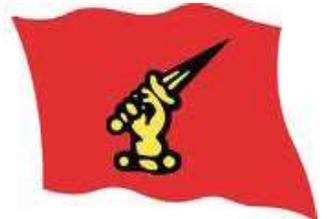


**Business
Money**

Media Pack 2019

The industry journal in business finance and
banking



GROWTH STREET

**LLOYDS
BANKING
GROUP**



SQUIRE
PATTON BOGGS

"According to the Association of Business Information & Media Companies - seven out of 10 B2B readers say they spend more time with industry-related print publications than with mainstream business or consumer print magazines (7-15-15)."



About Business Money

Business Money launched in 1993 as the subscription-based industry magazine for business and commercial finance and banking professionals. The magazine is available in both print and digital format - for all PCs, laptops, smart phones, tablet and Kindle devices.

Business Money magazine delivers news, reviews, research, comment and analysis to financial intermediaries, business bankers, commercial lenders and SME decision makers, and supports those business finance professionals with timely, relevant and accurate market intelligence.

The magazine is supported by an informative and engaging website with an active social media presence. The Business Money daily news service carries both industry related and general SME business postings and the jobs board is regularly updated with industry vacancies posted both directly by lenders and by recruitment agencies.

In March, Business Money publishes Receivables, the comprehensive, annual review of the invoice finance sector, the Business Money Intermediary index, hosts an annual awards dinner to recognise achievements within the sector.

Why Advertise with Business Money?

The niche publication provides advertisers with access to a highly targeted audience of senior professionals, including brokers and intermediaries, lenders and other business finance professionals; advertise with Business Money and get your message to over 45,000 business finance professionals.

- Over 60% of our subscribers read no other business finance publication
- 76% of our subscribers spend over 30 minutes reading each edition
- 74% of our subscribers retain each edition for future reference

Business Money has an enviable track-record in promoting, repositioning and sustaining brands within the business banking and commercial finance sector. We pride ourselves on our close working relationships with both advertisers and agencies to specifically tailor promotional campaigns to meet exact marketing needs.

Our aim at Business Money is to continually increase our advertisers' penetration of their target market by enabling them to reach a captive and highly-focused audience. Our extended shelf life provides long-term brand and product placement opportunities as well as initial response. The majority of our readers cannot be reached using any other business finance-focused or banking publication.

Advertising is highly targeted and efficient - the subscription-only magazine is read by experienced decision-making professionals. High quality production values within the full colour format will project your brand confidence.

Advertising rates

Insertion Size	Single insertion	Multiple insertions
Double page spread	£4,010.00	£3,425.00
Full page	£2,090.00	£1,600.00
Half page	£1,180.00	£910.00
Quarter page	£690.00	£580.00
Outside back cover	£3,160.00	£2,400.00
Inside front cover	£2,800.00	£2,160.00
Inside back cover	£2,650.00	£1,995.00

(All rates are subject to VAT at the prevailing rate)

Please call for details regarding:

- Sponsorship opportunities
- Loose or bound-in inserts
- Personal distribution
- Reprints
- Contract Publishing

Statistics



Website - www.business-money.com

There are a range of advertising options on the Business Money website:

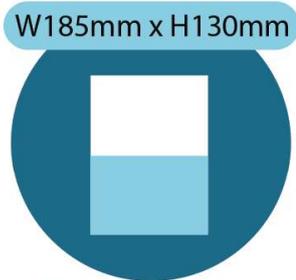
Insertion Size	Single insertion	Multiple insertions
Top banner	N/A	£1,500.00
Side banner	£800.00	£600.00
Sponsored articles	£700.00	£500.00
News sponsorship	£N/A	Price on application
Event posting	Price on application	Price on application
Job posting	Included within print rate	Included within print rate

(All rates are subject to VAT at the prevailing rate)

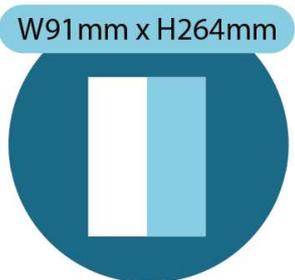
Guaranteed positions - 10% extra. Agency commission paid at 10%

Magazine advertising specifications

For full-page ads or double-page spreads we require a format of A4 dimensions with a 3mm bleed.



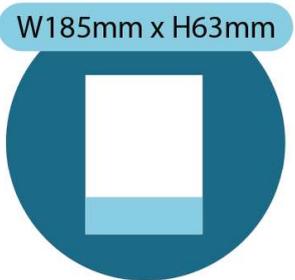
Half page landscape



Half page portrait



Quarter page portrait



Quarter page landscape

Data Formats

Print ready PDF must be CMYK with all fonts embedded and image resolution of at least 300 dpi at 100%. TIFF and EPS files accepted at 300dpi at full size with all fonts embedded and CMYK.

If we are preparing the advertisement on your behalf please supply all imagery and logos at 300 dpi, text and contact details for inclusion. Please note a charge of £125.00 + VAT is made for this service.

Please e-mail artwork to sophie@business-money.com and supply a hard copy addressed to Sophie Grove at the address listed below. Copy deadline for advertisement copy is the 20th of the month prior to the month of publication.

Business Money has a framework of reports that form the foundation of the editorial schedule but it is hungry for news of current developments in the commercial finance space. If you have a good story or report that fits the bill, please get in touch.

Robert Lefroy, group editor

Edition - deadline

January - 19 December 2018

Business Banking
Buy-to-Let Review

February - 7 January 2019

UK Business FinTech
Financing the Wet Trade

March - 7 February 2019

The 22nd Receivables Review, 2018
Business Money Intermediary Index

April - 7 March 2019

Receivables 2018 Follow Up
Business Money Award Winners Dinner

May - 5 April 2019

MBOs and Acquisitions
Bridging Finance Review

June - 7 May 2019

Financing Rural Business and Agriculture
Buy-To-Let

July - 7 June 2019

Investment Property Review
Housing Development Finance

August - 5 July 2019

MBOs and Acquisitions
All-Asset Finance in the UK

September - 7 August 2019

Challenger Banks, how are they doing?
Receivables – CEOs' half year report

October - 6 September 2019

Financing Leisure
Credit Insurance

November - 7 October 2019

Financing Healthcare
MBOs and Acquisitions

December - 1 November 2019

Conference reports
Brexit – how was it for you?



The industry journal

**Issue 260
November 2017**

210mm

Cover design for Business Money guidelines

Cover is 210mm x 297mm with 3mm bleed.

Image area is 210mm x 215mm, although there is allowance at top right of the Business Money logo.

Art must also allow for placement of logos and coverlines and be either vector art or 300dpi bitmap or high resolution PDF when placed at 100%.

If this is not clear then please contact Matthew Smith on +44 (0) 1458 253536 or email production@business-money.com

215mm

297mm

Subscription only • www.business-money.com