

STEPPING stones



Worcester News

Worcester's **JOURNAL**
The world's oldest newspaper. Established 1814.

to success

Introduction

Now more than ever it is becoming increasingly important to make the right career choice. Stepping Stones has proven to be of great benefit to our readers, offering help and advice on making the right decision when looking for jobs in a particular sector or information on choosing the right education or training Course. Stepping Stones provides the ideal platform for the appropriate advertisers to promote their services.

Feature Dates

We will be publishing Stepping Stones four times throughout 2009. Each issue will automatically appear in the Worcester News, Berrows Journal, and online via www.worcesternews.co.uk

Dates are as follows for each issue:

Wednesday January 14th	Worcester News
Friday January 16th	Berrow's Worcester Journal
Saturday January 17th	Online
Wednesday April 1st	Worcester News
Friday April 3rd	Berrow's Worcester Journal
Saturday April 4th	Online
Wednesday June 3rd	Worcester News
Friday June 5th	Berrow's Worcester Journal
Saturday June 6th	Online
Wednesday August 12th	Worcester News
Friday August 14th	Berrow's Worcester Journal
Saturday August 15th	Online

The Feature Package

Appearing in the Worcester News and Berrow's Worcester Journal, the Stepping Stones features reach a combined audience of 88,413 readers (JICREG Jan 2008), covering Worcestershire and the surrounding areas.

All advertisements also appear online via www.worcesternews.co.uk which allows you to reach an additional 7,466 online readers, providing you with the opportunity to reach the people who need you most.

Our artwork and design service is provided free of charge so all the hard work can be done for you.

All advertisers appearing within Stepping Stones receive an editorial spotlight the same size as their advertisement.

In accordance with editorial guidelines, submitted text carried within publications is at the discretion of the Editor and may be sub-edited and altered. Editorial content is not subject to proofing.

Deadlines

The deadlines below are for both booking confirmations and receipt of copy requirements.

Please confirm your requirements on the attached sheet and fax, post or email by return, marking for my attention. We advise booking as early as possible as we do have limited space and the majority of our bookings are confirmed in January for all four issues.

First issue (January)	2nd January 2009
Second issue (March)	13th March 2009
Third issue (April)	15th May 2009
Fourth issue (September)	24th July 2009

If I can be of any help with any further information please do not hesitate to contact me.

Publicity

The pre promotion campaign for our events is unrivalled and very comprehensive. It involves publicity throughout various Newquest Midlands South titles including:

Worcester News	Berrows Journal
Malvern Gazette	Ledbury Reporter
Kidderminster Shuttle	Bromsgrove Advertiser
Droitwich Advertiser	Redditch Advertiser
Halesowen News	Stourbridge News
Dudley News	Hereford Times
Ludlow Advertiser	Evesham & Cotswold Journal

Call us today to find out more about taking part in our Stepping Stones features or complete an attached application form.

Tel: 01905 742355 • Fax: 01905 742375

Email: richard.hencher@midlands.newsquest.co.uk

Address: Newsquest Midlands South Ltd, Berrows House, Hylton Road, Worcester, WR2 5JX

BOOK ONTO
ALL FOUR FEATURES
TO RECEIVE
20% OFF

As you are aware we have contributed to the 'Stepping Stones' feature twice in 2008.

On both occasions we were extremely pleased by the response we received from your readers. This feature more than paid for itself. In fact, more than four months on from the last one we still get some enquiries as a result of seeing the feature in August.

Jazz and I are happy to contribute to the next feature as it has now become an important part of our marketing strategy.

David Morris

David Morris & Jazz Chateau
Directors,
Pitman Training, Worcester

pitman[®]
training

Mr Richard Hencher
Worcester News
Berrows House
Hylton Road
Worcester
WR2 5JX

15 December 2008

Dear Richard

Worcester News – Stepping Stones Feature

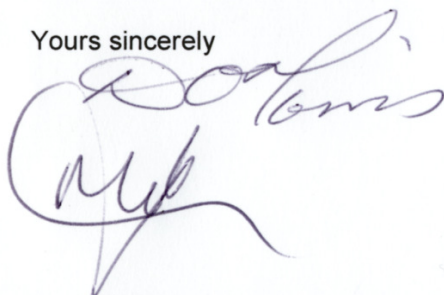
As you are aware we have contributed to the 'Stepping Stones' feature twice in 2008.

On both occasions we were extremely pleased by the response we received from your readers. This feature more than paid for itself. In fact, more than four months on from the last one we still get some enquiries where the prospect mentions that they were making their enquiry as a result of seeing the feature in August.

Jazz and I are happy to contribute to the next feature as it has now become an important part of our marketing strategy.

Many thanks, it is a great idea.

Yours sincerely



David Morris and Jazz Chateau
Directors, Chatmor Associates Limited
T/A Pitman Training, Worcester

STEPPING stones

to success

Size & Price Guide

**PLEASE NOTE ALL PRICES QUOTED
ARE PER INSERTION & MINUS VAT**

Lifting The Standards - Lowering The Cost!

HFD TRAINING (R.T.I.T.B. accredited)

Hereford Forklift Training can have your staff trained at realistic prices!

- Forklift training • Reach Trucks • Flexi Trucks • Telehandlers (telescopic trucks) • HI AB Training • Side-loader Training • IPAF Courses Now Available
- Rough Terrain Forklifts • Mobile Elevating Work Platforms
- Pallet Truck Training • Health and Safety

Tel: 01568 797317 Mob: 07813 020843
www.herefordforklifttraining.co.uk
 Covering All Parts of the Midlands



5x4
(5cm high x 11.8cm wide)

- 1 insert £244.03
- 2 insertions £225.24
- 3 Insertions £212.72
- 4 Insertions £193.92

Affordable, high quality training for local business
2009 training programme out now!

Cherry pick from our comprehensive list of training solutions and develop your core business skills today!

- Employment Law**
- Human Resources**
- Health & Safety** 
- Customer Care**
- Microsoft Office Applications**
- Sales & Marketing**
- International Trade**
- Management & Personal Development**

Convenient location - 5 minutes away from Junction 6 of the M5

Building training solutions around your requirements
 We understand that every business and individual is different.
One-to-one, bespoke or in-house training can easily be arranged at a time and place that suits you.



Training starts from £90
 20% discount for Chamber Members

**Call the Training Team on 0845 641 1614,
 email training@hwchamber.co.uk
 or visit www.hwchamber.co.uk/training**



10x4
(10cm high x 11.8cm wide)

- 1 insert £437.96
- 2 insertions £400.38
- 3 Insertions £375.32
- 4 Insertions £337.73

STEPPING stones

Size & Price Guide

to success

**PLEASE NOTE ALL PRICES QUOTED
ARE PER INSERTION & MINUS VAT**



**ROYAL
AIR FORCE**

RECRUITING NOW!!!

Over 50 careers to choose from

- Personnel Support • ICT • Engineers and Technicians
- Regiment Gunner • Air Traffic Controllers • Driver
- Physical Training Instructor • Police • Catering and Hospitality
- Medical and Dental • Weapons Systems Operator • Pilot

AND MANY MORE!

www.rafcareers.com

0845 605 5555

15x4

(15cm high x 11.8cm wide)

1 insert £656.94

2 insertions £600.56

3 Insertions £562.98

4 Insertions £506.61



Published in association with...

Tel: 01905 20443

www.pitman-training.com/worcester

BOOKING CONFIRMATION

Appearing in the Worcester News, Berrows Journal and worcesternews.co.uk in full colour on the following dates:

Please tick to confirm your requirements:

Wednesday 14th January

Wednesday 1st April

Wednesday 3rd June

Wednesday 12th August

Size of Advertisement:

Advertisement Cost: £.....+ VAT

I confirm that the above details are correct for Advertisement to appear in the publications as stated above.

Signed:..... Print Name:.....

Please sign and return to:
Richard Hencher, Worcester News,
Classified Department, Berrows House,
Hylton Road, Worcester. WR2 5JX.
By Fax: 01905 742375 or email
Richard.hencher@midlands.newsquest.co.uk

Rep: Richard Hencher

Telephone: 01905 742355