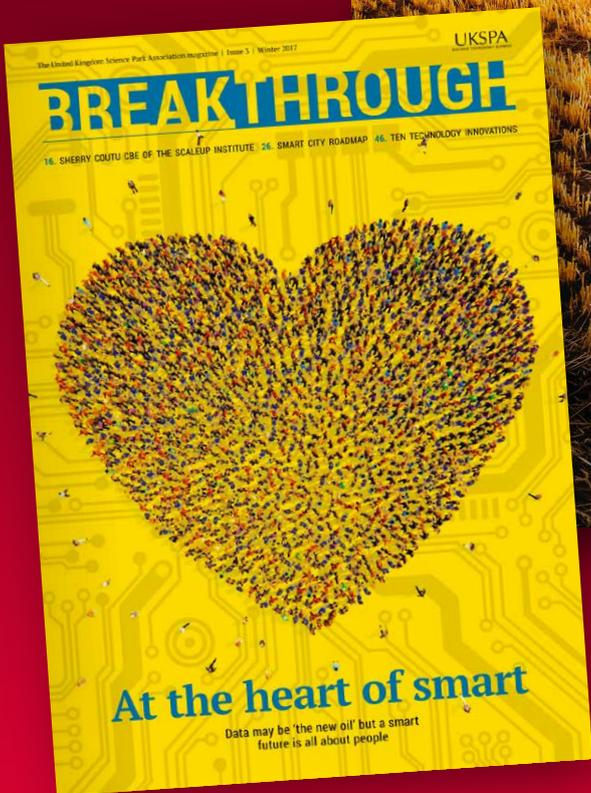
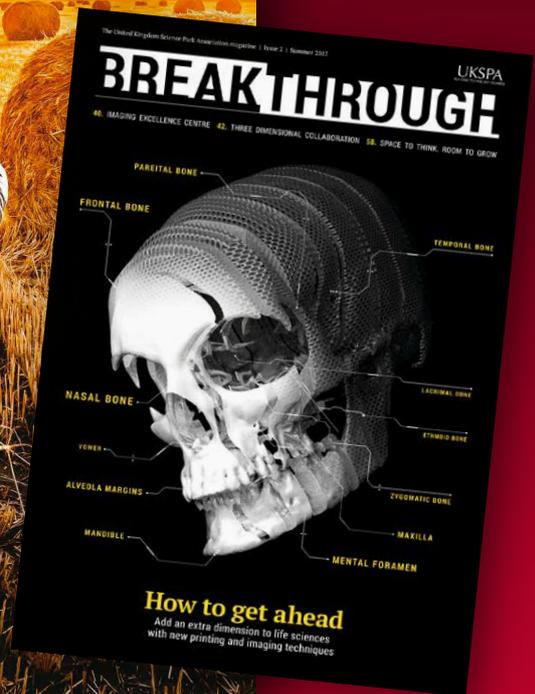


The United Kingdom Science Park Association magazine

# BREAKTHROUGH

The **UK's authoritative publication** promoting the **creation and growth of technology based companies**



## MEDIA PACK 2018



**UKSPA**  
BUILDING · TECHNOLOGY · BUSINESS

Proudly representing **innovative knowledge based** environments

An UKSPA Publication  
[www.ukspa.org.uk](http://www.ukspa.org.uk)

# UKSPA

BUILDING · TECHNOLOGY · BUSINESS

Proudly representing **innovative knowledge based** environments

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## THE UK SCIENCE PARK ASSOCIATION (UKSPA) IS THE AUTHORITATIVE BODY ON THE PLANNING, DEVELOPMENT AND CREATION OF SCIENCE PARKS AND OTHER INNOVATION LOCATIONS.

We facilitate the development and management of innovative, high-growth, knowledge-based organisations supporting technology entrepreneurs, university spin out companies, and incubation centres, alongside mature tech businesses.

With over **100** locations (including science, research and technology parks, technology incubators and innovation centres), and **4,500** companies who employ around **75,000** people, we are the UK's leading support organisation for technology based companies.

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## WHY ADVERTISE WITH UKSPA?

**BREAKTHROUGH** magazine is produced three times a year in print, the e-magazine is hosted on our web site and distributed via an extensive network of partnership agreements and social media activity.

## WHO READS BREAKTHROUGH - PRINT

UKSPA's unique position and reach ensures a dedicated readership who refer to the magazine for the latest news, trends, and supplier information and opportunities that contribute to their success and growth.

- The UKSPA membership base includes more than 4,500 technology-based firms who employ over 75,000 highly-qualified scientists, innovators and entrepreneurs;
- 100+ UKSPA science parks and associate members;
- Leading science and technology events and conferences;
- Stakeholders and influencers, parliamentary contacts and policy makers;
- VC investors in technology;
- Property investors and agents.

## WHO READS BREAKTHROUGH - DIGITAL

- Hosted on the UKSPA web site: [www.ukspa.org.uk](http://www.ukspa.org.uk)
- 36,500 weekly page views (\*March 2018 figures)
- Monthly UKSPA newsletter link
- Editorial repurposed for social media
  - LinkedIn, Twitter, Facebook
- Partnership/ Affiliate distribution:
  - S-Lab Newsletter: 2000 contacts
  - Gambica Newsletter: 370 contacts
  - UK Innovation Forum: 1564 subscribers + Newsletter: 8200 contacts
- International Association of Science Parks (IASP) <https://www.iasp.ws> : 5000 newsletter contacts = 2040 LinkedIn & 3169 Twitter feeds.

## DECISION MAKERS READ BREAKTHROUGH

- Breakthrough puts your business in front of a highly qualified readership of entrepreneurs, investors and policy influencers who drive the scientific and technology sector in the UK
- UKSPA's extensive links and collaboration with international organisations in Europe, USA, the Middle East and China can raise your profile on a global basis

**IN EACH EDITION WE FOCUS ON COLLABORATION (BETWEEN SECTORS AND PARKS), INCUBATION, ENTREPRENEURIALISM AND INTERNATIONAL COOPERATION.**

Edited by *Sarah Lawton*, the magazine draws on a team of specialist contributors to provide ground breaking editorial which covers **six main themes:**

- **ADVOCACY**
- **SUPPORT**
- **INNOVATION**
- **GROWTH**
- **IMPACT**
- **TRENDS**

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**EDITORIAL**

• **FOREWORD AND WELCOME**

From UKSPA Chairman, Dr David Hardman MBE

• **UKPSA VISION AND MISSION**

From UKSPA Director and Chief Executive, Jim Duvall

• **ADVOCACY**

UKSPA's representation and influence on the local, national and international stage.

*UKSPA vigorously pursues its members' interests.*

• **SUPPORT**

Stories emphasising the value of members' business support services and facilities.

*Science parks and innovation centres provide the environment in which technology businesses flourish.*

• **INNOVATION**

Highlighting transformative research, products and services being developed by UKSPA's member tenant businesses. This section demonstrates to influencers that UKSPA locations are wellsprings of future prosperity.

*The UKSPA membership base is a hotbed of breakthroughs, talent and monetisable products that will underpin the future of the UK economy.*

• **GROWTH**

This section is devoted to UKSPA members' success and experience of delivery and focuses on features around multi-sector collaboration. Includes new member introductions and news articles covering contracts won, exports delivered, funding secured, value added to the economy, expansion plans, property developments, local employment boosts, private sector engagement, regeneration schemes and international collaborations.

*UKSPA members and their tenants have a proven track record in delivering success for the UK.*

• **IMPACT**

A section focusing on matters of health, safety and environment (HSE), green technology, community outreach, public engagement, STEM education engagement.

*UKSPA and its members recognise and support the wider innovation landscape and the need to adapt to future demands.*

• **TRENDS**

This section includes opinion articles that deal with industry issues, regulatory change, fresh thinking, and new challenges with a hard impact on members. It will absorb sector news.

*UKSPA keeps the membership ahead of the opportunities and issues that matter.*

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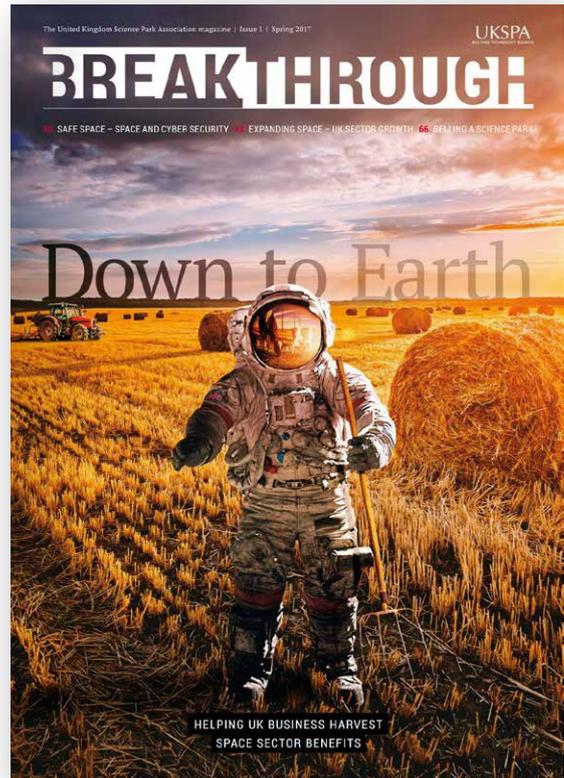
**BREAKTHROUGH**

## BREAKTHROUGH 2018 RATES AND DATA

Breakthrough is published three times a year in **April, July and November**

Inside Front Cover	<b>£2,400</b>
DPS Inside Front Cover	<b>£4,080</b>
Inside Back Cover	<b>£2,100</b>
Outside Back Cover	<b>£2,400</b>
Facing Chairman's Page	<b>£2,100</b>
Facing CEO's Page	<b>£2,100</b>
Full Page requested position	<b>£2,100</b>
Full Page	<b>£1,975</b>
Half Page	<b>£1,100</b>
Quarter Page	<b>£600</b>
1/8th Page	<b>£375</b>

All prices are exclusive of VAT.



## CONTACT DETAILS

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## SUPPLYING YOUR ARTWORK

Please email your artwork to **Mark Lamsdale**, Open Box Studio Manager,  
at: [mark.lamsdale@ob-mc.co.uk](mailto:mark.lamsdale@ob-mc.co.uk)



## ARTWORK GUIDELINES

To supply full digital artwork please follow the guidelines below carefully, as deviating from these specifications will result in us not being able to use your artwork.

- Acceptable file types are: PDF, JPEG, EPS or TIFF.
- Please ensure colour spacing is CMYK.
- File resolution should be 300dpi and all fonts & high resolution images must be embedded within the file.
- Please ensure that your artwork is constructed to the correct dimensions (inc. bleed if required).
- Please ensure your copy has been proof-read before supplying as our studio will not amend finished artwork

Open Box can take no responsibility for adverts that have been incorrectly supplied – the file content and construction is the responsibility of the sender.

## BREAKTHROUGH ADVERT SIZES

*(All measurements stated are 'width' x 'height' & measured in millimetres)*

<b>Full Page</b>	210 x 297mm
<b>Half Page (H)</b>	178 x 116.5mm
<b>Half Page (V)</b>	84 x 236mm
<b>Quarter Page (V)</b>	84 x 114mm
<b>1/8th Page (H)</b>	84 x 54mm

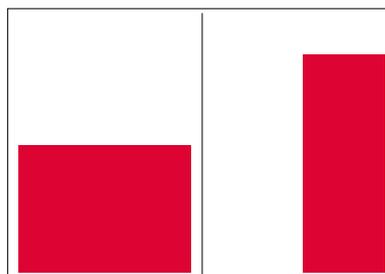
**Double-page Spread (plus 5mm bleed):**  
420 x 297mm (total size inc. bleed: 430 x 307mm)



**Full Page (plus 5mm bleed):**  
210 x 297mm (total size inc. bleed: 220 x 307mm)



**Half Page (horizontal):** 178 x 116.5mm  
**Half Page (vertical):** 84 x 236mm



**Quarter Page (vertical):** 84 x 114mm  
**1/8th Page (horizontal):** 84 x 54mm

