



**Aberdeen &
Grampian
Chamber of
Commerce**



2021 Media Pack

Are you in the Business Bulletin?



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

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15,000 monthly readers

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 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 pitch for an editorial article, please email bulletin@agcc.co.uk

A word of advice

Andrew Allinson
Top Green Chain
Managing Director

What's the word of advice?
The word of advice I would give to any business owner is to listen to your customers. They are the best source of information for what they want and need. It's not always easy to hear what they have to say, but it's essential to do so if you want to succeed.

What advice would you give?
I would advise any business owner to focus on their core business and to do it well. Don't try to be everything to everyone. It's better to be the best at one thing than to be mediocre at many things.

What's the biggest challenge you face?
The biggest challenge I face is finding good people to work for. It's not always easy to find people who are motivated, hardworking and have the right skills for the job.

What's your top tip?
My top tip is to be honest and open with your customers. They will appreciate it and it will help you to build a strong relationship with them.

SME Spotlight

Mike Conley
Managing Director

What was your business established in 1990?
My business was established in 1990 as a small family business. It has since grown into a successful company with a strong reputation for quality and service.

What was your business doing at the time?
At the time, my business was focused on providing a high-quality service to our customers. We were the only company in the area that offered this service.

What's the biggest challenge facing your business?
The biggest challenge facing my business is finding good people to work for. It's not always easy to find people who are motivated, hardworking and have the right skills for the job.

What's your top tip?
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Adapting to the next normal in the food and drink industry

Derek Halls
Managing Director

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SME SPOTLIGHT & WORD OF ADVICE

OPINION

Quick fire round

Bob Orpin
Managing Director

What does your business do?
My business is a small family business that has grown into a successful company with a strong reputation for quality and service.

What's the most valuable advice you have ever received?
The most valuable advice I have ever received is to be honest and open with your customers. They will appreciate it and it will help you to build a strong relationship with them.

What's your top tip?
My top tip is to be honest and open with your customers. They will appreciate it and it will help you to build a strong relationship with them.

Exciting interactive exhibits for Science Centre

Thomas Huxford
Managing Director

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Success for KITE at the European wide Agri-EPI competition

Thomas Huxford
Managing Director

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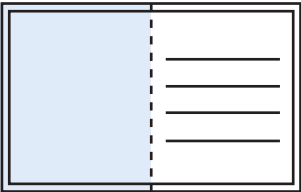
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BUSINESS LESSONS I'VE LEARNED

MEMBERS NEWS

Advertising options

Available packages include a range of artwork and advertorial options.

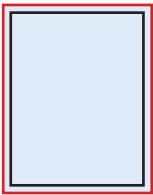


Double page spread
420 x 297mm (+3mm bleed)

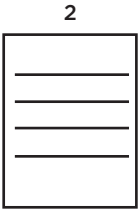
Double page spreads can incorporate one full page advert plus any combination of options 2, 3 or 4 as shown below, with any advertorial copy laid out in-house under Business Bulletin house style.

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)



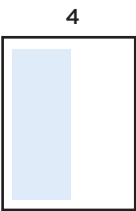
**Full page
Advertorial**

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



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

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



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

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



Quarter page
88 x 129mm

350 words
plus one
image, or
400 words
and no image

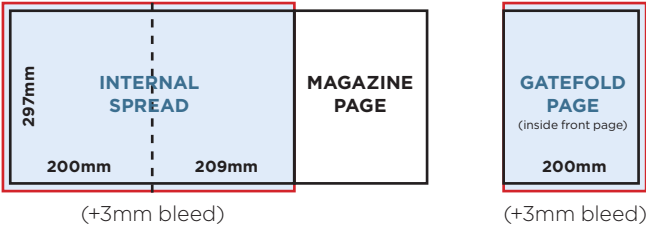


Strip ad
180 x 30mm

400 words
plus one
image, or
450 words
and no image

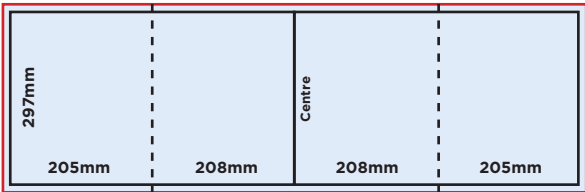
Cover Gatefold

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 or tip-ons, gatefolds or you can raise your company's profile at a specific event with a banner display or by inserting a specific business message in an event delegate pack.

Editorial calendar

In 2021, 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
February	Workforce	Diversity & inclusion, health & wellbeing, recruitment & retention, next generation, skills & training
March	The Economy	Banking & finance, accounting & tax, retail, pensions, professional services, wealth management, M&As, investment in infrastructure
April	Media & Communications	Creative sector, marketing & PR, digital & social media, supporting business growth
May	Transport & Connectivity	Rail, road, air links, digital connectivity
June / July	Home & Away	International trade, overseas markets, supporting local, North-east partnerships and growth opportunities
August	Arts, Culture & Leisure	Food & drink, tourism, performing arts, Third Sector, corporate social responsibility
September	Technology	IT, fintech, artificial intelligence, virtual reality, security & risk, e-Commerce, digitisation & automation, new technologies driving the future of agriculture and fishing
October	Property & Infrastructure	Investment in infrastructure, commercial & residential construction, architecture
November	COP26 Special Focus	Net zero & the energy transition, offshore wind, hydrogen and CCS, sustainable business, circular economy, waste management
December / January	Innovation & Entrepreneurship	Start-ups, products & services, business development, leadership, intellectual (inventions & patents)

Month	Booking deadline	Artwork deadline	Inserts to distributor	Lands on desks
February	Mon 4 Jan	Wed 6 Jan	Fri 22 Jan	Fri 29 Jan
March	Mon 1 Feb	Wed 3 Feb	Fri 19 Feb	Fri 26 Feb
April	Mon 1 Mar	Wed 3 Mar	Fri 19 Mar	Fri 26 Mar
May	Mon 5 Apr	Wed 7 Apr	Fri 23 Apr	Fri 30 Apr
June / July	Mon 3 May	Wed 5 May	Fri 21 May	Fri 28 May
August	Mon 5 Jul	Wed 7 Jul	Fri 23 Jul	Fri 30 Jul
September	Mon 2 Aug	Wed 4 Aug	Fri 20 Aug	Fri 27 Aug
October	Mon 6 Sep	Wed 8 Sep	Fri 24 Sep	Fri 1 Oct
November	Mon 4 Oct	Wed 6 Oct	Fri 22 Oct	Fri 29 Oct
December / January	Mon 1 Nov	Wed 3 Nov	Fri 19 Nov	Fri 26 Nov

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:

1-2 adverts – standard rates apply

3-5 adverts – 20% discount

6-10 adverts – 35% discount

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. 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.

Digital advertising

The Chamber's new website provides enhanced digital advertising opportunities for businesses. Available on the high traffic areas of the site, this includes sponsored editorial content as well as ad tiles connecting visitors directly to your site.

Contact advertising@agcc.co.uk to find out more.

Terms and conditions

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. Notice of cancellation of your order in relation to services involving a media publication booking (including adverts, inserts, web adverts and web links) 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.
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.



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Exploration Drive
Aberdeen Energy Park
Bridge of Don
Aberdeen
AB23 8GX

—
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E info@agcc.co.uk
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