

ADVERTISING RATECARD

“It will be great to finally see a comprehensive list of all the major creative companies in the region... A great resource to find potential new agencies”

Alan Welsman - Disney's European Marketing Director

“One of the region's fastest growing business sectors”

Phil Smith, CEO Business Link South West.

“Dynamic, innovative and exciting; the South West is home to some of the World's leading creative companies and it will be great to see them all in one business publication”

Dick Penny, Watershed Media Centre

The South West's Top 100 Creative Companies League Table will list all of the region's significant players across the digital, design, animation, marketing, TV, publishing, PR and advertising sectors

CIRCULATION OF 10,000

READERSHIP OF 60,000

READER PROFILE:

- The 2009 South West Top 100 Creative Company League Table guide will be read by senior business people across the region.
- They are ABC1 individuals, executive decision makers with a high disposable income.
- The core readership will be made up of MD's, CEO's, Marketing Directors, and key board level personnel across all major sectors of the SW business community.
- The guide will also target companies that are part of the region's burgeoning creative industries and senior administrators from local, regional and international development and government agencies.

PUBLICATION PROFILE

Top 100 is a unique annual business publication created to highlight the leading creative and media businesses and the economic value they bring to the South West.

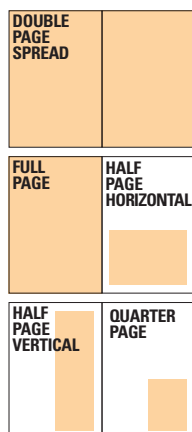
This comprehensive publication will be the first definitive guide to the South West region's creative business landscape and will be published in May 2009. The 50+ page supplement will be available online, as a downloadable PDF and in a printed version and will feature profiles of the top 100 South West companies from across the digital, film & TV, marketing and advertising, animation, publishing PR and design sectors. It will also contain a 'Ones to Watch' section featuring new and exciting start-ups.

DISTRIBUTION

- 10,000 copies will be printed, 8,000 of which will be **distributed to all major businesses across the South West** via Insider Magazine, the market-leading business publication for the region. These will be directly addressed to company CEOs and MD's.
- Copies will be sent to the top **UK brand and marketing managers and TV commissioners** to promote the regions wealth of creative talent.
- 2000 will be distributed across the region's media networks to members, partners and national and regional government offices.

THERE ARE A NUMBER OF ADVERTISING OPPORTUNITIES WITHIN THE GUIDE:

Inside Front Cover	£2550.00
Double Page Spread	£2600.00
Outside Back Cover	£3000.00
Inside Back Cover	£2550.00
Full Page	£1500.00
Half Page	£650.00
Quarter Page	£450.00



MECHANICAL & COPY DETAILS:

FULL PAGE:

Bleed 304mm H x 228mm W
Trim 300mm H x 224mm W
Type Area 276mm H x 200mm W

HALF PAGE

Horizontal 130mm H x 200mm W
Vertical 275mm H x 98mm W

QUARTER PAGE

130mm H x 98mm W

PRODUCTION DETAILS:

Please supply files at 300dpi and in CMYK colour. High resolution PDF or Photoshop files only. Send all discs containing artwork to this address: Martin Davies, Wildfire Unit 2.4, Paintworks, Arnos Vale Bristol, BS4 3EH. Or email: martin@wildfirecomms.co.uk Please contact us if you want to use our ftp site to upload artwork.

FOR FURTHER INFORMATION AND TO DISCUSS RATES, PLEASE CONTACT:
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or email caroline@bristolmedia.co.uk or mike@bristolmedia.co.uk