

# BUSINESS FIRST

## MEDIA INFORMATION 2010



**Our distribution network is long established and monitored to ensure correct profile and optimum delivery to our key audience:**

**3500** Mailed to named decision makers (CEO's, Chairmen, Proprietors and MD's)

**1000** Distributed via Eurostar first class lounge and carriages

**1000** Distributed via Virgin Atlantic Clubhouses

**500** Carried on private jet flights and executive limousine services

**3500** Targeted to business customers in 4 and 5 star hotels, elite golf clubs and spas

**3000** Disseminated via London City business centres

**WELCOME TO BUSINESS FIRST,**  
the magazine that celebrates the best in business.

Established in 2007, *Business First* is now recognised as a key communication tool for Business Exec's across UK industry. We use the highest production values to ensure quality presentation, pass-on value, and shelf-life on behalf of our prestigious supporters. Regular advertisers who recognise the value of our reach and impact include:

**BDO**

  
**Business  
Link**

 **HM Revenue  
& Customs**

**COI**

**HSBC**   
The world's local bank

**IOD**

**PRICEWATERHOUSECOOPERS** 

**KPMG**



# Advertising Rates

BUSINESS FIRST is published in December (Q1), March (Q2), June (Q3) and September (Q4).

## Colour display advertising

Full Page	£1,875
Half Page	£1,000
Half Page Double Page Spread	£1,875
Quarter Page	£600
Quarter Page Horizontal Strip	£900
Double Page Spread	£2,900

## Special positions

Outside Back Cover	£2,800
Inside Back Cover	£2,400
Inside Front Cover	£2,500
Inside Front Cover DPS	£3,500

Other Positional Guarantees 10% extra

## Series

20% discount for 2 issues

30% for 4 issues

## Inserts

Minimum charge	£700
Under 10grams	£100 per 1,000
Over 10grams	£3 per gram per 1,000
Bound-in inserts	price on application

## Sponsorship

*Business First* will partner with you to promote your events through advance publicity, event co-branding and post-event coverage. Please speak to our sales team for more details.

## Advertising profile

An article devoted to you and your company, identified as a promotional item by the addition of the words "Advertising Profile". We will arrange the copy and artwork. You have final approval of the article, although for reasons of consistency, it must conform to the magazine's overall look. A premium of £600 over and above the display page rate will be applied to cover the writing and design.

## Branded Covers

We will place your logo on the front cover and design the other three cover pages to your wishes, to create your own edition of *Business First*.

£500 for the first 500, £1 per copy thereafter.

## Website advertising

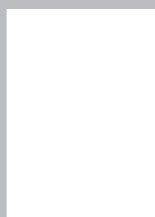
Banner (small)	£450 per month
Banner (large)	£600 per month
Button	£400 per month

## Unique platforms

We have different opportunities for promotion through the magazine, such as bellybands, bookmarks, tip-ons (such as front cover CD's or DVD's), and barn door front cover.

*All prices quoted exclude VAT at 17.5%*

# Advertising Specifications



## FULL PAGE

### trim size

297mm (depth) x 225mm (width)

### type area

277mm (depth) x 205mm (width)

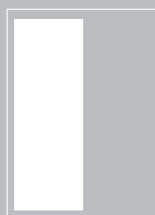
### bleed size

303mm (depth) x 231mm (width)



## HALF PAGE HORIZONTAL

128mm (depth) x 197mm (width)



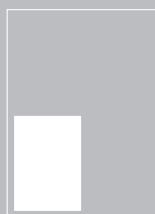
## HALF PAGE VERTICAL

261mm (depth) x 96mm (width)



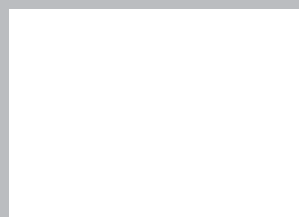
## QUARTER PAGE HORIZONTAL STRIP

62mm (depth) x 197mm (width)



## QUARTER PAGE VERTICAL

128mm (depth) x 96mm (width)



## DOUBLE PAGE SPREAD

### trim size

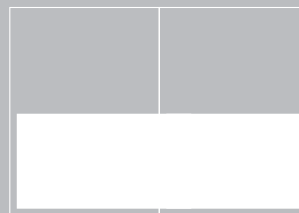
297mm (depth) x 450mm (width)

### type area (spread)

277mm (depth) x 430mm (width)

### bleed size

303mm (depth) x 456mm (width)



## HALF PAGE DPS

128mm (depth) x 430mm (width)

*All double page spread adverts must include an additional 2.5mm of double image either side of the spine edge. Do not place type within 5mm either side of the midpoint - this will get lost when the magazine is bound.*

## File formats

Final material to be supplied as either:

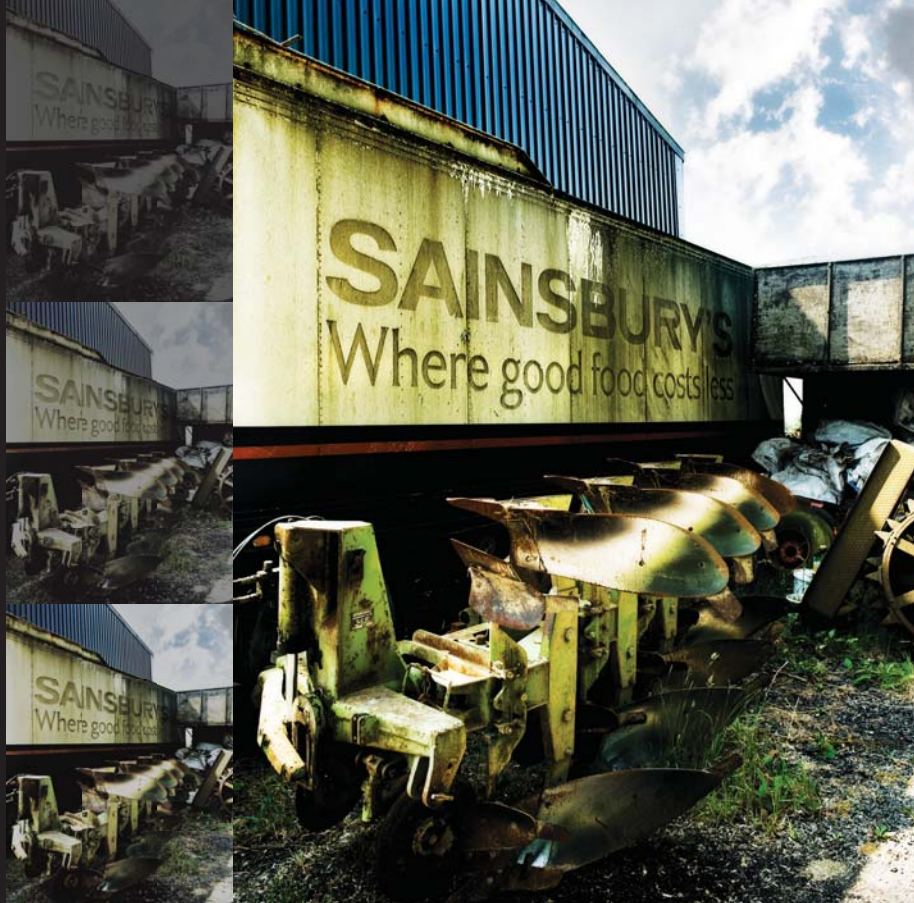
- Press-ready PDF with all spot colours converted to CMYK and all fonts embedded.
- TIFF file at 300dpi at full size, with all fonts embedded (CMYK).
- EPS file at 300dpi at full size, with all fonts embedded (CMYK).
- Complete artwork file in Quark or Indesign (must include all images (at 300dpi and CMYK) and fonts used).

### Note:

- Register and crop marks must appear on all files, located 6mm outside the trim area.
- Include 3mm all round bleed where appropriate.
- Ensure the artwork is clearly identified and named.
- Ensure type is set 10mm in from all edges on full page adverts.

**No responsibility can be taken for files not supplied as per the above specifications.**

## General Information



### Supplying files

#### Email

Files can be emailed if less than 10Mb to:  
sales@businessfirstmagazine.co.uk

#### FTP

Files can be uploaded to our printer Evonprint's web upload facility at:

Server: 212.140.142.198

User ID: design

Password: design

Please inform us once a file has been uploaded so we can check it has arrived.

### Inserts

Please send printed inserts directly to our printers:

Evonprint, Mackley Industrial Estate  
Henfield Road, Small Dole, West Sussex BN5 9XE

NB: Please ensure all boxes are labelled for "Business First" with the insertion issue and advertiser specified. The printer will not accept unlabelled packages.

### Contacts

#### Editor-in-Chief & Publisher

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