

i10

i10's helps businesses grow by providing access to the knowledge, research, facilities, academics and graduates available from the universities in the East of England.

Who we are...

i10 is a government funded organisation set up to help businesses, by providing easy access to the expertise and facilities within the eleven universities and higher education institutions in the East of England. i10 helps companies to:

- Manage more projects with greater expertise
- Optimise processes and manufacturing times
- Develop new products and processes
- Respond faster to the market and achieve higher returns

Why should businesses work with universities?

In a recent business survey commissioned by the DTI it was found that over 80% of businesses partnering with universities reported an increased market share, while only 40% of those not working with universities could say the same.

How it works...

Apart from our online services (see www.i10.org.uk) our team of Business Development Managers is out in the field cementing relationships with companies of all sizes across the East of England. i10 business targeted publications include our Innovation East magazine as well as sector Resource Guides on subjects as diverse as ICT/Multimedia, Environment and Energy.

advertising innovation east magazine

Why advertise in Innovation East:

- Strong, up-market brand which stands alone as a business magazine
- Focus is on new, innovative products and services and successful university/business collaborations
- Readers are hungry for new services and want to find ways to stay ahead of the competition
- Each issue has a 'Winning Strategies' sector focus on two double page spreads, demonstrating how universities are reaching out to solve real-life business problems eg. Spring 08 Carbon, Summer 08 Manufacturing, Autumn 08 Construction (09 issue themes tbc).
- Sponsorship opportunities also available for i10 website and i-News, i10's e-newsletter. (Series discounts apply).

Distribution:

Innovation East is published 3 times a year. 10,000 printed copies, 7,000 of which are mailed out to named, senior level contacts as follows:

- 1757 businesses in Essex
- 1228 businesses in Hertfordshire
- 814 businesses in Suffolk
- All innovation centres, enterprise hubs and business parks in the East of England
- 1236 businesses in Cambridgeshire
- 840 businesses in Norfolk
- 725 businesses in Bedfordshire
- Local government contacts
- 5% of copies are mailed to key university decision makers

Call **0845 234 2314** or email editor@i10.org.uk for further information

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innovation east media information pack

full page A4	£795
1/2 page	£450
1/4 page	£295

inside front cover	£900
outside back cover	£900

Series discounts apply - please contact the i10 office for details:

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