



MEDIA PACK 2025

WWW.HWCHAMBER.CO.UK

01905 673600

MARKETING@HWCHAMBER.CO.UK





BUSINESS DIRECTION MAGAZINE

The Business Direction Magazine is a compact, full colour magazine, packed with must read business news in the Herefordshire and Worcestershire counties. The bi-monthly publication is designed and produced by Chamber partners Distinctive Media Group Ltd.

Business Direction is the business magazine of Herefordshire & Worcestershire Chamber of Commerce, an inspiring, vibrant and positive membership organisation which has been supporting local businesses for almost 200 years. The magazine covers all sectors of industry and commerce.

The Chamber influence is unmatched by any other business organisation in the area, and is the leading centre for up to date business advice, support and growth opportunities.

READERSHIP

Loyal readers use Business Direction as a source of reference. With a readership of over 10,500 for every edition.

CONTACT

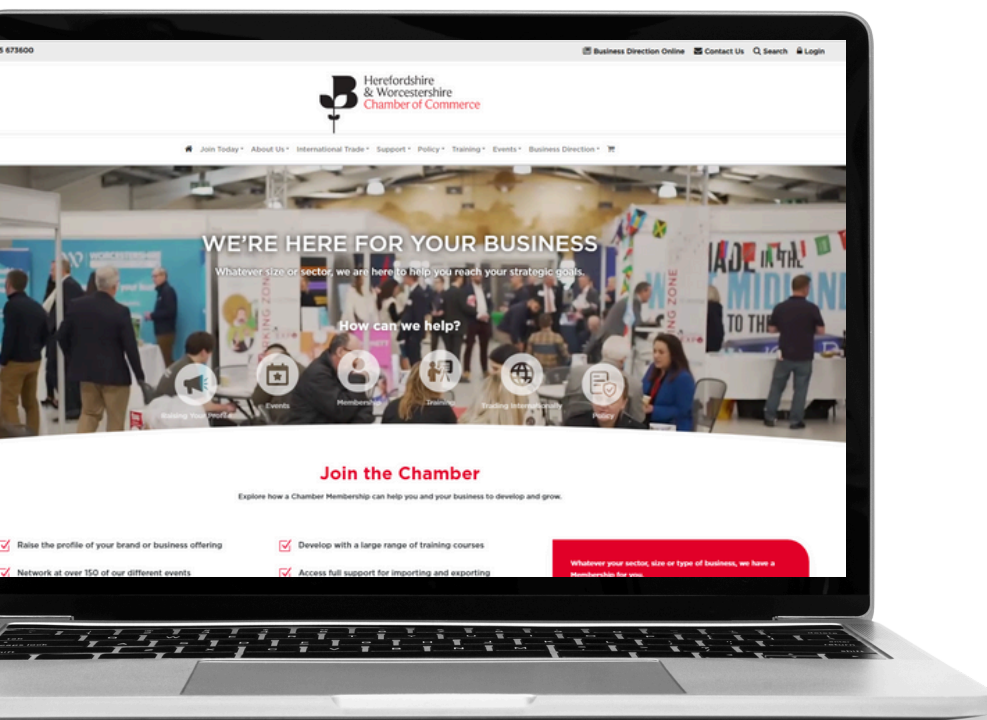
All BD advertising is managed and invoiced by Distinctive Media Group Ltd. Angie Smith, Business Development Manager, Distinctive Media Group Ltd, Tel: 0191 5805472 | Email: a.smith@distinctivegroup.co.uk



WEBSITE BANNER OPPORTUNITIES

With over 400,000 hits every year, our website gives Members a digital opportunity to promote their brand to business professionals across the two counties. Our pricing structure enables all organisations to take advantage of this marketing tool, regardless of budget.

WEBSITE BANNER PRICING



Tier 1 Pages

- £695 + VAT (per year)
- 50,000 – 30,000 views
- Backlink to your website
- 1024px x 160px

Tier 2 Pages

- £595 + VAT (per year)
- 30,001 – 10,000 views
- Backlink to your website
- 1024px x 160px

Tier 3 Pages

- £495 + VAT (per year)
- 10,001 – 1,000 views
- Backlink to your website
- 1024px x 160px

Tier 4 Pages

- £395 + VAT (per year)
- – 1,000 views
- Backlink to your website
- 1024px x 160px

E-SHOT ADVERTS

Email Marketing is a primary communication tool for Herefordshire & Worcestershire Chamber of Commerce. With a reach of over 6,000 business professionals, our newsletters are used to keep Members up to date with the latest news and events from across the two counties.

BANNER ADVERT

1200X250

FEATURE ADVERT (UP TO 50 WORDS)

1200X250

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Advertising rates are calculated by the total number of e-shot subscribers and advert type.

(weekly and bi-weekly communications will feature an advert multiple times a month.)

Newsletter

Frequency

Banner

Feature

Events

Weekly

£400

£500

Business Support

Bi-weekly

£400

£500

Training

Bi-weekly

£200

£300

Policy

Monthly

£200

£300

International Trade

Monthly

£200

£300



EVENT SPONSORSHIP



Sponsorship is a great way of raising your business profile and provides the opportunity to enhance your company's brand further.

The Chamber delivers over 150 events each year, bringing our community together to network, thrive and grow. Event sponsorship isn't isolated to the day of the event, we work to create a mini-campaign surrounding the event to maximise the impact and your exposure.

The activity will include brand presence in pre, during and post event marketing. You can also bring a banner stand and collateral to the event to accompany your speaking slot if applicable.

Prices start from £300.00 + VAT.

EVENT SPONSORSHIP OPPORTUNITIES INCLUDE:

- Networking Events
- Growth Forum
- HR Forum
- Manufacturing Forum
- Women's Business Forum
- Charity Forum
- Food & Drink Forum
- Sustainability Forum
- International Trade Forum
- Health & Wellbeing Forum
- Professional Services Forum
- Young Professionals Forum
- Women's Business Conference
- HR Professionals Conference
- Economic Conference
- Food & Drink Conference
- Health & Wellbeing Conference
- Chamber Business Awards, as well as individual category sponsorship
- Chamber Business Expo

Get in touch via events@hwchamber.co.uk if you are interested in sponsorship.



ADVERTISE AT OUR EXPO

Advertise your business at our upcoming 2025 Chamber Business Expo, held at the University Arena, Worcester.

With an impressive footfall of over 950 attendees, this advertising opportunity is your ticket to unparalleled exposure.

There are currently two advertising opportunities at our Business Expo. The first is a feature in our Expo Programme, given to each attendee upon their arrival at the Expo.

Choose from a full page or half-page ad. Prices start from £60.00+VAT with limited availability.

The second opportunity is a feature on our Jumbo Big Screen in the main hall. Your full screen advert (1536px x 512px) will be shown for 10 seconds, on loop, throughout the day. Prices start at £275.00+VAT.

CONTACT

All Expo advertising is managed by our in house marketing team. Contact **marketing@hwchamber.co.uk** to enquire about advertising at our 2025 Business Expo.

