

Business Matters[®]

The UK's leading SME business magazine

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.



“Little wonder then, that Business Matters is the number one choice for the owners of SME businesses in the UK.”

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

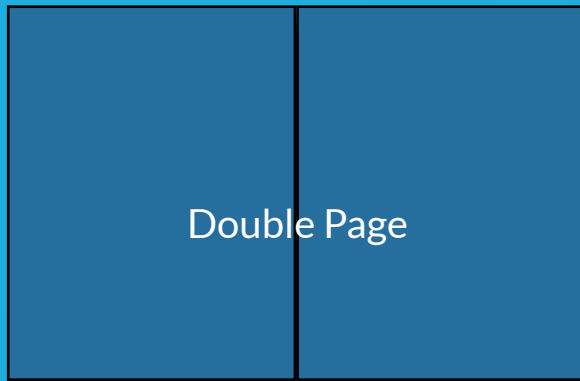
Magazine Statistics

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.

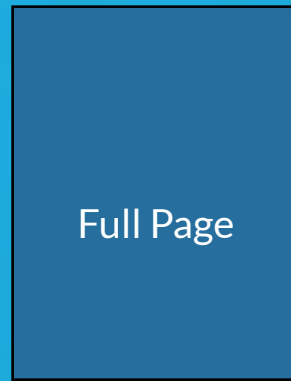
78% of readers have made a business decision as a result of information they have read in the magazine.

Display Advertising & Mechanical Data



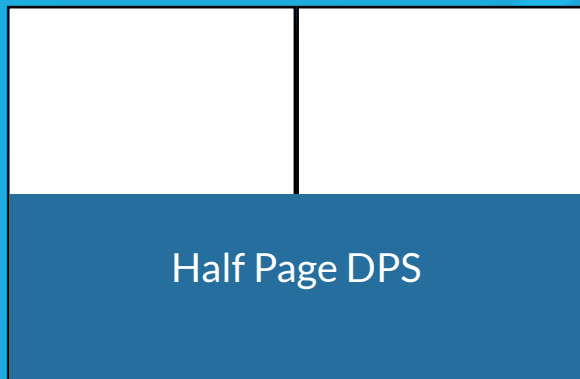
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Type w386 x h265mm



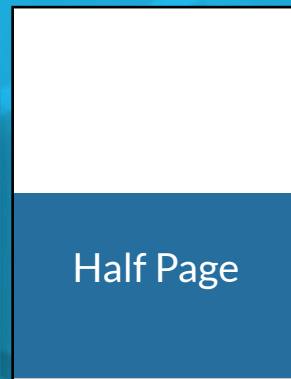
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Type w182 x h265mm



Half Page DPS

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Trim w408 x h146mm
Type w386 x h138mm



Half Page

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

Advertising Rates

Double Page Spread	£5,320
Half Page Spread	£3,750
Full Page	£2,680
Half Page	£1880
Quarter Page	£900

Special Positions

Outside Back Cover	£3,600
First Double Page Spread	+15%
First Right Hand Page	+15%
Recruitment Full Page	£1,700
Recruitment Half Page	£950
Recruitment Quarter Page	£650

Creation Solutions

Inserts – Loose, bound-in and stick-on cards accepted, subject to availability.

Prices start from £95 per '000

Sponsorship poly-wrap	£1,900
Carrier Sheet Advertising	£70 0er '000
Tip on + space cost	£160 per '000
Belly Wrap	£195 per '000
Belly Wrap DPS	£230 per '000
Front Page Barn Door	£14,950
Gatefold	£11,950 (x3pp)
Double Gatefold	£18,950 (x6pp)

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)

Home Page Banner	£850
Home Page Box	£695
Section Banner	£450
Section Box	£375
Text Link into current content	£95
Content Marketing:	
Sponsored Posts (live indefinitely)	£180

FOR MORE INFORMATION

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Sales.bm@cbmeg.co.uk

www.bmmagazine.co.uk

Newsletter Sponsorship

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.

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

FOR MORE INFORMATION

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