

The magazine for North London business

# CONNECT



[www.nlb-connect.co.uk](http://www.nlb-connect.co.uk)

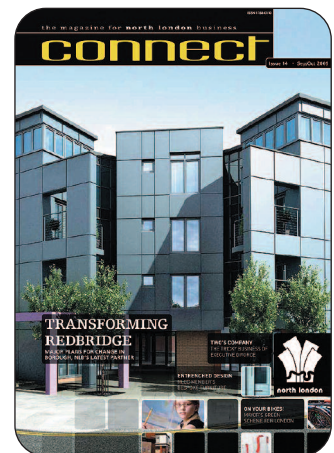
If you are looking for a cost effective method of promoting your organisation and telling your story to the North London business community, **CONNECT** is specifically designed to assist you in delivering you business objectives.

**CONNECT MAGAZINE** is the official publication for North London Business and is the only business to business title produced for the North London region. Published quarterly, **CONNECT** is a well designed, quality magazine keeping business leaders up to date with business news, events, property, lifestyle, motoring and networking opportunities as well as carrying regular features from leading business figures in their area of expertise. We also receive contributions from the London Boroughs and our partners.

North London Business is the official agency for economic development within North London covering Barnet, Enfield, Haringey and Waltham Forest and also provides inward investment services to Camden and Redbridge. We connect with the private sector to provide our services which are publicly funded and free of charge. Our objective is to assists businesses to grow and prosper and market the region to national and international investors. Working with our partners we share a common interest in working for a vibrant and successful North London that plays a full role in shaping London's future.

**CONNECT MAGAZINE** is part of this process and is distributed to locally based business throughout the boroughs of Barnet, Camden, Enfield, Haringey, Redbridge and Waltham Forest. The North London area has a total population of over one million with over 37,000 businesses employing 322,000 people.

In addition to the printed magazine, from January 2012 **CONNECT MAGAZINE** will also be produced in a digital format featuring turning pages, interactive editorial and advertisement links. We have a whole range of exiting commercial opportunity to promote your organisation and deliver tangible results.



To find out more about **CONNECT MAGAZINE**, contact James Harvey on:

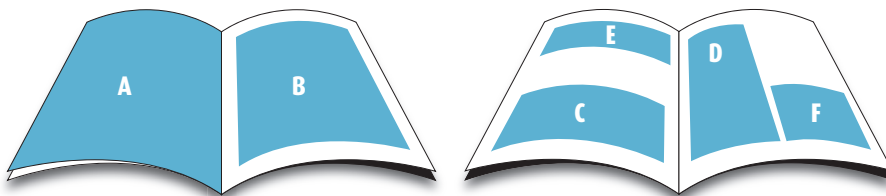
**0161 850 1581**

or email:  
[james@lansdownepublishing.com](mailto:james@lansdownepublishing.com)

## Advertising Sizes and Positions

Display advertising		Members
Front cover	230mm (H) x 210mm (W) including 30mm x 210mm headline banner and sub-header box	£2,100
Other cover positions	303mm (H) x 216mm (W) inc bleed	£1,500
A) Full page (with 3mm bleed)	303mm (H) x 216mm (W) inc bleed	£1,200
B) Full page (in type area)	267mm (H) x 180mm (W)	£1,200
C) Half page (landscape)	130mm (H) x 180mm (W)	£700
D) Half page (portrait)	267mm (H) x 88mm (W)	£700
E) Quarter page (landscape)	63mm (H) x 180mm (W)	£400
F) Quarter page (portrait)	130mm (H) x 88mm (W)	£400
Business 2 Business (minimum series of two)	Includes classification, company name, contact and address details plus 30 word description	£100 (members only)
Inserts (per 1,000)	see mechanical data for details	£135

All display advertisers will be included within the online version which will include a free link from your advertisement to the appropriate page on your website.



### MECHANICAL DATA

Advertisements can be sent via e-mail to [artwork@lansdownepublishing.com](mailto:artwork@lansdownepublishing.com) or via FTP at the Lansdowne Publishing website ([www.lansdownepublishing.com](http://www.lansdownepublishing.com)).

Artwork should ideally be created in Quark Express/Adobe Illustrator/Adobe Photoshop (300dpi)/high resolution pdf file – please ensure you include all relevant files and fonts.

**Advertisements can be set on your behalf for a nominal charge.**

To find out more about  
**CONNECT MAGAZINE**,  
contact James Harvey on:

**0161 850 1581**

or email:  
[james@lansdownepublishing.com](mailto:james@lansdownepublishing.com)



### Online advertising rates

Advertisers wishing to be included in the online version only can be included at the following rates.

Sponsorship button including a full page colour advertisement	£750
Full page colour	£500
Half page colour	£300
Quarter page colour	£200

### Series Discount

Four issues published throughout the year 10 per cent two issues – 20 per cent four issues.

### Inserts

An inserts facility is available, at £135/1000. Inserts must weigh no more than 18g. Inserts weighing more than this limit will be surcharged.