

ADVERTISING RATECARD

"I was very inspired to see the wealth of creative talent we have on our doorstep. As a relative newbie, The Top 100 guide helped me identify all the key creative companies...it's an indispensable guide for seeking out talent"

Peter Holt
Service Director of Communication & Marketing, Bristol City Council

"The Top 100 really highlights the superb talents in the SW and the business success stories in the sector"

Chris Garcia
Director Cultural Industries, Toursim & Sport, SWRDA

"Having our name alongside those of the Top 100 Creative companies in a publication that people refer to throughout the whole year is an opportunity not to be missed"

Nicholas Lane
Synergist Express Limited

The South West's Top 100 Creative Company league table will list all of the region's significant players across the **digital, design, animation, marketing, TV, publishing, public relations and advertising** sectors.

CIRCULATION OF 10,000 READERSHIP OF 60,000

READER PROFILE

- The 2010 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.

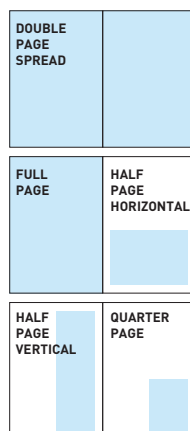
This comprehensive publication is the definitive guide to the South West region's creative business landscape and will be published in May 2010. The 80+ page supplement will be available online, as a downloadable PDF and in a printed version. It will feature profiles of the top 100 South West companies from across the **digital, design, animation, marketing, TV, publishing, public relations and advertising** 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. These will be addressed directly to MD's & CEO's.
- Copies will be sent to the top UK brand and marketing managers and TV commissioners to promote the region's wealth of 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

FULLPAGE

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

HALF PAGE

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

QUARTER PAGE

130mm x 98mm

PRODUCTION DETAILS

Deadline for completed artwork & copy 14th May 2010. Please supply print ready files at 300dpi and in CMYK colour. Hi-res PDF or Photoshop files only. Send discs containing print ready artwork to;

Martin Davies, Wildfire
2.4 Paintworks
Arnos Vale
Bristol
BS4 3EH

Please email us if you want to upload artwork via FTP.

martin@wildfirecomms.co.uk

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