

## ADVERTORIALS

Book an 'Advertorial' for guaranteed inclusion in 'THE BUSINESS' magazine.

If you need to know that your article or news story will be included in the magazine, you can book space for an 'Advertorial'.

### FULL PAGE ADVERTORIAL £490

This is ideal for approx. 650 words, plus 3 or 4 photographs, a company logo and a small display advertisement.

### HALF PAGE ADVERTORIAL £300

This is ideal for approx. 350 – 400 words, plus 1 or 2 photographs, a company logo and contact details.

### SPONSORED ADVICE COLUMNS ARE AVAILABLE FROM £150

Set in an editorial-based format an **advertorial** ensures reader interest and credibility. An **advertorial** is ideal for a **company profile** taking readers through a variety of company developments: explaining policy, plans, trends, growth, investment and trade partnerships.

You or your agency can provide the copy, logos and photographs to be used or we can do this for you. We will work with you and set all the copy following 'THE BUSINESS' in-house style and present you with a proof before going to press.

### Run-Ons/Reprints

In addition, not only can a feature appear within the magazine but it can also be reprinted as a stand alone newsletter.

Ask for a PDF of your feature for e-mail and website promotions.

ALL PRICES PLUS VAT

All correspondence to:

# THEBUSINESS

The Independent Magazine

Tel: 01425 471500 • Fax: 01425 475600

9 Gainsborough Road, Ashley Heath, Ringwood, BH24 2HY  
E-mail: mail@bizmag.co.uk www.bizmag.co.uk

## DISPLAY ADVERTISING

BACK COVER _____	£650
INSIDE BACK COVER _____	£600
FULL PAGE _____	£550
HALF PAGE _____	£350
QUARTER PAGE _____	£250
BANNER STANDARD _____	£200
SPONSORSHIP ADVERTISEMENTS available from	£120
SPECIAL POSITIONS _____	+10%

Editorial space is available to advertisers for a news story.

### Special Offer - Advert and Editorial

Book a quarter page display advertisement and have extra space provided for 150 words with a photograph.

This will give you a Half Page space in total for the cost of a Quarter Page Display Advertisement - £250.

## LOOSE INSERTIONS

Inserting your leaflet/brochure within 'THE BUSINESS' provides an ideal method of targeted distribution saving on postage and increasing market penetration.

### Special Offer

Mail 4,000 leaflets\* with the magazine + 100 words and a photograph will be included in the main pages of the magazine for £250.

\*based on each leaflet physically weighing a maximum of 10 grams.

### Prices per 1,000

0 - 10 grams _____	£80
11 - 20 grams _____	£95
21 - 30 grams _____	£120

### Stitch-In

You could even have your newsletter stitched into the magazine.

ALL PRICES PLUS VAT

## CIRCULATION

Established in 1994, 'THE BUSINESS' covers the county of Dorset, West Hampshire and neighbouring town of Salisbury. 'THE BUSINESS' has a readership figure of 20,000.

With a strong subscription base 'THE BUSINESS' is mailed directly to named senior decision makers. Extra copies are also distributed at exhibitions, networking events and business centres.

Every edition of 'THE BUSINESS' delivers a quality readership offering an ideal vehicle through which to promote your company, your goods and your services.

## DISCOUNTS

10% Series of 3 insertions

15% Series of 6 insertions

20% Series of 9 insertions (*full years' advertising*)

10% Advertising Agency

## TECHNICAL DATA

### FULL PAGE

Either A4 (with additional 3mm bleed on edges)  
or 268mm high x 185mm wide  
to allow for a white border around edge

### HALF PAGE

123mm high x 185mm wide  
250mm high x 90mm wide

### QUARTER PAGE

123mm high x 90mm wide  
60mm high x 185mm wide

### SINGLE COLUMN WIDTH

43mm

### BLEED

Images printing to the edge of the page  
require a 3mm bleed.

### RESOLUTION

300dpi

### Files:

Advertisements should preferably be saved as a high resolution pdf, or 300dpi tif or jpg.

# THE BUSINESS

The Independent Magazine

## SUBSCRIPTION DETAILS

The Business is available free of charge to senior business people within Dorset, West Hampshire and Salisbury. Recipients are occasionally contacted to maintain correct mailing details and to provide information regarding special features.

Additional copies delivered to one address, or outside this circulation area are available for only £35 per annum including postage.

Cheques made payable to The Business (Dorset) Ltd should be forwarded with your completed coupon.

Mr, Ms, Mrs, Miss Forename \_\_\_\_\_

Surname \_\_\_\_\_

Job Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Post Code \_\_\_\_\_

Tel No. \_\_\_\_\_ Fax \_\_\_\_\_

E-mail: \_\_\_\_\_

Number of Employees \_\_\_\_\_

What is your main business activity? \_\_\_\_\_

I would like to receive a regular copy of The Business magazine

Signed \_\_\_\_\_ Date \_\_\_\_\_

*Please tick as appropriate*

I am within your circulation area and would like to receive a free copy of The Business

I would like to take out a paid subscription to The Business

**THE BUSINESS (DORSET) LTD**

**Tel: 01425 471500 • Fax: 01425 475600**

9 Gainsborough Road, Ashley Heath, Ringwood, BH24 2HY

E-mail: [mail@bizmag.co.uk](mailto:mail@bizmag.co.uk) [www.bizmag.co.uk](http://www.bizmag.co.uk)

THE BUSINESS (DORSET) LTD Registered in England No. 4596038

## SPECIAL FEATURES

2010

### FEBRUARY

Human Resource Management • Fit for Work • Purbeck Pride Promote & Display (*Conference/Exhibitions/Advertising*) • Retail Report

### MARCH

Points of Law • Time Out (*Corporate Entertainment*)  
Export Expectations • Training • Property Professionals

### APRIL

Telecommunications • Print & Design  
Protecting the Environment • Vehicle View • Expert Advice

### MAY / JUNE

Employment Experts • Money Matters  
Travel Talk • Manufacturing & Engineering • Catering Business

### JULY / AUGUST

P R & Advertising • Construction & Refurbishment  
Nautical Notes • Franchising News • Salisbury Focus

### SEPTEMBER

Technology Today • Training Experts • Rural Business News  
Direct Response (*Freight/Couriers/Mailing Solutions*) • Tourism Talk

### OCTOBER

Hotel Hotspot • Office Options  
Health & Safety • Online Business • Family Firm

### NOVEMBER

Corporate Christmas • Business at Home  
Recruitment Guide • Experts in Law • Charity Business

### DECEMBER

Celebrating Success • Air/Road/Rail  
Olympic Plans • The Accountant • Property Perspective

## REGULAR FEATURES INCLUDE

Business News • People On The Move • Finance • Network News  
Law • Techno Times • Manufacturing & Engineering  
Eating Out • Property & Development • Transport • Training Update

The Business welcomes your news and views,  
providing the ideal forum for your business.

*Press Releases should be addressed to The Editor and every effort will be made to include your information, dependent upon space availability.*

**Send Your News to [mail@bizmag.co.uk](mailto:mail@bizmag.co.uk)**

No. 15 2010

# THE BUSINESS

THE INDEPENDENT MAGAZINE FOR DORSET, WEST HANTS AND SALISBURY

# MEDIA