



North East England is home to a world-class IT sector which helps the region to strengthen and expand its reputation for excellence in this industry.

Dynamo is pleased to be working with The Journal on a major campaign to give the North East's IT sector a voice across the region. A strong voice brings together all types of companies in the sector to effectively communicate its strengths and improve our standing against challenges from competing regions throughout the UK and abroad.

The key themes for this publication will be:

- Dynamites 17 Awards
- Current Expansion in the sector
- Career and job opportunities
- Reports of £50,000 salaries
- Growing firms and 30,000 jobs



Chair of Dynamo Charlie Hoult comments

*"Dynamo is working hard with the support of its 150 members to grow the North East's IT & tech economy. Current initiatives include a bid to Westminster for the North East to become the home for a new International Centre for Connected Construction, the development of clusters, including Cyber resilience, shared service centres and fintech. With growth, come challenges in finding the skilled workforce needed – there are projects at every level 'from Playground to PHD' across the region. The number of thriving IT & tech employers starting up, growing and relocating into the region are testament to the North East's strong sector and we want to continue to help build this momentum."*

This supplement is an excellent platform for companies within this sector to promote their own products, services, success stories and career opportunities. It includes 4 centre pages on the awards.

- The report will be inserted into The Journal, readership 50,000
- Uploaded in its entirety onto the ChronicleLive website, with over 4 million unique visitors per month

In addition to appearing in The Journal, the supplement will also be published on [www.chroniclelive.co.uk](http://www.chroniclelive.co.uk). Link to previous edition:

<http://www.chroniclelive.co.uk/special-features/business-supplement-continued-information-technology-12957858>

We have negotiated reduced rates on behalf of Dynamo members for print and editorial packages.

For an additional £ 300 plus vat your editorial can be uploaded as sponsored content which will link to your own website from ChronicleLive.co.uk

**To promote your business the options are as follows:**

		<b>Dynamo Members Rate</b>
¼ page advert 17x4 (170mm x 150mm)	<b>£550</b>	£495
(plus ¼ page editorial - 350 words & photo)		
½ page advert 17x7 (170mm x 265mm)	<b>£850</b>	£695
(plus ½ page editorial - 500 words & photo)		
Full page advert 34x7 (340mm x 265mm)	<b>£1400</b>	£995
(plus page editorial - 700 words & photo)		

For further information, please contact:

**Richard Davies, Business Account Manager,**

**Tel 0191 204 3346: email: [richard.davies@ncimedia.co.uk](mailto:richard.davies@ncimedia.co.uk)**