

BQ

BUSINESS QUARTER
THE LIFE AND SOUL OF BUSINESS

NORTH EAST EDITION

BQ is a stimulating quarterly business magazine brought to you by one of the region's brightest publishing companies; room501 Publishing.

Providing the inside track on what drives the region's leading businesses, business people and entrepreneurs, BQ offers a unique and refreshing mix of business news, commentary from leading business people and profiles of the region's most inspirational entrepreneurs. With a unique style and attitude BQ aims to get to the heart and soul of the region's business people and find out what drives, inspires and motivates them towards their ambitions.

Each quarter BQ also brings its readership a wealth of business intelligence and information, whilst looking ahead to forthcoming events and reporting on recent developments that will have a significant impact on the North East business landscape.

BQ is no ordinary business publication. With unique content and a style determinedly its own, its aim is to inspire, enlighten and empower, embracing and reporting North East business success wherever it is found.

NORTH EAST
MAGAZINE
OF THE YEAR
2009

Distribution Model

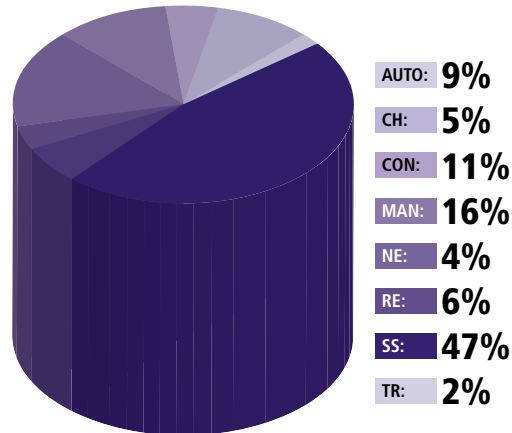
BQ reaches an affluent and influential audience of Directors, Owner Managers, entrepreneurs and opinion formers via it's carefully researched distribution model.

7,500 copies are mailed on a named basis to a database that is constantly updated. The people on the database are in a position of influence within leading businesses across the region and include Board Directors of the region's Top 250 companies and owner managers of leading entrepreneurial businesses.

A further 2,500 copies are distributed strategically to business centres, business hotels and business support and development agencies across the North East.

BQ has become keenly anticipated and is retained as an important reference document, offering limited but exciting advertising opportunities that will expose your business products and services to a large, unique audience of regional business decision makers and opinion formers.

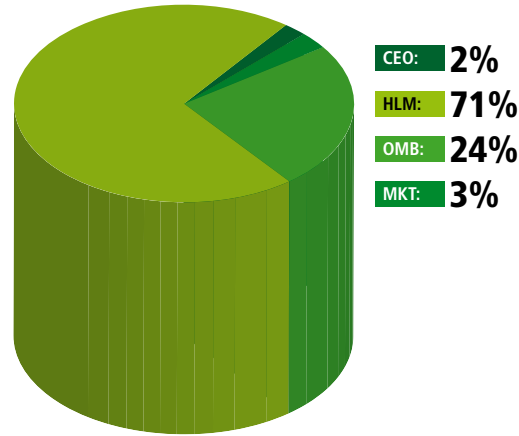
BQ MAGAZINE DISTRIBUTION BY INDUSTRY.



KEY:

- AUTO:** AUTO: Logistics, haulage, freight forwarding, transport, automotive
- CH:** CORPORATE HOSPITALITY: Events management, conferencing and banqueting, catering, hotels
- CON:** CONSTRUCTION: The built environment
- MAN:** MANUFACTURING & INDUSTRY: Production, exporters
- NE:** NEW ECONOMY: Pharmaceutical, petro-chemical, bio-science, IT, centres of excellence, process industries
- RE:** RETAIL: Department stores, independant retailers
- SS:** SERVICE SECTOR: Business support, professional services, local government, finance
- TR:** TRAINING & RECRUITMENT: Recruitment specialists, training consultants

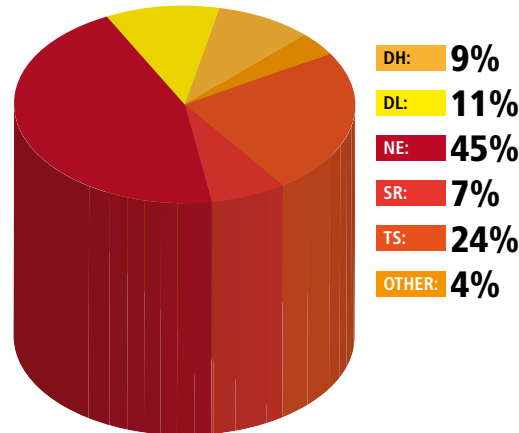
BQ MAGAZINE DISTRIBUTION BY JOB DESCRIPTION.



KEY:

- CEO:** Chief executive officers
- HLM:** Managing directors, board level directors
- OMB:** Owner managed business
- MKT:** Sales & marketing

BQ MAGAZINE DISTRIBUTION BY POSTCODE AREA.



Data compiled for the distribution of BQ magazine by room501 2009.

ADVERTISING RATES

ADVERTISING SIZES:

Double page spread	£1845
Full page	£1075
Half page	£645

PREMIUM POSITIONS:

Inside front cover	£1645
Inside back cover	£1545
Back cover	£2545

SPONSORSHIP:

Sponsorship, details available on request.

MULTIPLE EDITION DISCOUNTS:

(Invoiced on publication)

2 issues	5%
3 issues	7%
4 issues	10%

PRE-PAYMENT DISCOUNTS:

(Invoiced in full on receipt of order)

2 issues	10%
3 issues	15%
4 issues	20%

Advertisers may take advantage of multiple insertion discounts or pre-payment discounts, not both.

If you wish to advertise with us please contact our sales team on 0191 537 5720, or email sales@room501.co.uk

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room501
publishing

www.bq-magazine.co.uk
www.room501.co.uk

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TECHNICAL SPECIFICATION

Please ensure all artwork is supplied in the following formats:

- All scans must be CMYK at 300dpi.
- All fonts must be embedded within the file.
- Disk formats acceptable are USB Disk/ Pen drives CD/DVD or PDF.

Bleed is available on full page and double page positions.

Trimmed size is 205mm x 260mm.

Please send your artwork to Euan Underwood at studio@room501.co.uk for any queries or further information contact Euan on 0191 537 5724.

room501
publishing

Publishing House, 16 Pickersgill Court,
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Sunderland SR5 2AQ

NORTH EAST
MAGAZINE
OF THE YEAR
2009

Full page

including 3mm bleed all sides:

width: 211mm

height: 266mm

Double page spread

including 3mm bleed all sides:

width: 416mm

height: 266mm

Full page

no bleed

width: 175mm

height: 244mm

Half page

width: 175mm

height: 120mm