



PROSPER MAGAZINE ONLINE MEDIA PACK



Black Country
Chamber of
Commerce

BLACK COUNTRY PROSPER

THE ONLY BUSINESS READ YOU NEED

PROSPER Magazine is the region's longest running business publication and now it's Bigger, Better and Bolder!



USING THE POWER OF THE BLACK COUNTRY CHAMBER OF COMMERCE TO PROMOTE YOUR PRODUCTS AND SERVICES.

Championing Black Country businesses and keeping them informed with local news and insights is at the heart of everything we do at The Black Country Chamber of Commerce and PROSPER Magazine is one of the most popular regional business publications with a reputation to match!

Relaunched in 2019, The Black Country PROSPER Magazine is a valued source of news, information and commentary for business leaders, business owners, senior managers and influencers.

During the COVID-19 emergency and, over the coming months, as our readers get used to the new normal and ways of operating, PROSPER Magazine has become a digital-first read – with a new edition out each month.

This means more PROSPER Magazine, more frequently and, at a time, when businesses and decision makers are seeking solutions and assistance to help them navigate the months ahead.

Benefiting from a fully immersive, interactive and engaging digital experience; PROSPER Magazine reaches all members of the Black Country Chamber of Commerce, the inboxes of our extensive databases and is supported through both Chamber and dedicated social media channels to drive traffic to prospermagazine.co.uk where visitors can read the latest edition.



CORIN CRANE | CEO
BLACK COUNTRY CHAMBER OF COMMERCE

THE MONTHLY MUST-READ PUBLICATION FOR THE BLACK COUNTRY BUSINESS COMMUNITY

During these unprecedented times, PROSPER Magazine has adapted to ensure that its readers can still access the latest edition – no matter where they are based - through the immersive and interactive experience only prospermagazine.co.uk delivers.

Each Digital-First Edition is packed with insights, news, content, stories and commentary for the Black Country business scene and includes in-depth features, sector updates and interviews with leading figures who are shaping the regional business agenda.

Supporting the work of the region's leading business organisation, PROSPER Magazine highlights events and activities of interest to both members and non-members of the Black Country Chamber of Commerce and is promoted extensively through the Chamber's media channels.

Throughout 2020, each edition of PROSPER Magazine combines regular features and content with a specially selected theme which resonates with the in-trays and agendas of its readers.

Prosper is published during the fourth week of each month with its theme launching a four week campaign of supporting the communications and activities of the Black Country Chamber of Commerce. Editorial deadline for submissions: 15th of each month.

2020 DIGITAL EDITIONS

07|2020

FROM THE BLACK COUNTRY TO THE WORLD

Black Country International
Future Trading Relationships &
New Markets

PUBLISHED 31 JULY 2020

08|2020

DEVELOPING OUR PEOPLE

Employment, Skills,
Apprenticeships, Professional
Development

PUBLISHED 28 AUGUST 2020

09|2020

THE BLACK COUNTRY ECONOMY

Access to Finance, Cash
Flow, Looking Towards a New
Economic World

PUBLISHED 25 SEPTEMBER 2020

10|2020

BUILDING THE BLACK COUNTRY

Infrastructure, Green New Deal,
Connectivity

PUBLISHED 30 OCTOBER 2020

11|2020

BLACK COUNTRY BUSINESS HEROES

Celebrating Black Country
Businesses

PUBLISHED 27 NOVEMBER 2020

12|2020

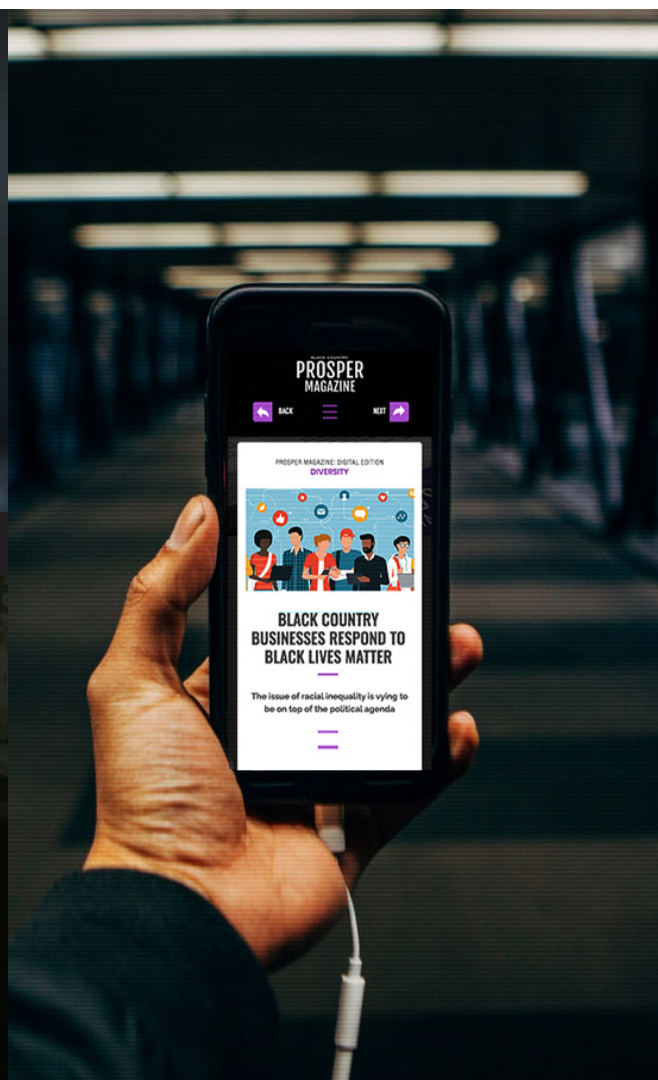
LOOKING FORWARD

The Year Ahead

EDITION OUT IN 2021



INTERACTIVE ENGAGEMENT ON THE GO



BRINGING READERS MORE PROSPER

Since its relaunch in 2019, Black Country PROSPER Magazine has delivered an immersive and interactive digital experience – delivering a popular and accessible platform which stands head and shoulders above the static, downloadable feel of other business titles.

Powered by a unique digital publishing platform, our pages are transformed into experiences that allow readers to immerse themselves and provide advertisers with additional content including Videos, Audio, Document Downloads, Animated Data and much more.

All PROSPER Online content is keyword linked making it accessible to target audiences via the major search engines like Google. Plus, all of our pages include social media sharing buttons that allow readers to share articles, adverts and offers with their tribes on LinkedIn, Facebook, Instagram and Twitter.

Perhaps most importantly, PROSPER Online provides users with a mobile-friendly reading experience designed specifically for smart phones and tablets which they can access wherever they are.



REACHING THE PEOPLE WHO MATTER



ESTABLISHED READERSHIP & UNLIMITED REACH

PROSPER Magazine's relaunch in 2019 saw the release of our brand new 84-page premium print publication. PROSPER Magazine produces 10,000 copies each year of its quarterly printed title supported by the unique interactive experience delivered by PROSPER Online.

Between July and December 2020, PROSPER Magazine is moving to a Digital-First Approach to bring its readers more content with an interactive digital edition each month!

Each edition is promoted by the Black Country Chamber of Commerce whose members collectively employ over 67,000 individuals.

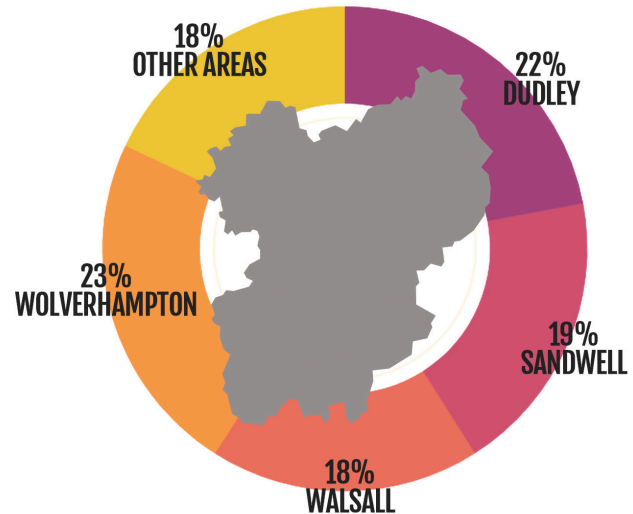
The magazine is extensively profiled via some of the region's most-accessed business portals including blackcountrychamber.co.uk with over 306,000 page views per year and the Chamber's popular social media channels attracting over 20,000 followers.

PROSPER is also promoted via PROSPER Magazine's social media channels incorporating Twitter, Facebook, LinkedIn and Instagram.

Black Country Chamber members represent 22 different industries, including but not limited to:

MANUFACTURING
TRANSPORTATION
FINANCE
BUSINESS SERVICES
STORAGE
CONSTRUCTION
EDUCATION
LEGAL SERVICES
INFORMATION
TECHNOLOGY

Members are located across the Black Country and beyond...



Other Areas may include Birmingham, Staffordshire, Worcestershire, Warwickshire, London etc.

Black Country Chamber's marketing & communications reach:

206,000EMAILS
DELIVERED IN 2019

Black Country Chamber Website receives:

OVER 306,000
PAGE VIEWS A YEAR

Black Country Chamber Social Media Platforms attracted:

OVER 1,000,000
IMPRESSIONS IN 2019

PROSPER Magazine's standalone website has had:

26,000VIEWS
SEPT 2019- JUNE 2020

During 2019 Black Country Chamber held:

270EVENTS
& TRAINING SESSIONS
WITH OVER 7,000 DELEGATES

UNIQUE ADVERTISING OPPORTUNITIES

PROSPER Magazine Online offers advertisers unlimited exposure and a wealth of engagement opportunities powered with our unique range of dynamic content and interactive tools.

Inclusion within our online magazine provides customers with unlimited reach and a host of additional engagement opportunities. Our digital advertising opportunities include a selection of interactive features designed to increase engagement and inspire reader interaction.

**WEBSITE LINKS
DIRECT ENQUIRY FORMS
EMBEDDED VIDEO
DOCUMENT DOWNLOADS
IMAGE GALLERIES
SOCIAL MEDIA SHARING**

DIGITAL ADVERTISING RATES

DIGITAL ADVERTISING	STANDARD RATE	CHAMBER MEMBER DISCOUNT RATE	DYNAMIC INTERACTIVE TOOLS INCLUDED
PREMIUM DIGITAL PAGE	£995	£765 (23%)	VIDEO / WEBSITE LINK / CONTACT FORM / SOCIAL SHARING
STANDARD DIGITAL PAGE	£825	£545 (34%)	WEBSITE LINK / CONTACT FORM / SOCIAL SHARING
OPTIONAL DYNAMIC TOOLS	£75 EACH	—	VIDEO IMAGE GALLERY DOCUMENT DOWNLOAD

DIGITAL SPONSORSHIP	STANDARD RATE	CHAMBER MEMBER DISCOUNT RATE	DESCRIPTION
HEADER BANNER	£1200	£850 (29%)	ROTATING BANNER APPEARING ON ALL EDITORIAL PAGES INCLUDES A MAXIMUM OF FOUR ADVERTISERS

0330 024 0820
ADVERTISING@BLACKCOUNTRYCHAMBER.CO.UK

Discounts on Standard Rate available on multiple editions, please contact us for further information
All advertising is subject to a confirmed agreement with terms and conditions in place | All prices exclusive of VAT

OUR EXPERT TEAM HAVE IT COVERED...



SARAH THOMPSON

PROSPER EDITOR & PRESS OFFICER
BLACK COUNTRY CHAMBER OF COMMERCE

Sarah edits Prosper magazine and ensures that its content remains fresh, engaging and compelling.

Please send editorial submissions and news releases to Sarah via the email address below.

FOR MORE INFORMATION CONTACT:

01902 912319

PROSPER@BLACKCOUNTRYCHAMBER.CO.UK



NEIL ANDERSON

DIRECTOR OF EXTERNAL AFFAIRS
BLACK COUNTRY CHAMBER OF COMMERCE

Neil leads the policy, representation, communications, digital, events and training departments at the Chamber and ensures that businesses have access to a wide selection of activities and initiatives throughout the year.

FOR MORE INFORMATION CONTACT:

0330 024 0820

NEILANDERSON@BLACKCOUNTRYCHAMBER.CO.UK



STEVE PARKER

CREATIVE DIRECTOR
INTERACTIVE MAGAZINES

Steve is responsible for the design & publishing of PROSPER Magazine and the creation of PROSPER Online.

Interactive Magazines are the Official Publishing Partner for The Black Country Chamber of Commerce.

FOR MORE INFORMATION CONTACT:

07710 418036

INFO@INTERACTIVEMAGAZINES.CO.UK





WELCOME TO THE NEW PROSPER MAGAZINE BIGGER | BETTER | BOLDER

SARAH THOMPSON
EDITOR & PE OFFICER
SARATHOMPSON@BLACKCOUNTRYCHAMBER.CO.UK

Whe Black Country Chamber is working hard to ensure that its members have access to a range of services and opportunities to connect, raise their profile and make the process of doing business easier. This year, we have introduced a number of new initiatives including Future Link for young professionals, the Start-Up Business Club, focused our export and import support under the Black Country International name and have teamed up with expert training providers to provide a range of new courses and programmes.

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