

# Business *Plus*

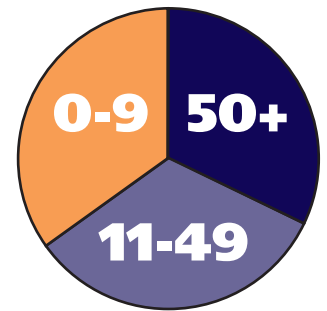
## MEDIA PACK 2010



- ▶ Largest circulation monthly business and IT magazine in Ireland
- ▶ Focus on fast-growth companies, SMEs and entrepreneurs
- ▶ Monthly distribution averaging 12,500 copies through 2010
- ▶ Member of Audit Bureau of Circulations
- ▶ Estimated monthly readership in excess of 40,000
- ▶ Published in full colour

### Readership

- ▶ 30% to companies with 0-9 employees (small)
- ▶ 30% to companies with 11-49 employees (medium)
- ▶ 40% to companies with 50+ employees (large)



Readership by company size

### Advertising Attractions

- ▶ Independently audited circulation figures that you can trust
- ▶ Read by 17% of Ireland's leading executives
- ▶ Dynamic business environment
- ▶ Quality printing and reproduction
- ▶ Highly competitive advertising rates
- ▶ Shelf life of four weeks

ADVERTISING CONTACT

**SIOBHÁN O'CONNELL**  
Marketing Director

TELEPHONE (01) 660 8400

## Advertising Rates & Schedule 2010

**Business Plus** is a full-colour business magazine targeted at SMEs. Published monthly since February 1998, Business Plus is Ireland's largest circulation monthly business magazine catering for decision-makers in fast-growth companies.

**Circulation 10,307** (January-December ABC 2009)

Member of Audit Bureau of Circulations (ABC)

**Estimated Readership** 40,000

**Audience** 90% ABC1

### Reader Profile

17% Owner/Partner  
16% Middle Manager  
15% Department Head  
15% Self Employed  
13% Executive  
11% MD/General Manager  
13% Other

### Department

26% Executive Management  
20% Marketing/Sales  
10% Sales  
9% Professional  
8% Finance/Accounting  
6% IT/Computing/Web  
4% R&D  
4% Logistics  
13% Other

### Sector

18% IT/Computing  
15% Financial/Banking  
15% Business Services  
8% Media & Publishing  
6% Advertising  
6% Telecommunications  
5% Manufacturing  
4% Retail  
23% Other

### Company Size

30% 0-10 Employees  
30% 10-50 Employees  
40% Over 50 Employees

### Advertising Rates 2010

A4 Display	€2,600
A4 Company Profile	€2,500
Double Page Spread	€4,850
Outside Back	€3,000
Inside Front/Back	€2,800
Half Page	€1,380
One Third Page Strip	€890
Quarter Page Strip	€720
Quarter Page Box	€650
One Eighth Page Strip	€425

+ Prices are subject to VAT of 21%

Inserts: Rates on request

### Publication Dates 2010

Issue	Publication Date	Ad Copy Deadline*
February	January 28	January 21
March	February 25	February 18
April	March 25	March 18
May	April 29	April 22
June	May 27	May 20
July	June 24	June 17
August	August 5	July 29
September	September 2	August 26
October	October 7	September 30
November	November 11	November 4
December/January	December 16	December 9

\* Latest possible date for accepting advertising copy.  
Advertisers will be requested to supply copy earlier.

### Advertising Contact

SIOBHÁN O'CONNELL

Business Plus

30 Morehampton Road, Dublin 4

Tel: 01 660 8400

E-mail: [siobhan@businessplus.ie](mailto:siobhan@businessplus.ie)



## **Advertising Specifications**

**ACROBAT PDF FORMAT** PDF format files must be high res, CYMK, white knocking out, all fonts correct and enclosed in PDF. No trapping applied. No transparent layers. Advert must be to correct dimensions. Note bleed requirements detailed below.

**QUARK XPRESS FORMAT** QuarkXPress format ads on CD must be Apple Macintosh versions of Quark Xpress. Fonts and image files must be included on CD with Quark file.

**FONTS** Please also ensure you supply all fonts (typefaces) on CD or convert them to outline where applicable (example if artwork / graphics / logo have been generated in Adobe Illustrator). No spot colours to be used i.e. all colours must be converted to CYMK. No trapping should be applied. No transparent layers. Advert must be to correct dimensions. Bleed of 10mm to be applied where required.

**EPS AND JPEG FORMATS** Business Plus accepts advertising artwork in high resolution EPS and JPEG formats compatible with Apple Macintosh versions of Illustrator and Photoshop. The required resolution is 300dpi at S/S (i.e. size the ad is being used). For EPS's from Adobe Illustrator, please outline the fonts. No spot colours should be used i.e. all colours converted to CYMK. No trapping should be applied. No transparent layers. White knocking out. **InDesign** files can only be accepted as high res CYMK eps or high res CYMK jpeg. No trapping applied. No transparent layers. Advert must be to correct dimensions. Bleed of 10mm to be applied where required.

**PC FORMATS NOT ACCEPTABLE** Please note that advertising artwork in Powerpoint, Word, Corel, Excel or DAT formats is not acceptable.

**COLOUR PROOFS** Business Plus accepts no responsibility for the printed ad not matching the colour of the ad copy design files unless a cromalin proof is supplied with the ad copy files.



## Advertising Specifications

### Your Advertising Copy Contact in Business Plus

Siobhan O'Connell - Tel: (01) 660 8400

E-mail: [siobhan@businessplus.ie](mailto:siobhan@businessplus.ie)

### Delivery Details For Advertising Artwork

**CD** Deliver to Siobhan O'Connell, Business Plus, 30 Morehampton Road, Dublin 4.

**E-mail** [siobhan@businessplus.ie](mailto:siobhan@businessplus.ie)

### Terms & Conditions

As a courtesy, Business Plus checks all ads submitted. While we endeavour to correct any errors in file type and images/graphics supplied, Business Plus is not responsible for any ads which are published incorrectly due to errors in the file type and images/graphics supplied by the advertiser or their agents. We assume no responsibility for material and disks submitted and such material will not be returned except by prior arrangement.

### Technical Specifications

Ad size	Type area Width x Height	Trim size Width x Height	Bleed size Width x Height
Double Page Spread	390mm x 270mm	420mm x 297mm	plus 10 mm bleed top, bottom, left & right (440mm x 317mm)
Full Page	180mm x 270mm	210mm x 297mm	plus 10 mm bleed top, bottom, left & right (230mm x 317mm)
1/2 Page (horizontal)	180mm x 135mm	210mm x 142mm	plus 10 mm bleed bottom, left & right (230mm x 152mm)
1/2 Page (vertical)	87mm x 270mm	100mm x 297mm	plus 10 mm bleed top, bottom, left & right (120mm x 317mm)
1/3 Page (horizontal)	180mm x 100mm	210mm x 110mm	plus 10 mm bleed bottom, left & right (230mm x 120mm)
1/3 Page (vertical)	57mm x 270mm	70mm x 297mm	plus 10 mm bleed top, bottom, left & right (90mm x 317mm)
1/4 Page Box	87mm x 132mm		
1/4 Page Strip	180mm x 80mm		
1/8 Page Strip	180mm x 40mm		

**If bleed is required on 1/2 vertical or 1/3 vertical ads,  
apply bleed to left and right side of ads**