

## CIRCULATION

Established in 1994, 'THE BUSINESS' covers the county of Dorset, West Hampshire and neighbouring town of Salisbury.

The magazine is available as a hard copy on a bi-monthly basis and also features on the website [www.bizmag.co.uk](http://www.bizmag.co.uk)

'THE BUSINESS' magazine has a readership figure of 20,000, and also an additional audience online.

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.

For extra news stories visit [www.bizmag.co.uk](http://www.bizmag.co.uk)

## TECHNICAL DATA

### FULL PAGE

Either A4 – 297mm high x 210mm wide  
(with additional 3mm bleed on edges)  
or 268mm high x 185mm wide  
to allow for a white border around the 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

### EIGHTH PAGE

60mm high x 90mm wide

### SPONSORSHIP BANNER

22mm high x 210mm wide

### SPONSORSHIP BLOCK

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.

We can help with the artwork. Just send the wording, logos and photographs to be used and we will produce the advertisement for you. A proof will be sent before going to press.

## ADVERTISING SPACE

FOUR PAGE ADVERTORIAL _____	£1200
DOUBLE PAGE ADVERTORIAL _____	£780
BACK COVER DISPLAY _____	£650
INSIDE BACK COVER DISPLAY _____	£600
FULL PAGE _____	£490
HALF PAGE _____	£300
QUARTER PAGE _____	£200
EIGHTH PAGE _____	£150
SPONSORSHIP BANNER OR BLOCK _____	£200
SPONSORED ADVICE COLUMNS _____	from £150
PDF OF YOUR NEWS _____	from £25

If you have been featured in 'The Business' magazine, then ask for a PDF of your news for your own promotional use. These are perfect for e-mail and website promotions.

SPECIAL POSITIONS \_\_\_\_\_ +10%

## DISCOUNTS

10% Series of 3 insertions    20% Series of 6 insertions  
10% Advertising Agency

## INTERNET PROMOTIONS

[www.bizmag.co.uk](http://www.bizmag.co.uk)

Extra news stories are regularly added to our website where you can also book guaranteed coverage for your company.

**Free-of-charge** Add your events to the online diary  
Add your company to the online directory

**Promoted news stories** + photograph and logo from £70

**Sponsored articles** + photograph and logo from £100

**Add a live website link** for £10

**Internet Display Advertising** from £70

Full options and details available on request.

## LOOSE INSERTIONS

Distribute your leaflets with the magazine from **£200 + VAT**

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](mailto:mail@bizmag.co.uk)

You can even have your newsletter stitched into the magazine.

ALL PRICES PLUS VAT

## FULL PAGE SPACE

It is your choice how the space is used:

- Feature a full page display advertisement (A4) or
- Include approx. 650 words with 3-4 photographs, a company logo and a small display advertisement or
- Feature a half page display advertisement (123mm high x 185mm wide) and 350-400 words with 1-2 photographs.

**£490**  
+ VAT

## HALF PAGE SPACE

It is your choice how the space is used:

- Feature a half page display advertisement (123mm high x 185mm wide) or
- Include approx. 350-400 words with 1-2 photographs, a company logo and full contact details or
- Feature a quarter page display advertisement (123mm high x 90mm wide) with approx. 150 words and a photograph.

**£300**  
+ VAT

## QUARTER PAGE SPACE

It is your choice how the space is used:

- Feature a quarter page display advertisement (123mm high x 90mm wide) or
- Include approx. 150 words with a photograph, a company logo and full contact details.

**£200**  
+ VAT

## RUN-ONS/REPRINTS

Many companies ask for a run-on or reprint of their promotion. These are perfect for promotional hand-outs. Apply for costs.

**THE BUSINESS**  
THE INDEPENDENT MAGAZINE

Tel: **01425 471500**

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

THE INDEPENDENT MAGAZINE

## SUBSCRIPTION DETAILS

The Business is bi-monthly and available free of charge to senior business people within Dorset, West Hampshire and Salisbury.

Additional copies delivered to one address, or subscriptions outside this circulation area are available for only £25 per annum including postage.

Cheques made payable to The Business (Dorset) Ltd and sent to the address below.



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Providing a  
platform for  
YOUR NEWS

The Business is read by managing directors, partners, proprietors and senior staff. The Business magazine has a very high rate of repeat business. Readers know the magazine provides a useful and a regular source of business information, and advertisers know that it works for them. Why not try it for yourself?

THE BUSINESS (DORSET) LTD

Tel: 01425 471500

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)

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## 2019 SPECIAL FEATURES

### JANUARY / FEBRUARY 2019

*News stories by 3rd December 2018*

*Adverts by 10th December 2018*

Award Winning Business • The Entrepreneur • Online Business  
Care Homes at Work • Vehicle Specialists • Property

### MARCH / APRIL 2019

*News stories by 8th February Adverts by 15th February*

Energy & The Environment • Business Abroad  
Construction Focus • Event Planning  
Health & Fitness • The Space Age – *Storage Solutions*

### MAY / JUNE 2019

*News stories by 15th April Adverts by 24th April*

High Street Highlight (*Retail*) • Marine and Shipping  
Salisbury Business • Education & Training  
Hospitality Industry • Creative Work

### JULY / AUGUST 2019

*News stories by 10th June Adverts by 17th June*

Promoting your Business • Insurance Plans • Professional Print  
Training & Recruitment • Office Options • Law at Work

### SEPTEMBER / OCTOBER 2019

*News stories by 9th August Adverts by 16th August*

Tasty Business • Networking Options • Wedding Spotlight  
Manufacturing & Engineering • Safe & Secure • Family Resource

### NOVEMBER / DECEMBER 2019

*News stories by 11th October Adverts by 18th October*

Festive Fare • Employment Issues • Business Start-up  
Money Matters • Quality Performance • Technology at Work

## REGULAR FEATURES

NEW APPOINTMENTS • BUSINESS NEWS • FINANCE & LAW  
TECHNO TIMES • PROPERTY & DEVELOPMENT  
TRAINING / EMPLOYMENT TALK • VEHICLES & ROAD TESTS  
RESTAURANTS AND REVIEWS • THE VOICE – HAVE YOUR SAY

*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)

# THE BUSINESS BIZMAG.co.uk

THE INDEPENDENT MAGAZINE FOR DORSET, WEST HANTS AND SALISBURY

# 2019 MEDIA