

BLACK COUNTRY PROSPER

The region's longest-running business publication



Black Country Chamber of Commerce is delighted to announce the return to print of **Prosper**, its long-running membership publication.

Originally relaunched in a fresh, contemporary style in Autumn 2019, *Prosper* quickly set the benchmark for quality business publications, with readers welcoming its unbeatable combination of business and Chamber news, spotlight interviews and specialist features.



Printing was suspended in Spring 2020 as pandemic lockdowns were introduced, with the magazine continuing in a digital-only format, but popular demand for a return of the printed version has led to its reintroduction from July 2022.

New Prosper

We've teamed up with Chamber Media Services, an experienced business-to-business publisher, to relaunch *Prosper*. Its arrival comes as Chamber members in all sectors look to reconnect with the wider business community, their clients and suppliers, as we all aim to build back better in the wake of the pandemic. Reaching senior leaders, decision-makers and influencers, *Prosper* will bring you all the news, commentary, insights and analysis on subjects that matter to the Black Country's business leaders and decision makers, making it a trusted source of information for our members.



Each issue will include popular regular features such as *Members' News*, *Business Voices*, *Sector Focus* – spotlighting trends and challenges in specific business areas – and *Prosper People*. We'll also have all the latest news from the Chamber, including events and policy updates, plus special features on hot topics of the day.



BUSINESS IS DONE BETTER TOGETHER

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The people behind Prosper

Black Country Chamber of Commerce champions the business community and works with its members to create an environment conducive to success, improving business performance through training, information, networking and support.

Prosper sits at the heart of this work and is a popular and greatly appreciated membership benefit. Written by the team at the Chamber and edited by Sarah Thompson, its PR and Press Officer, it offers an unparalleled look at the business world through the eyes of Black Country Chamber and its membership.

Special features

As well as regular features, *Prosper* carries advice and comment on key business issues, supplied by authoritative voices drawn from across the Black Country and further afield. Key subjects covered include the response to Covid-19 and Brexit, sustainability and the climate change agenda, cyber security, HR issues and tax advice. In addition there are regular updates on Chamber policy initiatives at both regional and national level.

Published quarterly, *Prosper* is distributed direct to our members, with copies also made available to selected non-members and in prominent venues around the region. It is a trusted source of news, comment and information which is highly regarded by the Chamber's membership.

Through a wide variety of advertising and sponsorship opportunities, *Prosper* is the perfect vehicle through which you can reach a target audience of business owners, leaders and key decision makers.



Advertising in Prosper

There are a number of advertising options available in *Prosper*, with special exclusive discounts for Black Country Chamber members of up to 25 per cent.

Full page advert
Dimensions:
265mm x 202mm
(with bleed)
or
245mm x 185mm
(no bleed)

Price:
Black Country Chamber
members: **£600**
Non-members: **£800**

Half page advert
Dimensions:
125mm x 185mm

Price:
Black Country Chamber
members: **£350**
Non-members: **£420**

Quarter page
Dimensions:
125mm x 90mm

Price:
Black Country Chamber
members: **£250**
Non-members: **£300**



ADVERTORIAL FEATURES

There is the facility to contribute an advertorial feature in *Prosper*, suitably branded to reflect your business. Full pages are 6-700 words, with room for photographs and logos. *Prosper* editorial features are ideal accompaniments to our Sector Focuses.

Prices: Members £600; Non-Members, £800

SPONSORSHIP OPPORTUNITIES

Link your business to one of our special regular features pages. Your business branding, plus an opportunity to comment. Prices on request.

PROSPER CONTACTS

Prosper, the official membership magazine of Black Country Chamber of Commerce, is edited by Sarah Thompson. Contact her at:
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Prosper is published on behalf of
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