

Black Country
Chamber of
Commerce

Black Country Chamber Partnership & Advertising Opportunities



BUSINESS IS DONE BETTER TOGETHER

About us

The Black Country Chamber of Commerce is the leading business support organisation in the region. and is made up of a network of local businesses in Wolverhampton, Walsall, Dudley and Sandwell helping to shape and power the economy.

Whilst our heritage stretches back to 1856, we are a dynamic and forward-thinking not-for-profit organisation which understands and helps tackle the challenges faced by firms operating in today's modern marketplace.

Chamber membership provides platforms and opportunities for businesses to grow, connect and become part of a thriving network. Helping shine a spotlight on inspirational and innovative companies across the region and how they are contributing to making the Black Country a great place to do business.

Partnering with us

Partnering with the Chamber is a cost-effective way of reaching an engaged, business audience across the Black Country. Our partners enjoy an increased profile and an opportunity to promote their products and services to their target audiences.

The Chamber's network of members are amongst the most influential business leaders and decision-makers. Partnering with us secures the prominence of your business on event branding, social media posts, the Chamber's website and in our quarterly business magazine, Prosper.

We have a number of opportunities to partner with us and/or advertise on our platforms throughout the year. Whatever your budget, we will work with you to meet your objectives. Whether that be:



Unparalleled Brand Exposure

Significantly increase your visibility among local business leaders and decision-makers.



Demonstrate Your Commitment to Black Country Businesses

Show your support for the local business community and your dedication to fostering growth and innovation within the region.



Network with Key Stakeholders

Connect with the best and brightest businesses in the Black Country, build relationships, and explore potential partnerships in a collaborative environment.



Gain Recognition as an Industry Leader

Position your organisation as a champion of excellence.

Digital Advertising Opportunities

Website Banner - Homepage



Member rate

1 Week: £175* | 4 Weeks: £580*

Non-member rate

1 Week: £275* | 4 Weeks: £980*

Dimensions: 1570 pixels (width) 280 pixels (height)

Format - PNG

*All prices displayed exclude VAT

Weekly Newsletter Banner



Member rate

1 Week: £150* | 4 Weeks: £500*

Non-member rate

1 Week: £250* | 4 Weeks: £900*

Dimensions: 800 pixels (width) 200 pixels (height)

Format - PNG

*All prices displayed exclude VAT

Our Reach



11.5k

social media
followers.



>140

events and
training sessions
per year.



3k

event
attendees per
year.



100

email
newsletters
per year.



18.5k

email
subscribers.

Contact Details



website@blackcountrychamber.co.uk



0330 024 0820



Black Country
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REACH THE BUSINESS COMMUNITY



PROSPER - The Black Country's longest-running business publication - in print and online every quarter

10K+

**PRINT READERS
PER ISSUE**

12K+

**ONLINE VIEWS
PER ISSUE**

22K+

**TOTAL REACH
PER ISSUE**

4X

**ISSUES
PER YEAR**

WHO READS PROSPER?

Business owners, senior leaders and key decision-makers across the Black Country - an engaged audience invested in regional business.

HOW IS IT DISTRIBUTED?

Direct to Chamber members, plus the West Midlands Mayoral Office, MPs and key regional stakeholders. Promoted via our newsletter and social channels.

MEMBER DISCOUNTS

Chamber members enjoy significantly reduced rates. Not yet a member? Ask us about joining to unlock savings alongside all other benefits.

Advertising Rates

Full Page

265×210mm

MEMBER

£700

NON-MEMBER

£900

BLEED: 265mm × 210mm + 3mm bleed all sides
NO BLEED: 245mm × 185mm (white border)

All prices exclude VAT. Artwork creation available at extra cost.

Half Page

120×185mm

MEMBER

£400

NON-MEMBER

£500

DIMENSIONS: 120mm × 185mm

All prices exclude VAT. Artwork creation available at extra cost.



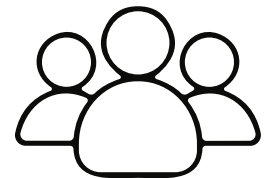
PRINT & DIGITAL

~10,000 print readers and ~12,000 online views every issue - 22,000+ impressions per quarter.



AMPLIFIED BY THE CHAMBER

Every issue promoted through our newsletter and social media channels, extending your reach further.



DECISION-MAKER AUDIENCE

Directly into the hands of business leaders, owners, MPs and major regional stakeholders.

Get in touch

EMAIL
prosper@blackcountrychamber.co.uk

PHONE
0330 024 0820



WOMEN IN LEADERSHIP

Black Country Women in Leadership was established by the Black Country Chamber of Commerce in 2019 in order to support and celebrate women in senior leadership roles and to help inspire the next generation. The network is operated and developed by a voluntary steering group, chaired by Lucy Rook of BlackRook Academy.

The network provides welcoming environment for Black Country women in business to:

- Raise the profile of, inspire and promote the achievements of regional female leaders and support the next generation.
- Meet, share, and discuss views, experiences, or concerns.
- Provide opportunities for peer networking and information sharing.
- Address inequalities and strive for parity within the region's business community.

Partnership Opportunity

Each partner will receive:

- Branding on all Women in Leadership event(s) promotion on social media.
- Branding on Women in Leadership website page.
- Branding at all Women in Leadership event(s).
- Branding in Women in Leadership article(s) featuring in each quarterly edition of Prosper magazine.
- Opportunity to speak at event(s) and/or join the panel discussion.
- Annual partner entitled to two seats on the Women in Leadership Steering group, which meets quarterly.



Key Dates



Investment*

Annual - £5,000 | Per Quarter - £1,500

*All prices displayed exclude VAT

Contact Details

 website@blackcountrychamber.co.uk

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QUARTERLY ECONOMIC SURVEY

The Black Country Chamber of Commerce conducts a Quarterly Economic Survey, which takes the pulse of the region's businesses on subjects including sales, recruitment, exports and investment. The results of the survey are used to inform on detailed economic performance and trends throughout the local region and beyond.

Regional data feeds into the most authoritative national business confidence survey, the results of which are closely watched by both HM Treasury and the Bank of England's Monetary Policy Committee and help to inform decisions that impact upon interest rates and business policy.

Partnership Opportunity

Each partner will receive:

- Access to the raw survey data.
- Opportunity to insert five questions into the survey(s) on a particular topic of interest relevant to your business.
- Branding on distributed survey(s): print and digital.
- Branding on all survey promotion on social media.
- Branding on QES website page.
- Branding in QES article featuring in each quarterly edition of Prosper magazine.



Key Dates



Investment*

Annual - £3,500 | Per Quarter - £1,000

*All prices displayed exclude VAT

Contact Details



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Get in Touch



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