



### **British Chamber of Commerce Abu Dhabi Capital Letter Magazine**

*British Chamber of Commerce Abu Dhabi is an organisation focused on promoting bilateral trade between the United Arab Emirates and the United Kingdom. We have one objective - to enable better business outcomes for our members.*

*Formed from the British Business Group Abu Dhabi (registered in 1996), the British Chamber of Commerce Abu Dhabi (BCC AD) is a not-for-profit membership organisation for companies trading between the UAE and the UK. The Chamber is part of the Global Business Network of the British Chambers of Commerce providing connectivity to 76 accredited chambers around the world, and 53 UK-based chambers trading world-wide.*

**Capital Letter** is the business publication produced by BCC AD. The Communications Committee welcomes articles and news from our membership, and features UK and UAE business editorial stories relevant for our readership. The magazine aims to promote British business in the capital and to provide relevant corporate news updates and informative features; it also reports on British business successes and events of interest to the British business community in Abu Dhabi. The magazine features images of our recent BCC AD events and provides our member opportunities to share their sector knowledge and expertise in print.

With a hard copy distribution of 1,500 and an e-reader soft copy available on our website, Capital Letter has an extensive reach across the UAE business community. Hard copies are sent to all members of BCC AD, it is circulated to major corporations and large companies across Abu Dhabi, is distributed at business lounges at Terminal 1 at Abu Dhabi Airport, business centers including ADGM Square and in hotel corporate lounges across the city. The British Embassy and Consulate in the Emirates hand out copies to visiting businesspeople and it is also posted to senior officials and parliamentarians in government offices and ministries in the UK, as well as the British Chambers of Commerce UK HQ. The soft copy is shared substantially to our BCC AD wider database via ezine, and across our very active social media platforms.

The following editorial guidelines should be followed when submitting articles for consideration. All submissions will be reviewed and considered for relevancy. There is no guarantee an editorial will feature however we offer a cost-effective advertising rate card to book space in the magazine (see below.)



### **Editorial Guidelines:**

The magazine has two main functions. One is to keep members informed of updates and events of interest to the Abu Dhabi business community and in conjunction to provide a forum for our members to share their views and news.

Its second function, which is equally important, is to report on and promote the development of the economic, business, educational, cultural and political partnership between the UK and the UAE. For this reason, much of the material in the magazine needs to be relevant to this broader audience, and over the years, we have been delighted to include articles on and interviews with leading government and business figures from both countries.

With the above criteria in mind, the editorial committee of Capital Letter welcomes submissions of articles for publication which meet the following guidelines:

- **COPY:** Content which is blatant advertising for a particular product, service or event submitted by a company or individual as an editorial article will be rejected. Capital Letter is happy to accept paid advertising for such products or services and provides a cost-effective rate card outlined below.
- **RELEVANCE:** Except where agreed in advance, copy which is not directly related to UK and UAE with the broader objectives of promoting the UK-UAE partnership or which does not contribute to a better understanding of how business in UAE is best done is unlikely to be used.
- **NEWS ITEMS:** Items of news, such as contract awards, establishment of new ventures, new business wins or visits of very senior representatives are particularly welcome.
- **PUBLICATION:** Copy is accepted on the understanding that there can be no guarantee of publication, either generally or in a particular issue, where insufficient space may be available. The editorial committee has the right to edit the material to meet the size and quality criteria of the publication. **Preference will, of course be given to material submitted by BCC AD members. Priority of editorial coverage will be extended to Business & Corporate members.**
- **PHOTOGRAPHS:** A good image always helps an article to be noticed and read – we welcome high resolution images to accompany articles. Please submit a photograph / image with each submission and if possible, confirm there are no copyright restrictions on the image(s). We cannot guarantee author head shots will be included.
- **WORD COUNT:** Quarter Page News/Event Updates - 200 words with 1 image; Half Page Feature Articles - 300-350 words with 1 image; Full Page Article – 650 words with 1- 2 images. Kindly note that all content is subject to editing by the Editorial Panel. We request that word counts are adhered to as strictly as possible please.

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### **Rate Card:**

Capital Letter is an ideal advertising medium as a targeted publication for British businesspeople across Abu Dhabi. Advertising in Capital Letter guarantees coverage in the printed hard copies as well as featuring on the BCC AD website with additional promotion across our social media channels – LinkedIn, Instagram, Twitter.

Your advertisement can now go further! We also offer a cost-effective rate to convert your advert into a web-advert on our website homepage for a full quarter PLUS see your advert feature in an email campaign to our database.

### **Previous and current advertisers include:**

HSBC Bank	Al Farida Investment Company	FAB Bank
Autostrad Rent A Car	Al Nasr Contracting	British Dental Clinic Abu Dhabi
InterContinental Hotel	BP	British School Al Khubairat
Rolls-Royce	Etihad Airways	Molton Brown
ADCB	G4S	Etihad Airways
Abu Dhabi Airport	Rotana Hotel Group	Masdar City

### **Readership: Capital Letter is read by senior management in the following sectors:**

Renewable Energy	Hospitality	Recruitment	Distribution & Trading
Embassies	Legal firms	Banking & Finance	Management Consultants
Education & Training	Airlines	Oil & Gas	Medical & Health Services
Shipping & Ports	Government & Ministries	Construction	

### **2022 Capital Letter – Advertising Rates (Price per issue in AED & inclusive of 5% VAT)**

<b>Full Colour</b>	<b>1 Issue</b> (Dec 2022)
Inside Front	5250
Outside Back	5775
Inside Back	5250
Full Page	4725
Half Page	2890
Quarter Page	1575

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**Your advertisements now go further!**

For an additional AED 1,000 per issue, convert your advertisement into a web-advert on the BCC AD website homepage for a full quarter PLUS see your advert feature in an email campaign to the BCC AD database.

**Advertising Artwork/ Image Standards**

Advertising artwork will only be accepted in the following high resolution formats: .eps, .ai, .pdf, .jpg.

Logos will only be accepted in the following high resolution formats: .eps, .ai, .jpg and .pdf

All logos and artwork should be in 300 dpi resolution. CL advert – A4 size

- Full Page Advert Actual Size: 21 cm x 29.7 cm Full Page Bleed 22 cm x 30.7 cm
- Half Page Advert Actual Size: 18.5 cm x 13.5 cm With Bleed: 19.5 cm x 14.5 cm
- Quarter Page Advert 13.2 cm x 9.2 cm

Web-advert and ezine specs will be provided upon booking.

**To discuss your inclusion in Capital Letter, please contact BCC AD General Manager Simone Jucker:**

[magazine@bccad.ae](mailto:magazine@bccad.ae) / +971 2 445 7234

**To view past issues of Capital Letter:**

<https://bccad.ae/capital-letter-magazine>