

Media Pack 2024

The industry journal in business finance and banking



"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

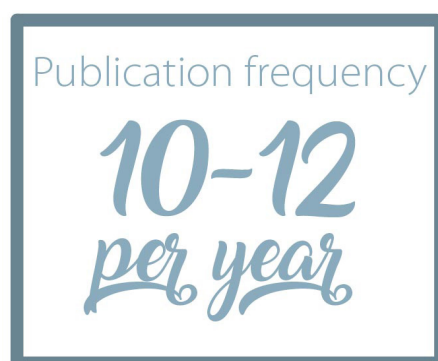
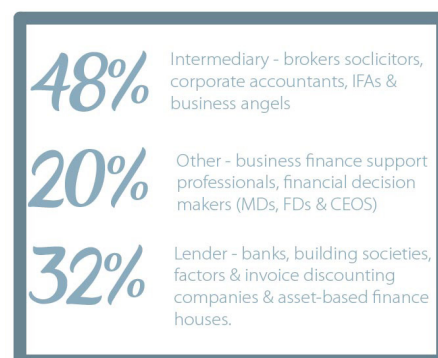
Insertion Size	Single insertion	Multiple insertions
Double page spread	£4,010.00	£3,425.00
Full page	£2,090.00	£1,600.00
Half page	£1,180.00	£910.00
Quarter page	£690.00	£580.00
Outside back cover	£3,160.00	£2,400.00
Inside front cover	£2,800.00	£2,160.00
Inside back cover	£2,650.00	£1,995.00

(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.

W185mm x H130mm



Half page landscape

W91mm x H264mm



Half page portrait

W91mm x H130mm



Quarter page portrait

W185mm x H63mm



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 2023

Business Banking
Buy-to-Let Review

February - 7 January 2024

UK Business Fintechs
Financing the Wet Trade

March - 7 February 2024

The 27th Receivables Review, 2023
Business Money Intermediary Index

April - 6 March 2024

Receivables 2023 Follow-Up

May - 6 April 2024

Bridging Finance Review
Trade Finance Review

June - 7 May 2024

Financing Rural Business and Agriculture
Buy-To-Let

July - 5 June 2024

Investment Property Review
Housing Development Finance

August - 6 July 2024

All-Asset Finance in the UK

September - 7 August 2024

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

October - 7 September 2024

Financing Leisure
Credit Insurance

November - 7 October 2024

Financing Healthcare

December - 1 November 2024

Conference reports
Brexit Progress

