

Providing support, expertise and over 125 years of local business knowledge

businesspress



Business Press

The Business Press is our monthly essential 12 page business guide for the business community in the York and North Yorkshire area providing you with the perfect platform to talk to like minded businesses.

It is circulated with The Press on the first Tuesday of every month, providing sound business information. It has a circulation of 28,661 copies (100% paid, ABC July -Dec 2009, Mon-Sat daily average) and a readership of 75,232 people (JICREG April 2010) providing a good covering of the York and North Yorkshire area for you to target.

Each month the Business Press includes information on new companies, CCJs, shares, regional news, local news, appointments, meet the boss, client focus, corporate finance, SMEs, local businesses, business start up, commercial property, business sales, personal finance and training and skills, therefore providing specific platforms for you to advertise within to target your potential customers.

Marketing facts (2008 Experian Ltd, Census output is Crown copyright and is reproduced with the permission of the Controller of HMSO and the Queen's Printer for Scotland)

Within the Business Press' circulation area 99,687 adults are educated to degree level and are therefore likely to be employed in professional positions who will enjoy reading business publication, providing you with interested readers.

Adults within the Business Press' circulation area are employed in positions that will give them an interest in business, providing you with targeted readers:

50,069 adults are employed as Managers and Senior Officials,

42,588 adults have an Associate or Professional occupation

35,622 are Corporate Managers

Contact Alyson Liversedge or Eleanor Livesey on

01904 567250 or 567242

to help you with all your advertising needs

Serious about business - The essential guide for the business community in York and North Yorkshire

2010 dates

Month	Copy Deadline	Proof Deadline	Insertion Date
Jan	Wed 6 th Jan	Fri 8 th Jan	Tues 12 th Jan
Feb	Wed 27 th Jan	Fri 29 th Jan	Tues 2 nd Feb
March	Wed 24 th Feb	Fri 26 th Feb	Tues 2 nd March
April	Wed 31 st March	Fri 2 nd April	Tues 6 th April
May	Wed 28 th April	Fri 30 th April	Tues 4 th May
June	Wed 26 th May	Fri 28 th May	Tues 1 st June
July	Wed 30 th June	Fri 2 nd July	Tues 6 th July
Aug	Wed 28 th July	Fri 30 th July	Tues 3 rd Aug
Sept	Wed 1 st Sept	Fri 3 rd Sept	Tues 7 th Sept
Oct	Wed 29 th Sept	Fri 1 st Oct	Tues 5 th Oct
Nov	Wed 27 th Oct	Fri 29 th Oct	Tues 2 nd Nov
Dec	Wed 1 st Dec	Fri 3 rd Dec	Tues 7 th Dec

62% of our readers are ABC1's - we can get you communicating with the right people

JICREG July -Dec 2009

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Advertise in the Business Press from as little as **£55**

Size	Colour	Rate
Sponsorship: 'In association with' logo on front cover, a half page editorial feature on your company on page 3 and 6 1x9 colour and mono page straps throughout the publication	Colour / Mono	£1,035
Double page company profile	Colour	£1,345
32x9 (back page)	Colour	£1,285
Front page 4x9	Colour	£415
16x9 (half page)	Colour	£640
16x9 (half page)	Mono	£535
16x4 (quarter page)	Colour	£430
16x4 (quarter page)	Mono	£375
Editorial columns 34x2 (A minimum booking of 6 issues is required)	Mono	£320
10x3	Colour	£270
10x3	Mono	£215
5x2 mid page	Colour	£70
5x2 mid page	Mono	£55
A cm rate of £6.21 per cm mono is also available (+25% for colour)		

The more you advertise the cheaper it gets

Insertion	Discount*
1	0%
2-3	5%
4-5	10%
6-8	20%
9-11	30%
All 12	40%

How does it look?



Technical specification

Delivery

- **Email** Only one attachment per email.
- **ADFAST** Secure web-based. PDF format with embedded fonts.

Acceptable formats and media

- **EPS files** Fonts and graphics embedded. Level 1 or 2 Postscript.
- **PDF files** Version 1.3 *Do not* subset fonts / apply security or protection of any type / use Object Level Compression in Acrobat 6

Fonts

- Newsquest does not accept supplied fonts.
- Fonts that are not embedded may be substituted with defaults.
- Use only Type 1 Postscript fonts.

Type specifications

- Text reversed in multi-colour shouldn't be below 12pt sans serif.
- Minimum size should be 8 points in a bold face, sans serif.

Overprinting

- Backgrounds should have a tonal value of less than 25%

Process colour

- Cyan (C) Magenta (M) Yellow (Y) Black (K)

Dot

- Dot gain is 32% in the 50% dot area. Anything greater than 80% will print solid.
- Max of 75% in shadow. Highlights set at 5% with 0% for catchlights.

Resolutions

- Line-art 1200 dpi. • Colour/mono 300 dpi.