

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 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

DISCOUNTS

10% Series of 3 insertions

20% Series of 6 insertions

10% Advertising Agency

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

TOP OF PAGE

22mm high x 210mm wide

FOOTER BANNER

35mm 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.

DISPLAY ADVERTISING

BACK COVER _____	£650
INSIDE BACK COVER _____	£600
FULL PAGE _____	£550
HALF PAGE _____	£350
QUARTER PAGE _____	£250
EIGHTH PAGE _____	£150
FOOTER BANNER _____	£200
SPONSORSHIP BANNER _____	from £144
SPECIAL POSITIONS _____	+10%

ADVERTISEMENT WITH GUARANTEED EDITORIAL

Editorial space is available to advertisers for a news story.

Book a Half Page display advertisement and have extra space provided for 200 words with a photograph **£350**

INTERNET PROMOTIONS

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

Mail 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

You can even have your newsletter stitched into the magazine.

ALL PRICES PLUS VAT

ADVERTORIALS

For guaranteed inclusion in 'The Business' magazine you can book paid for space as an 'Advertorial'.

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.

FOUR PAGE CELEBRATION ADVERTORIAL **£1200**

It is possible to fund this with support advertisements from suppliers and business associates.

DOUBLE PAGE ADVERTORIAL **£780**

You can use one page for a display advertisement and the other for editorial.

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.

QUARTER PAGE ADVERTORIAL **£200**

This is ideal for approx. 150 words with a photograph, a company logo and contact details.

SPONSORED ADVICE COLUMNS ARE AVAILABLE FROM **£150** RUN-ONS/REPRINTS

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

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.

ALL PRICES PLUS VAT

THE BUSINESS
THE INDEPENDENT MAGAZINE

Tel: **01425 471500**

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



Subscribe online, or
e-mail your details to
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

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2018 SPECIAL FEATURES

JANUARY / FEBRUARY EDITION

Copy date 1st December 2017

Celebrating Success • Quality Build • Healthy Options
Business Starters • International Focus
Digital Hub / Social Media

MARCH / APRIL EDITION

Copy date 9th February 2018

Tasty Business • Office Options • Employment Action
Motivation Matters • The Entrepreneur • Salisbury Spotlight

MAY / JUNE EDITION

Copy date 6th April 2018

Creative Choice • Bridal Business • Relocation & Refurbishment
Waste Reduction • Nautical News • Manufacturing / Engineering

JULY / AUGUST EDITION

Copy date 11th June 2018

Hospitality Highlights • IT Experts • Travel Trade
On the Road • Aviation Matters • Retail Spotlight

SEPTEMBER / OCTOBER EDITION

Copy date 10th August 2018

Working Women • Train to Gain • Marketing at Work
Catering Spotlight • Family Firms • Solicitor Spotlight

NOVEMBER / DECEMBER EDITION

Copy date 12th October 2018

Christmas Crackers • Accountancy Action
Welfare at Work • Recruitment Resolved • Rural Focus
Planning & Development

REGULAR FEATURES INCLUDE

BUSINESS NEWS • NEW APPOINTMENTS • FINANCE
LAW • PROPERTY AND DEVELOPMENT • EMPLOYMENT TALK
VEHICLES AND ROAD TESTS • 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

THE BUSINESS BIZMAG.co.uk

THE INDEPENDENT MAGAZINE FOR DORSET, WEST HANTS AND SALISBURY

2018 MEDIA