Business Matters is the UK’s largest distributed subscription-based monthly business magazine and website portal for the owners of small business and medium sized enterprises (SME’s).

Business Matters is read for its news coverage, analysis, interviews with key opinion formers and leading entrepreneurs and opinion formers in the UK small and medium business sector.

Established in 1987, Business Matters reaches influential decision makers in the UK’s thriving small and medium sized business sector. Addressing key issues, trends and developments.

Business Matters is highly regarded as the leading title for those involved in running their own business. This position was recognised and further enhanced with the title being selected by Team 2012, the SME support programme for athletes looking to form Team GB and participate in the London Olympics in 2012, as their ‘Official Business Magazine’.

Targeting the largest business sector in the UK, a market worth an estimated £25 billion, Business Matters reaches decision makers in both the SME market and large blue chip organisations, with a spend ranging from £150,000 to more than £25 million per annum.

The monthly publication of the magazine offers a steady stream of practical proven ideas to help business owners and managers take short-cuts to success and drive their business success. The website offers rolling news.

Every edition features a profile of a successful entrepreneur to provide an insight into their business and the story of their success and also features regular columnist, Duncan Bannatyne – one of the UK’s leading entrepreneur’s and previously a star of TV’s Dragons’ Den, who shares his thoughts and ideas for business success.

Full cover featured interviews have included James Caan, Michelle Mone, Caprice, Lord Sugar, Peter Jones and Jaqueline Gold.

Both in print and online Business Matters has dedicated sections to allow readers to focus on key business areas: In Business, Legal, Financial, Marketing, Sales, Technology as well as the news which effects business.
Readership

Our print magazine readership includes people running established businesses as well as those planning to start up. Typical readers are company directors and owners or senior managers of businesses with a turnover between £100,000 and £6 million and also, knowledge workers, legal professionals and accountants.

Research also shows that an average of four people read each edition and that the shelf-life of Business Matters is longer than average because it is used extensively for reference.

The publication is sold on annual subscription basis and this allows us to know detailed information about our subscriber base. This information allows us to geo-target as well as sector tailor our content to ensure that it is in tune with our readers requirements.

Reader Profile

**Job Title:** Managing Director  
**Equity:** Owns more than 50% of the business  
**Salary:** £70,000  
**Travel:** Makes six business flights to Europe each month and is not loyal to one airline  
**Drives:** Prestigious car such as Audi, BMW or Jaguar  
**Banking:** Considering changing banks in the next 12 months  
**Challenges:** Considers lack of time as biggest hindrance to continued fast growth

Magazine Statistics

Rated as 7/10 for value to readers’ work, comparing favourably with the typical score of 5/10 for professional magazines.

Each reader passes the magazine on to further 3.1 other readers, giving a readership of 143,000 per issue.

78% of readers have made a business decision as a result of information they have read in the magazine.
Display Advertising & Mechanical Data

Advertising Rates

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
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<tbody>
<tr>
<td>Double Page Spread</td>
<td>£5,320</td>
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<tr>
<td>Half Page Spread</td>
<td>£3,750</td>
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<tr>
<td>Full Page</td>
<td>£2,680</td>
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<tr>
<td>Half Page</td>
<td>£1,880</td>
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<td>Quarter Page</td>
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Special Positions

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<tr>
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<td>First Right Hand Page</td>
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<td>Recruitment Quarter Page</td>
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Creation Solutions

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<tr>
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Trim w408 x h296mm
Type w386 x h265mm

Bleed w213mm x h306mm
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Type w182 x h265mm

Bleed w418mm x h151mm
Trim w408 x h146mm
Type w386 x h138mm

Bleed w418mm x h151mm
Trim w408 x h146mm
Type w386 x h138mm
Online Advertising

Business Matters has its own rolling content website providing UKs small and medium sized business community with a constantly updated and interactive website.

Features the latest news, interviews and advice and the ability to interact and network with others whilst posting comments to our editorial. This interactivity means our visitors stay on the site for longer and also return frequently.

The site receives over 5,800 unique visitors a day who view 2.8 pages per visit and is one of the highest SME sites ranked by Moz with a Domain Authority 61 Page Authority 58

Advertising Rates (per month)

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<td>Sponsored Posts</td>
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</table>

For More Information
Tel: 020 7148 3861
Sales.bm@cbmeg.co.uk
www.bmmagazine.co.uk
Reach the leaders of the fastest-growing, SME private companies in the UK throughout the workday with Business Matters e-mail newsletter program.

Business Matters double opt-in newsletters cover the essential areas where entrepreneurs struggle from starting up to driving sales and procuring technology, products, and services. Our suite of newsletters provide the opportunity to influence a self-selected audience of growing companies with the right message, in the right context, during their workday.

Benefits include:
- Up to 100% Share of Voice
- Two Display Ad Units (IMU and Leaderboard)
- Connection with Business Matters in a trusted environment
- Full reporting to quantify the ROI of all activity
- Geographic, Sector, gender targeting options available

**Business Matters update | Weekly**
An update of the new content from the website from the past week as well as company profiles and best practices for smart business owners, this newsletter covers all elements that make Business Matters the essential handbook to the UK SME & Entrepreneur, a can’t-miss read for anyone who owns or runs a small or medium sized business in the UK.

**Sales Coaching | Weekly**
Driving sales is the most important part of growing a successful business. Business Matters Sales Coaching Newsletter provides advice and tips on how to grow top-line revenue: negotiating, setting goals, lead generation, and more to enable readers to drive their business to the next level.

**Start-Up Advice | Weekly**
Starting a company requires entrepreneurs to learn a great deal – quickly – on the job: The Start-Up Advice newsletter provides the answers to key questions: from raising capital, to hiring your first employee, to finding space, and more.

**The Goods: Your Business Toolbox | Weekly**
Reviews of gadgets, software, and other tools, plus discounts and deals. The Goods is a resource to help the leaders of growing companies find the right products and services at the best prices.

**Today’s Small Business News | Daily**
Daily news from around the Web of particular relevance to small business owners; edited and recommended by Business Matters reporters.

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**Weekly Newsletter Marketing**

**Banner – cost per ad**
- (IMU & Leaderboard) £800
- Text link £295

**Sponsorship Costs**
- Business Matters update £1495
- Sales Coaching £1600
- Start-Up Advice £1800
- The Goods £1800
- Small Business News £900

**Solus Broadcast**
Bespoke HTML email (supplied) mailed to full database which have opt to receive third-party mailings. £1900

List Rental & other execution options £POA

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**FOR MORE INFORMATION**
Tel: 020 7148 3861
Sales.bm@cbmeg.co.uk
www.bmmagazine.co.uk