

# skillspledge<sup>northeast</sup>

## MEDIAPACK

**Skills Pledge NE** is a leading training, development and current affairs magazine with a circulation of 10,000 + utilising a network of journalists, **Skills Pledge NE** reports on the very latest training and self development opportunities for the North East workforce and provides leading expert analysis, reviews, discussions and opinions, while giving valuable case studies and insights on the personal development initiatives that assist in driving forward business and commerce within the North East market place, ensuring the enhancement of future competitiveness.

### WHAT IS THE MAGAZINE?

Produced quarterly, **Skills Pledge NE** is the only title that promotes self development within the workplace in the North East region, provides key decision makers with a wealth of choice on demand led skills and encourages activities that boost workplace productivity, while having a positive effect on the regional economy, allowing businesses to grow and diversify into new markets.

**Skills Pledge NE** focuses on the governments commitment to becoming a world leader in skills by 2020 and addresses key sectors within the North East marketplace including:

- Q Health
- Q Education
- Q Public Administration
- Q Business Services
- Q Financial Services
- Q Manufacturing
- Q Utilities
- Q Construction
- Q Retail
- Q Hotels/Restaurants
- Q Transport
- Q Electricity and Gas

**Skills Pledge NE** is the only title that promotes the North East Region to key decision makers to promote the regions future competitiveness through training and self development that have a broader impact on the area in which we live and work and how it will affect everything they do on a regional basis.



Skills Pledge NE magazine is a new publication that will also be available online at

[www.skillspledgene.co.uk](http://www.skillspledgene.co.uk)

As you would expect, the audience of **Skills Pledge NE** magazine and **www.skillspledgene.co.uk** is not exclusively from training background. Our readers are business decision-makers and consumers from diverse backgrounds. What they have in common is a hunger for accurate information and desire for authoritative analysis on the development of our workforce and our sector skills that drive the regions economy.

## EDITORIAL

A forthright and timely piece providing our views on the biggest topic of the Quarter.

## NEWS

An overview of all the Quarters regional stories and exclusives.

## SOUNDBITES

Amusing and thought provoking comments from well-known figures around the region.

## LETTERS

Entertaining and informative correspondence from our readers.

## COMMENT & ANALYSIS

Influential figures provide their views on issues affecting the region today.

## TECHNOLOGY

Providing readers with news and features on the very latest trends and emerging technologies that assist work based and distance learning.

## FEATURES

In-depth analysis and investigations of the latest topics in the regions major business sectors.

## INTERVIEWS

The Movers and Shakers names in the region giving insights into their current rise to power.

## FEEDBACK

Humour, irony, quirky tales.

**Skills Pledge NE** aims to become the most influential regional magazine between Berwick, York and the borders of Cumbria. Its content to be written in tandem with some of the most aspiring companies on the verge, and the cusp, of success through training and self development.

## CIRCULATION

**Skills Pledge NE** reaches over 10,000 of the regions top executives and business decision makers. This powerful database is on a named basis and works in tandem with a distribution list involving the UK's top 250 companies as well as training providers, local authorities, hotels, business link agencies and councils, giving **Skills Pledge NE** a valuable marketing tool for any potential advertiser.

## DISPLAY ADVERTISING RATES

(All Full Colour)

### COMPANY PROFILES

Single Page ..... £1900  
Double Page ..... £3000

### COVER

Outside Back Cover ...£2600  
Inside Front Cover ....£2400  
Inside Back Cover .....£2100

Full-page ..... £1900  
Half-page ..... £1000  
Quarter-page ..... £2100

All rates are exclusive of VAT at 17.5%

## SPONSORSHIP

Sponsor of 4 issues to include:  
Logo branding on the front cover  
Solus position advert  
2 x full pages, full colour £14,000

### SPONSORSHIP OF 1 ISSUE

Logo branding + Solus position advert  
2 x full pages, full colour £4500

Agency Commission Classified 10%

Cancellations 4 weeks prior to publication date

## DIGITAL ADVERTISING SPECIFICATION

### FILE FORMATS

- Q Quark, Photoshop and Illustrator files –collected for output, with all fonts and images enclosed.
- Q PDF files –Acrobat 4.05 is the preferred format.

- Q All files must contain images at a high resolution (300 dpi).
- Q Files must be supplied in CMYK format and have all fonts embedded.
- Q If an advertisement is booked as 'bleed' size, the page must include bleed measurements when supplied.

### FILE TRANSFER

- Q Files should be supplied on disk. Please use CD-Rom or Zip, and send to the postal address below.
- Q Files can be sent via ISDN only with prior agreement of the production manager call 0191 2983571 for details.
- Q Files over 30Mb must be supplied on disk.
- Q A colour proof must be produced with every set of films supplied and must be generated from the 'file provided.
- Q **Skills Pledge NE** cannot take responsibility for any colour discrepancies if we are not supplied with an accurate representation of the final ad.

### POSTAL ADDRESS

The Production Department  
Distinctive Publishing  
7th Floor  
Aiden House  
Sunderland Road  
Gateshead  
NE8 3HU

t: 0191 4788 300

It is possible for Distinctive Publishing to design and typeset your advertising for you.

### PLEASE CONTACT:

**sales@distinctivepublishing.co.uk**  
for information and costs or call

**0191 4788 300**