technical specification will be provided**

### Something different?

We work with our advertisers to make sure they get the best possible results from their advertising efforts by offering innovative solutions such as inserts, tip-ons or gatefolds.

For more information contact your Relationship Manager.

# Editorial opportunities

There are a number of editorial and advertorial platforms within the Business Bulletin. To ensure a diverse mix of articles, sectors and opinions, the editorial team directly commission's many of these however we are always interested to hear from Chamber members with a story to tell.

If you wish to contribute articles and photos for consideration, here are some guidelines to help you succeed:

- A full page article has a maximum word count of 500. Any submitted content which exceeds this length will be amended.
- Contributions should, wherever possible, be sent with a suitable high resolution image a minimum of 1MB in size.
- All submissions, including commissioned articles such as 'Business lessons I've learned' and 'Opinion' columns, must be received by the stipulated deadline. Content received after that date cannot be used.
- Please note that all articles linked to advertising sales will appear as 'Advertising Features'.

To submit a member editorial article, please email [bulletin@agcc.co.uk](mailto:bulletin@agcc.co.uk)

### SME Spotlight



**Nicola Camm**  
Managing Director  
Cognition Consulting

**When was your business established?**  
November 2002

**What does your business do?**  
Cognition Consulting is a specialist business consulting firm, providing a range of services to help businesses improve their performance. We have a proven track record of helping businesses to achieve their goals and we are proud to be a member of the CIMA network.

**What are the highlights of your business so far?**  
One of the highlights of our business so far has been the success of our 'Business Lessons I've Learned' column. This has been a great platform for us to share our expertise and to help other businesses learn from our experiences.

**What are the biggest challenges facing your business at the moment?**  
One of the biggest challenges facing our business at the moment is the current economic climate. This has led to a reduction in demand for our services and has made it difficult to maintain our current level of service.

**What are the biggest opportunities facing your business at the moment?**  
One of the biggest opportunities facing our business at the moment is the growing demand for our services. As businesses continue to grow and expand, they will need more specialist advice and support.

**What are your plans for the future?**  
Our plans for the future are to continue to grow our business and to expand our services. We are also looking to build a strong relationship with the CIMA network and to become a more established member of the community.

### A word of advice



**Mark Cochran**  
Director  
Cochran & Partners

**What advice would you give to a new business owner?**  
My advice to a new business owner is to be realistic and to set realistic goals. It is important to understand the market and to know your competition. You also need to have a clear plan and to be prepared to adapt to change.

**What advice would you give to an established business owner?**  
My advice to an established business owner is to stay focused and to keep your eyes on the prize. It is important to have a clear vision and to be prepared to make sacrifices. You also need to be open to feedback and to be willing to change.

**What advice would you give to a business owner who is struggling?**  
My advice to a business owner who is struggling is to seek help and support. There are many people out there who are willing to help and to provide advice. You also need to be realistic and to set realistic goals.

### Bugs and the changing face of the digital tech landscape



**Nikola Codd**  
Managing Director  
Solat IT Services

**What do you see as the biggest challenge facing businesses in the digital tech landscape?**  
One of the biggest challenges facing businesses in the digital tech landscape is the rapid pace of change. New technologies are being developed at an ever-increasing rate and businesses need to keep up with the pace of change.

**What advice would you give to businesses looking to succeed in the digital tech landscape?**  
My advice to businesses looking to succeed in the digital tech landscape is to be proactive and to embrace change. It is important to have a clear vision and to be prepared to make sacrifices. You also need to be open to feedback and to be willing to change.

**What are the biggest opportunities facing businesses in the digital tech landscape?**  
One of the biggest opportunities facing businesses in the digital tech landscape is the growing demand for digital services. As businesses continue to grow and expand, they will need more digital services and support.

## SME SPOTLIGHT & WORD OF ADVICE

### Business lessons I've learned



**Krisla Lanning**  
Managing Director  
Krisla Lanning & Partners

**What are the biggest challenges facing your business at the moment?**  
One of the biggest challenges facing our business at the moment is the current economic climate. This has led to a reduction in demand for our services and has made it difficult to maintain our current level of service.

**What are the biggest opportunities facing your business at the moment?**  
One of the biggest opportunities facing our business at the moment is the growing demand for our services. As businesses continue to grow and expand, they will need more specialist advice and support.

**What are your plans for the future?**  
Our plans for the future are to continue to grow our business and to expand our services. We are also looking to build a strong relationship with the CIMA network and to become a more established member of the community.

### Quick fire round

**What was your first job?**  
My first job was as a sales assistant for a local retail store.

**What would you say to a new business owner?**  
My advice to a new business owner is to be realistic and to set realistic goals. It is important to understand the market and to know your competition. You also need to have a clear plan and to be prepared to adapt to change.

**What do you love about your business?**  
I love the fact that I can help businesses to achieve their goals and to improve their performance. It is a great feeling to know that you have made a difference to someone's life.

**What's the best feedback you've received?**  
The best feedback I've received is from a client who said that I had helped them to achieve their goals and to improve their performance. It was a great feeling to know that I had made a difference to someone's life.

## OPINION

### Your Home Expo postponed for a year

The Home Expo, which was scheduled to take place in October 2020, has been postponed until October 2021. This is due to the current economic climate and the fact that many businesses are struggling to survive.

The organisers have decided to postpone the event until next year in order to ensure that it is as successful as possible. They have also decided to offer a discount on the price of the event to help businesses to cover their costs.

### Wood joins the Hydrogen Council

The Hydrogen Council, which was established in 2019, has announced that it has added Wood to its list of members. Wood is a leading manufacturer of hydrogen and has been a key player in the development of the hydrogen economy.

The Hydrogen Council is a global industry association that promotes the use of hydrogen as a clean energy source. It has a number of members, including governments, industry associations, and individual companies.

### Fantastic four raise £55,000 in Muro challenge

A team of four runners, known as the 'Fantastic Four', have raised a total of £55,000 for a charity through a fundraising challenge. The challenge was to run a marathon in 100 days and the team has successfully completed the challenge.

The team consists of four runners who are all passionate about running and fundraising. They have been running for a number of years and have raised a total of over £100,000 for various charities.

### Major contract for Escose Solutions

Escose Solutions, a leading provider of business solutions, has announced that it has won a major contract from a leading government department. The contract is for a number of years and will involve the provision of a range of services.

Escose Solutions is a company that has been in business for a number of years and has a strong reputation for providing high-quality services. It has a number of clients, including governments, businesses, and individuals.

### Success for Brodies

Brodies, a leading law firm, has announced that it has won a number of awards for its services. The awards are for its work in a number of areas, including corporate law, litigation, and real estate.

Brodies is a firm that has been in business for a number of years and has a strong reputation for providing high-quality services. It has a number of clients, including governments, businesses, and individuals.

## BUSINESS LESSONS I'VE LEARNED

## MEMBERS NEWS

# Editorial calendar

In 2022, the Business Bulletin will focus on the following themes. While we have outlined some potential advertising and editorial routes which may fall under these broad themes, they aren't exclusive. If you have a story to tell, we want to hear about it.

| Month                     | Theme  | Editorial / advertising angles  |
|---------------------------|--|---|
| <b>February</b>           | <b>Energy</b><br><br>Bonus distribution at Offshore Europe   | Offshore Europe edition - oil & gas, energy transition, sustainable business, health & safety                                       |
| <b>March</b>              | <b>Next Generation</b><br><br><b>Plus:</b><br>Thriving local economies<br>- Spotlight on Kincardine & Mearns | Skills, training & workforce development, recruitment, tech innovation & security, town & city regeneration                         |
| <b>April</b>              | <b>International</b>   | The legacy of CV19, life after Brexit, globalisation, international trade, importing & exporting                                    |
| <b>May</b>                | <b>Transport &amp; Connectivity</b><br><br><b>Plus:</b><br>Thriving local economies<br>- Spotlight on Marr   | Rail, road, air & sea links, digital connectivity, telecoms & IT  |
| <b>June / July</b>        | <b>Sport &amp; Leisure</b>   | Events, art & culture, travel & tourism, health & wellbeing   |
| <b>August</b>             | <b>Business Services</b><br><br><b>Plus:</b><br>Thriving local economies<br>- Spotlight on Formartine        | Accounting, office administration, facilities maintenance, security, travel, design & digital, personnel, PR & marketing            |
| <b>September</b>          | <b>Food &amp; Drink</b>  | Local produce & manufacturers, land & sea, agriculture, food tourism, hotels & hospitality  |
| <b>October</b>            | <b>Numbers</b><br><br><b>Plus:</b><br>Thriving local economies<br>- Spotlight on Buchan                      | The Budget, banking & finance, accounting & tax, retail, pensions, professional services, wealth management, mergers & acquisitions |
| <b>November</b>           | <b>Property &amp; Infrastructure</b>   | Investment in infrastructure, commercial & residential, construction, architecture, planning for growth                             |
| <b>December / January</b> | <b>People &amp; Partnerships</b>   | Third sector, corporate giving & community partnerships, green business, wellbeing in the workplace, inspirational businesses       |

# Editorial deadlines

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| Month              | Booking deadline | Artwork deadline | Inserts to distributor | Lands on desks |
|--------------------|------------------|------------------|------------------------|----------------|
| February           | Mon 3 Jan        | Wed 5 Jan        | Fri 21 Jan             | Fri 28 Jan     |
| March              | Mon 31 Jan       | Wed 2 Feb        | Fri 18 Feb             | Fri 25 Feb     |
| April              | Mon 28 Feb       | Wed 2 Mar        | Fri 18 Mar             | Fri 25 Mar     |
| May                | Mon 4 Apr        | Wed 6 Apr        | Fri 22 Apr             | Fri 29 Apr     |
| June / July        | Mon 2 May        | Wed 4 May        | Fri 20 May             | Fri 27 May     |
| August             | Mon 4 Jul        | Wed 6 Jul        | Fri 22 Jul             | Fri 29 Jul     |
| September          | Mon 1 Aug        | Wed 3 Aug        | Fri 19 Aug             | Fri 26 Aug     |
| October            | Mon 5 Sep        | Wed 7 Sep        | Fri 23 Sep             | Fri 30 Sep     |
| November           | Mon 3 Oct        | Wed 5 Oct        | Fri 21 Oct             | Fri 28 Oct     |
| December / January | Mon 31 Oct       | Wed 2 Nov        | Fri 18 Nov             | Fri 25 Nov     |

International readership of the digital Bulletin across Europe, the Americas and Asia



# Business Bulletin Prices

|                    | Members | Non-members |
|--------------------|---------|-------------|
| Centre fold spread | £2,500  | £3,700      |
| Double page spread | £1,600  | £2,400      |
| Inside front cover | £1,450  | £2,200      |
| Outside back cover | £1,600  | £2,400      |
| Inside back cover  | £1,200  | £1,800      |
| Full page          | £970    | £1,450      |
| Half page          | £670    | £1,000      |
| Quarter page       | £460    | £700        |
| Strip ad           | £245    | £375        |



## Discounts

Booking a series of adverts to run across a number of issues is a cost-effective way of maximising returns on your investment. The following discounts apply:

## Artwork specification

Artwork to be supplied in **CMYK, 300dpi** and in **PDF, EPS, JPG** or **TIFF** formats. When supplying PDF or EPS files please convert text to outlines. Artwork that is not to the correct specification will be sent back for amendment.

## Design service

Where images and copy are supplied by our advertisers for layout in the Bulletin's house style free of charge we do not provide proofs for sign off. If you require support to create your artwork and wish to see a proof we can provide this services for an additional fee of £90 plus VAT. Contact us to discuss the options. Please note, any content which requires bespoke design work or sign off is subject to an earlier deadline than those listed at the end of this media pack and must be agreed in advance.

## Looking for more copies?

We can deliver to either your work or home address.  
Email **bulletin@agcc.co.uk** to be added to the distribution list.

# Bonus magazine distribution at major regional events

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2. By signing the media confirmation form, the client accepts Aberdeen & Grampian Chamber of Commerce's Terms & Conditions for the Supply of Services and Products which are set out in full at:  
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7. Given the high quantity of submitted content, please note that proofs cannot be supplied. All editorial pages will be laid out in Business Bulletin house style however, to ensure your article appears as you would wish, please do keep within the required word count.
8. Any accompanying editorial agreed as part of an advertising package must be provided for the specified issue and cannot be held for future use.



—  
The Hub  
Exploration Drive  
Aberdeen Energy Park  
Bridge of Don  
Aberdeen  
AB23 8GX

—  
**T** 01224 343900  
**E** [info@agcc.co.uk](mailto:info@agcc.co.uk)  
**[www.agcc.co.uk](http://www.agcc.co.uk)**

