

informing scotlands businesses



The B2B Publication for Scotland.

Enterprising News

- Scotland's leading B2B Publication
- Recognised and respected voice for established business bodies

Enterprising News offers more:

- Named Business Decision Makers
- CEO's
- Managing Directors
- Business Owners

Guaranteed delivery of 25,500 copies with a readership in excess of 63,000

Enterprising News: reaching desks other publications can only wish for!

INTRODUCTION

Enterprising News top 10 facts:

- **The No1 Publication in Scotland.**
- **Enterprising News is mailed to 25500 named business people in Scotland, more than any other.**
- **Enterprising News is the only way to reach more than 63,000 business readers across Scotland.**
- **Enterprising News is a privately owned Scottish business publication, established 2001.**
- **Enterprising News is not bound by any membership or political agenda – it is therefore independent.**
- **Enterprising News is the only business publication dedicated to small to medium sized enterprises (SME).**
- **Enterprising News is the ONLY UNIQUE PLATFORM for Business Networking and inter-trading in Scotland.**
- **Enterprising News promotes Business Growth.**
- **Enterprising News provides The Right Information and Support to help readers develop the full potential of their business.**
- **Enterprising News highlights the access points of Agencies who have an Economic Development Delivery Remit.**

ADVERTISERS SAY

“... A breath of fresh air, I look out for it while I leave most publications in their wrapper.”

Stephen Findlay,
Director, Design & Print.

“By advertising in Enterprising News we have already improved our networking at a local level in terms of sales & suppliers.”

Jerry Stewart, GM, Eagle Couriers.

“We improved the attendance at our event by more than a third by advertising in the paper.”

John Godwin, Senior Strategic Officer,
State of the City Economy, Glasgow.

“Simply no better way to get our message across to our target business audience”.

Gareth Rees, MD,
GRS Print Services Ltd.

Posted to 25,500 named individuals across Scotland who make daily decisions about when, where and with whom they do business.

Enterprising News: reaching desks other publications can only wish for!

For Further Information Contact:

01698 816014

EDITORIAL SYNOPSIS

CONTRIBUTIONS FROM:

Federation of Small Businesses
Chambers of Commerce
Private Sector
Unitary Councils
Scottish Government

REGULAR EDITORIAL:

building & construction
training
planning
marketing
courses
seminars
diary
case studies
business gateway
business travel
tourism

SPECIAL FEATURES:

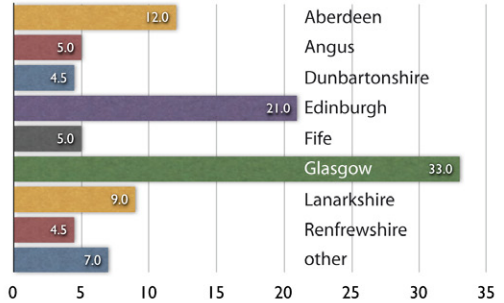
legal
financial
banking
networking
IT
hospitality
vehicles

ANNUAL SUPPLEMENTS:

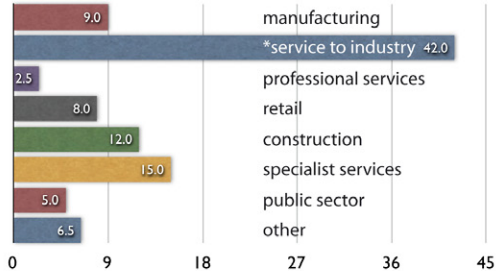
Think Finance
Think Training
Think Regeneration

READERSHIP

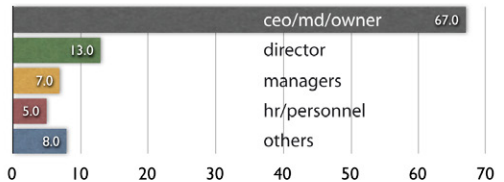
geography



sector



job title



Supported by



or email us at: en@enwi.co.uk

FREQUENCY

ISSUE	PUBLISHED
April	March
July	June
October	September
January	January

PUBLICATION:

Last week of the month

ADVERTISING COPY:

Three weeks prior to publication

CANCELLATION:

Six weeks prior to publication

PRINT RUN:

26,000

ADVERTISING

SPECIAL POSITIONS

Front Page	(10cm x 6 cols)	£2,600
Strip Spread	(10cm x 12 cols)	£2,840
Tabloid page	(A3)	£5,280
Page 3	(A4 equivalent)	£2,500
Page 5	(A4 equivalent)	£2,200
OBC	(1/2 page)	£2,500
Title Corner		£350

OTHER POSITIONS

£22.00 scc

(incl. classified)

SPONSORSHIP & INSERTS

Rates on application

AGENCY COMMISSION

10%

TECHNICAL COPY

We accept most forms of electronic transmissions and prefer PDF format. We cannot accept completed adverts in Microsoft software – Word, Powerpoint and Publisher.

COLUMN WIDTHS

1 = 43 mm	4 = 184 mm
2 = 90 mm	5 = 231 mm
3 = 137 mm	6 = 277 mm

CONTACTS

CONSULTANT EDITOR

Colin Calder

en@enwi.co.uk

SALES & COMMERCIAL

Patrick Bellew

patrick@enwi.co.uk

Enterprising News

is published by

ENWI Publishing Ltd

6 Kylepark Ave

Glasgow

G71 7DF

T: 01698 816014

F: 0141 626 6906