

Business First

The Best of Business

Putting your brand in front

Partnering with you to deliver your brand to a prime audience

- The magazine: Business First is a premium quarterly magazine that offers thought-provoking and entertaining editorial through features, profiles and expert commentary.
- The readers: Top executives in the biggest companies in South East England.
- Delivery: 5,000 by mail to named directors,
4,000 via Eurostar Business Premier Class
1,000 via strategic distribution to hotels, office buildings and
business receptions.

Business First will work with you to bring out the best in your message through a combination of:

- Display advertising
- Editorial
- Special sections
- Sponsorship
- Events
- Magazine branding
- Public Relations

Display Advertising

Magazine advertising has the power to attract, engage and provoke. More than anything it is the fastest route to conveying your brand message to your audience. In 2006, a survey in the USA of 60,000 magazine readers showed that more than 50% took action, or planned to do so, after seeing and recalling a specific ad.

(Affinity's VISTA Print Effectiveness Rating Service 2006)

- **Colour display advertising**
- Full Page £ 3,925
- Half Page £ 2,495
- Half Page Double Page Spread £ 3,925
- Quarter Page £ 1,495
- Quarter Page Horizontal Strip £ 1,750
- Double Page Spread £ 6,500

- **Special positions/**
- Outside Back Cover £ 5,000
- Inside Back Cover £ 4,500
- Inside Front Cover £ 4,500
- Inside Front Cover DPS £ 7,250
- Other Positional Guarantees 10% extra

- **Series/**
- Discount for booking 2 issues 20%
- For 4 issues 30%

- **Inserts/** £100 per 1000

- **Other**
- Branded bookmarks
- Tip-ons
- Belly-bands
- Sponsorship of mailing cover sheet

Prices upon application

“Involvement is about the bond between the magazine and the reader. And because of the nature of magazines that bond often carries over to the advertising.

Magazines give the reader control which makes the advertising more welcome. And magazines target readers, which makes the advertising more relevant. That is why consumers are engaged more by advertising in magazines than in other media.”

Erwin Ephron, Association of National Advertisers Print Forum, June 16, 2005

Editorial

Many clients prefer to reinforce the message of their advertising with editorial. *Business First* has a strict policy that makes the division between advertising and editorial unmistakable.

That said, advertisers are offered the opportunity to write articles on issues that reflect their particular expertise.

These are not promotions. If a client wants promotion via editorial, it becomes paid advertorial and is so marked in the magazine. Rates are the same as for advertising.

Special Reports/Sections

Companies/sectors/associations/investment bodies who wish to create an extended message can commission special sections in our magazine that will be devoted to them. This is an excellent way to tailor your message to your specific target audience.

As well as making a forceful statement through the magazine, we will also print as many run-ons as you require for separate distribution.

Branded Copies

We will create specially-branded copies of *Business First* for you to add value to your marketing spend with us.

Clients who have already done this include KPMG, RBS, Ambeo plc, Handelsbanken and Bytes Technology Group.

They used it for a variety of reasons:

- Gift to clients
- Enhanced reception area reading
- In-flight magazine
- Targeted marketing at market sector addressed by their content in the magazine

This service allows you to put your branding on the standard *Business First* front cover, then to add editorial or advertising to the remaining cover pages.

Price: £500 for all set-up and printing, to include 50 copies, £1 per copy thereafter. Delivery to one address.

Contract Publishing

If you like *Business First*, why not bring the same quality to bear on your own publishing?

Whether it is a specialist magazine you want to create under your branding, brochures or annual reports, we can manage the whole process from writing and design through to print and production – including online editions. (For an example of what online publishing is all about, visit our web site www.businessfirstmagazine.co.uk and click on the link to our online edition.)

Business First's relationship with **EVONPRINT Ltd**, one of the South East's largest and most successful printers, means we can offer the full strength of a dedicated in-house design and printing operation.

Business First Communications

Adding a new dimension to the *Business First* offering...

Business First Communications is a dedicated division that handles public relations, marketing communications, media relations and training, events and promotions.

Through its ability to harness the power of the magazine to clients' needs, **Business First Communications** has an unparalleled edge as the agency that can deliver for you.

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