

## Chartered ONE is the official magazine of Liverpool Society of Chartered Accountants (LSCA).

It is specifically produced for the 4,000 plus members of the Society, and covers Liverpool, north to Southport, south to Warrington, and across the Wirral, Chester and North Wales, and the Isle of Man.

Our members are all Chartered Accountants, and will include Managing Partners, Partners, key decision makers in business, Finance Directors, and all long-standing and newly qualified members.

Chartered ONE which has been published since 2011 contains content produced by the editorial team, headed by Past President, Martyn Best, and contributions from the members and our advertising supporters.

The features and articles range from in-depth pieces of topical relevance for professional accounting firms and corporate businesses and charities,

covering business trends, advice and key resources available to them. It also covers matters of personal and social interest, charities that are supported, management changes, and plans for a travel, wine, and other sections that will engage and retain the interest of our members.

Our philosophy with our advertisers and supporters is to regard them as contributors to the magazine, and so they are encouraged, and indeed welcomed to supply relevant and valid editorial style content which we believe adds great credibility to their message.

We are enhancing the digital offering to enable better engagement between our supporters and our members, and can now incorporate dynamic links, video content and a range of data analytics to further help add value.

Enhanced digital offering, enabling better engagement.



Dynamic links



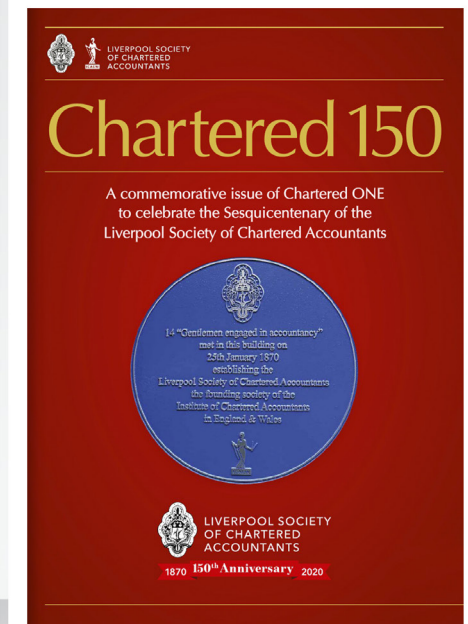
Video content



data analytics

All advertisers will also be featured on the LSCA Chartered ONE website, and each issue will be clearly promoted on social media, and across the LSCA LinkedIn group.

LSCA is the oldest district society in the UK and was one of the founding members of the Institute of Chartered Accountants in England & Wales (ICAEW). It continues to be a vibrant and influential local society in the 21st century, and recently celebrated its 150th anniversary.



## Advertising rates:

**Double page** ..... **£1,495**

*Size: 420mm (w) x 297mm (h)\**

**Full page (portrait)** ..... **£950**

*Size: 210mm (w) x 297mm (h)\**

**Half page (landscape)** ..... **£695**

*Size: 185mm (w) x 130mm (h)\**

## Special positions:

**Inside front page and outside back page** ..... **£1,200**

*Size: 210mm (w) x 297mm (h)\**

**Featured video** ..... **£200**

*Links within magazine and website*

- VAT at relevant rates will be charged
- Confirmation in writing must be given before any advert is published
- All invoices are due within 30 days of publication

## Artwork specifications:

Please supply artwork in a **high-resolution PDF or JPEG format (300dpi)**. Alternatively, adverts can be supplied as Adobe InDesign/illustrator files - remember to include all the images and fonts (*where licensing permits*).

**\* For all adverts please add 3mm bleed to all sides, with crop marks.**

## Your CharteredONE contacts

For all advertising enquiries please contact:

Roger Swift on **0345 362 0019** or email [advertising@charteredone.co.uk](mailto:advertising@charteredone.co.uk)

All artwork should be sent to Anita at: [artwork@charteredone.co.uk](mailto:artwork@charteredone.co.uk)

For all Editorial enquiries: [martyn.best@charteredone.co.uk](mailto:martyn.best@charteredone.co.uk)

A full archive of **Chartered ONE** can be found at [www.charteredone.co.uk](http://www.charteredone.co.uk)



**LIVERPOOL SOCIETY  
OF CHARTERED  
ACCOUNTANTS**

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