

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:

THE BUSINESS
The Independent Magazine

Tel: 01425 471500

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	
INTERNET DISPLAY ADVERTISING _____ from	£50
Call 01425 471500 for more information	
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. Total cost £250

Book a Half Page space and have extra space provided for 250 words with a photograph. Total cost £350

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
this magazine for **£250+VAT**

plus 100 words in the magazine

Based on a physical weight of
10 grammes or under.

Other prices/weights available on request.

Call **01425 471500** or
e-mail **mail@bizmag.co.uk**



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' magazine has a readership figure of 20,000, and since February 2010 also has an additional audience online.

Visit www.bizmag.co.uk

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

BANNER STANDARD

50mm high x 185mm wide

SPONSORSHIP ADVERT

35mm high x 90mm 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

Or subscribe online - visit www.bizmag.co.uk

THE BUSINESS (DORSET) LTD

Tel: 01425 471500

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

E-mail: mail@bizmag.co.uk www.bizmag.co.uk

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SPECIAL FEATURES

2012

FEBRUARY

Meeting Expectations (Networking & Exhibitions) • Fitness Plans
Employment Talk • Mentoring Matters • Relocation & Refurbishment

MARCH

Import / Export • Corporate Law
Executive Leisure • Train to Gain • Working Women

APRIL

Websites at Work • Going Green
Wheels • Increasing Sales • Property & Development

MAY / JUNE

Keep Connected • Recruitment Advice
A Matter of Taste • Accounting for Business • West Hampshire

JULY / AUGUST

Making Marketing Work • The Apprentice • Nautical News
Olympic Matters • Travel Trade (Business Travel & Tourism)

SEPTEMBER

Education Works • Digital Hub • The Printer
Party & Event Planning • Manufacturing & Engineering

OCTOBER

Mobile Business • Risky Matters (Health & Safety)
Hotel Focus • Business by Design • Freight Forwarder

NOVEMBER

Festive Focus • Online Options • Legally Sound
War on Waste • Ferndown Industrial Estate

DECEMBER

Quality Performance • Property Focus
Employment Review • Aviation • Starting a Business

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

No. 17

THE BUSINESS

THE INDEPENDENT MAGAZINE FOR DORSET, WEST HANTS AND SALISBURY

2012 MEDIA