

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: BUSINESS FOCUS UPDATE
From: DIRECTOR OF PLANNING & ENVIRONMENT		
Date: 25 <sup>th</sup> January 2001	Ref: LM/REP758.DOC	

**1 Purpose of Report**

The purpose of this report is to advise the Committee of a proposal to sell advertising space in the Business Focus newsletter and to seek approval for the proposed rate card costs relating to this venture.

**2. Background**

2.1 Business Focus was the subject of a major marketing review over the summer months. (Details of the outcome of this review were previously referred to in Report dated 26<sup>th</sup> June 2000, which was submitted to Committee on 24<sup>th</sup> August 2000)

2.2 The Review resulted in the publication being redesigned, and a new identity for the newsletter was created. In addition, the production schedule was amended to produce 6 issues per year, compared to the previous 10 issues per year and the number of pages was increased from 8 to 12, to compensate for the reduction in the number of issues being produced.

2.3 The new look Business Focus newsletter has prompted a number of enquiries relating to the possibility of the publication carrying advertisements, both from other North Lanarkshire Council departments and also from external businesses and organisations.

**3.0 Cost Analysis**

3.1 An analysis of all the costs associated with the production of the newsletter was undertaken, in order to determine possible advertising costs for Business Focus. These costs are as follows:

Activity	£
Printing	£1980
Fulfilment	£188
Mailing	£572
Contributors Fees	£350
<b>TOTAL</b>	<b>£3090.00</b>

Totals cost of one issue of Business Focus ( 12 pages)      £3090.00  
 Therefore, the cost of 1 page of Business Focus              £257.50

Having determined the average cost per page, it was then possible to calculate the cost of other page breakdowns (half page, quarter page etc.) which could form the basis for different advertisement prices.

#### **4.0 Rate Card**

- 4.1 Subject to Committee approval, it is proposed that an advertising rate card is designed, outlining the different advertising opportunities available and the costs associated with them. A draft copy of the Rate Card is attached for information.
- 4.2 The Rate Card would be circulated to other North Lanarkshire Council departments and to external businesses within North Lanarkshire who have expressed an interest in the past in advertising in the publication.

#### **5.0 Inserts**

- 5.1 In addition to advertisements, it is proposed that the newsletter is made available to departments and businesses as a vehicle for distributing other leaflets and fliers to a targeted business audience. For a small charge, departments can choose to send leaflets to specific sections of the database or to the whole list of 4000 businesses, as inserts in the main Business Focus mailing.
- 5.2 The fees charged will cover the additional fulfilment charges and mailing costs incurred over and above the normal distribution costs of the newsletter. Details of the proposed insert costs are also featured on the attached Rate Card.

#### **6.0 Restrictions**

- 6.1 The number of advertisements per issue and the number of inserts accompanying Business Focus mailings will be kept to a minimum to ensure that the main objectives of the newsletter are still being achieved; i.e. Priority being given to articles and features relating to North Lanarkshire Council activities and developments in the local business community. The final decision over matter to be included and/or excluded will lie with the publication's editor.
- 6.2 By leveraging an element of control over these opportunities, it should be possible to ensure maximum effectiveness of the promotions and also avoid potential conflicts arising from the content of the adverts and inserts.

#### **7.0 Timescale**

- 7.1 Subject to committee approval, it is intended that these new advertising charges will be introduced by Issue 46, scheduled for production during March/April 2001.

#### **8.0 Recommendation**

- 8.1 It is recommended that the Committee note the content of this report and approve the proposal to accept commercial advertisements in Business Focus.
- 8.2 It is further recommended that the Committee approve the proposed advertising rates for Business Focus.



David M Porch

**Director of Planning and Environment**

Date of Report: 14<sup>th</sup> December 2000

For further information contact Lynne Milne, Marketing Officer, telephone 01236 616280

## Business Focus Newsletter

### Advertising Rate Card

Our business database consists of approximately 4000 names and addresses of local business in North Lanarkshire. Business Focus is distributed to this database every 2 months and we are pleased to offer you a chance to reach this business audience either through advertising or by enclosing inserts with the newsletter mailings.

#### Advertisements

We can offer a variety of advertising options in Business Focus, as detailed below:

Full page	175 mm x 260 mm	£300.00
Half page	175 mm x 127 mm	£150.00
Size 3	114 mm x 127 mm	£100.00
Size 2	54 mm x 127 mm	£ 75.00
Size 1	54 mm x 61 mm	£ 50.00

In keeping with the style of the newsletter, all advertisements should be either two or full colour. If required, our Graphics Team can also assist with the design of advertisements and art work, for a small additional charge. (Costs available on request).

#### Inserts

We are happy to accept small lightweight leaflets and flyers for insertion in the Business Focus mailings. The database consists of 11 different industry sectors. (*Retail, Services to Business, Manufacturing, Transport, Construction, Wholesale, Leisure & Tourism, Distribution, Agriculture, Public Sector, Other Services*). Mailings can be sent to the whole database or targeted to specific industry sectors.

Individual Sections of Database:	£ 30.00 per section
Whole database - 4000 local businesses	£275.00

All prices quotes are exclusive of VAT.

#### Contact:

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**Full Page Advert**  
**Width 175mm x height 260mm**  
**£300.00**

**1/2 Page Advert**  
**Width 175mm x height 127mm**  
**£150.00**

**ADVERT SIZE 3**  
**Width 114mm x height 127mm**  
**£100.00**

**ADVERT SIZE 2**  
**Width 54mm x height 127mm**  
**£75.00**

**ADVERT SIZE 1**  
**Width 54mm x height 61mm**  
**£50.00**