

# BUSINESS FIRST

## MEDIA INFORMATION



Our distribution network is designed to achieve high visibility and accessibility for the magazine. Racks in some of the top business addresses in London, as well as in the corporate entertaining areas of some of London's top sporting venues, ensure the correct profile and optimum delivery to our key audience.

The racks are monitored daily for freshness and tidiness.

**20000** Delivered via racks in top business centres in the City, Canary Wharf and Central London

**1000** Mailed to named decision-makers (CEO's, Chairmen, Proprietors and MD's)

**3200** Distributed via BA, Virgin Atlantic and Star Alliance first class lounges

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

## WELCOME TO BUSINESS FIRST

Business First magazine is a premium quality magazine designed to provoke, inform and entertain its high-grade readership in the City, Canary Wharf, Central London and among the capital's travelling elite.

We print 25,000 copies every two months, with a distribution system that reaches right into the heart of some of the best business locations (see opposite).

Business First is 'London's business magazine', which means we target our content at London business people. But just as London is a unique city that stands at the crossroads of world commerce, so our magazine is far from being inward-looking and parochial. We follow our readers around the globe, reflecting their interest in business people and events in countries near and far.

The magazine offers companies an excellent opportunity to reach this very special audience (average salary in the City and Canary Wharf £83,000 - Astbury Marsden, 2012) through advertising, sponsorship, paid-editorial and online presence.

(Details of rack locations:

[www.businessfirstmagazine.com/distribution](http://www.businessfirstmagazine.com/distribution))

# Advertising Rates

BUSINESS FIRST is published 6 times a year in February, April, June, August, October and December.

## Colour display advertising

Full Page	£4,900
Half Page	£2,900
Half Page Double Page Spread	£4,900
Quarter Page	£1,750
Quarter Page Horizontal Strip	£2,900

Double Page Spread	£7,500
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## Special positions

Outside Back Cover	£6,900
Inside Back Cover	£6,500
Inside Front Cover	£6,900
Inside Front Cover DPS	£8,900

(Other Positional Guarantees 10% extra)

## Series

10% discount for 3 issues, 20% for 6 issues

## Inserts

Minimum charge	£700
Under 10grams	£75 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' or 'Special Report'. A premium of £900 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 50, then £1.20 per copy thereafter.

## Website advertising

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

All prices quoted exclude VAT at 20% Advertising Agency commission 10%

## Contacts

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# Business First Sponsorships

There is much more to be gained from a relationship with a magazine than straightforward advertising and occasional editorial. If you share our aim of promoting business and free markets and if you believe that you will benefit from a much wider profile through event hosting, a permanent online presence and opportunities to network with peers in the senior business community, then sponsoring Business First is for you. Limited to one Platinum and two Gold.

## PLATINUM SPONSOR 12 Months - £40,000 6 issues

Acknowledgment of sponsorship on Contents page

Major editorial feature - at least 3-4 pages

Client-authored editorial (one page/600 words) in five editions (subject to editorial overview and consultation)

Six pages of advertising

Section sponsorship – logo and tagline in a section of news appropriate to the sponsor

Membership of Business First Black, the limited edition tier of Business First community membership, reserved for senior business individuals. Two exclusive dinners with other Black members during year

Primary naming rights for two Business First client networking events/seminars/round tables, to include display materials and marketing opportunity

Invitation to all Business First events, to include sports participation, business and networking, for senior executives/partners

Video interview with a company principal for use on BF website, twice during the year

Banner ad on BF website for 12 months

Use of all published materials for your own PR/marketing/web purposes

1,000 copies with your branding on the cover – each issue. Distribution of your branded issues to your named outlets/locations UK and international (some limitations apply)

## GOLD SPONSOR 12 Months - £25,000 6 issues

Acknowledgment of sponsorship on Contents page

Major editorial feature - at least 3-4 pages

Client-authored editorial (one page/600 words) in two editions (subject to editorial overview and consultation)

Six pages of advertising

Membership of Business First Black, the limited edition tier of Business First community membership, reserved for senior business individuals. Two exclusive dinners with other Black members during year

Primary naming rights for one Business First client networking event/seminar/round table, to include display materials and marketing opportunity

Invitation to all Business First events, to include sports participation, business and networking, for senior executives/partners

Video interview with a company principal for use on BF website, once during the year

Skyscraper ad on BF website for 12 months

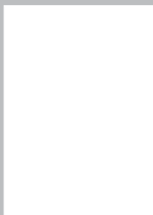
Use of all published materials for your own PR/marketing/web purposes

Distribution of Business First to your named outlets/locations UK and international (some limitations apply)

(Prices are subject to VAT)



# Advertising Specifications



## FULL PAGE

trim size  
275mm (depth) x 210mm (width)  
type area  
255mm (depth) x 170mm (width)  
bleed size  
281mm (depth) x 216mm (width)



## HALF PAGE HORIZONTAL

113.5mm (depth) x 174mm (width)



## HALF PAGE VERTICAL

229mm (depth) x 83mm (width)



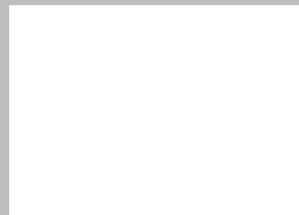
## QUARTER PAGE HORIZONTAL STRIP

55mm (depth) x 174mm (width)



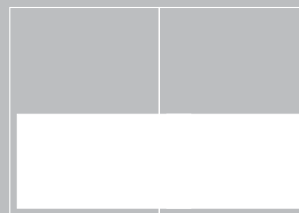
## QUARTER PAGE VERTICAL

113.5mm (depth) x 83mm (width)



## DOUBLE PAGE SPREAD

trim size  
275mm (depth) x 420mm (width)  
type area (spread)  
255mm (depth) x 400mm (width)  
bleed size  
281mm (depth) x 426mm (width)



## HALF PAGE DPS

113.5mm (depth) x 384mm (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).
- 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.