

## 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 and digital edition on a bi-monthly basis and 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 sent 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.

You can even have your newsletter stitched into the magazine.

For more information on other options including loose insertions please call 01425 471500 or e-mail [mail@bizmag.co.uk](mailto:mail@bizmag.co.uk)



## FULL PAGE SPACE

£490

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.

## HALF PAGE SPACE

£300

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.

## QUARTER PAGE SPACE

£200

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.

## 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 hard copies delivered to one address, or subscriptions outside this circulation area are available for only £30 per annum including postage.

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



Subscribe online, or e-mail your details to [mail@bizmag.co.uk](mailto:mail@bizmag.co.uk)



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)

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

## 2021 SPECIAL FEATURES

### FEBRUARY 2021

*News stories by 15th January Advertisements by 22nd January*  
Storage Solutions • Franchise Focus • Risky Matters • Home Worker  
Import / Export • Retail Report • Print & Document Management

### MARCH / APRIL 2021

*News stories by 19th February Advertisements by 26th February*  
Family Firms • Recovery & Insolvency • The Entrepreneur  
IT Solutions • Creative Work  
On Show (Networking / Exhibitions) • Employment Experts

### MAY / JUNE 2021

*News stories by 16th April Advertisements by 23rd April*  
Hotel Highlight • The Agency • Aviation & Travel • Charity Focus  
Business Afloat (Marine) • Health & Fitness • Financial Matters

### JULY / AUGUST 2021

*News stories by 18th June Advertisements by 25th June*  
Business Technology • Tourism • Legal Matters • Food & Drink  
Construction & Refurbishment • Green Business • New Forest Focus

### SEPTEMBER / OCTOBER 2021

*News stories by 12th August Advertisements by 18th August*  
Expert Advice • Recruitment • Business Premises & Relocation  
Security Focus • Vehicle Solutions • Education and Training  
Care Highlight

### NOVEMBER / DECEMBER 2021

*News stories by 15th October Advertisements by 22nd October*  
Christmas Celebrations • Freight & Transport  
Community Support • Property & Development  
Social Media at Work • Wiltshire Business • Business Awards

## REGULAR FEATURES

BUSINESS NEWS • NEW APPOINTMENTS • FINANCE • LAW  
PROPERTY & DEVELOPMENT • EMPLOYMENT TALK  
VEHICLES & ROAD TESTS • THE VOICE – HAVE YOUR SAY  
NETWORKING OPTIONS

*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

2021 MEDIA

Established 1994