



# Business Plus

## MEDIA PACK 2012

- Largest circulation monthly business and IT magazine in Ireland
- Focus on fast-growth companies, SMEs and entrepreneurs
- Monthly distribution averaging **13,000** copies through 2012
- Member of Audit Bureau of Circulations
- Estimated monthly readership in excess of **40,000**
- Published in full colour

### Advertising Attractions

- Independently audited circulation figures that you can trust
- Effective targeting of SMEs
- Dynamic business environment
- Quality printing and reproduction
- Highly competitive advertising rates
- Shelf life of four weeks

#### ADVERTISING CONTACT

Siobhán O'Connell

Marketing Director

Tel: (01) 660 8400

Email: [siobhan@businessplus.ie](mailto:siobhan@businessplus.ie)

Business Plus, 30 Morehampton Road, Dublin 4

Tel (01) 660 8400

# Business Plus

- **Business Plus** is Ireland's premier national monthly business magazine. The title commenced publishing in 1998.

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- **Business Plus** is a general business magazine with an emphasis on targeting owner-managers of SMEs.

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- **Business Plus** is renowned for the quality of its editorial and its very readable coverage of current business issues.

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- **Business Plus's** audited ABC circulation in 2010 was an average of **10,022** copies per issue. The ABC for 2011 is expected to be around **10,400**, with a similar circulation level planned for 2012.

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- **Business Plus** is the only Irish business magazine on the newsstands to have its circulation audited by ABC.

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- **Business Plus** is used by hundreds of large and small advertisers in the business-to-business arena.



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# Business Plus

## Ireland's Business Demography

Ireland's business market is highly fragmented, at least in terms of the number of enterprises and decision makers. Using the latest available information from the Central Statistics Office (2009) and list providers IDC and Data Ireland, the demography of the business sector in Ireland is approximately as follows:

● Over 250 employees	700 enterprises
● 100 to 249 employees	1,070 enterprises
● 50 to 99 employees	1,640 enterprises
● 25 to 49 employees	3,500 enterprises
● 10 to 24 employees	11,510 enterprises
● 5-9 employees	18,100 enterprises
● 1-4 employees	67,000 enterprises
● Zero employees	96,000 enterprises
● TOTAL	200,000 enterprises

**Business Plus  
Target Market**

The CSO definition of an **enterprise** is an entity that pays VAT, has employees, files a Corporation Tax return or files an Income Tax return in the year the CSO gathers data. So not included in this count of the enterprise universe are many health, education and cultural bodies.

### MEDIUM AND LARGE FIRMS

At the apex of Ireland's business universe are 18,420 enterprises that employ more than 10 people. These firms employ 73% of the workforce in the private sector and therefore account for the majority of the country's economic activity.

### SMALL FIRMS

Below this apex are 18,100 enterprises employing 5-9 employees. These small SMEs employ 10 per cent of the workforce.

### MICRO FIRMS

Micro SMEs are small firms that have 1-4 employees. The CSO says the number of enterprises in this category is 67,000, or 34 per cent of the total

number of enterprises. These micro firms employ 12 per cent of the private sector workforce.

### SOHO

There are 96,000 active enterprises with zero employees, just on half the total of all Irish enterprises. Many of these 'enterprises' buy business goods and services. But other people in this category just sell their labour and are VAT-registered because annual billings exceed €37,500.

### SELF EMPLOYED

Besides the 96,000 active enterprises with zero employees, the CSO's Quarterly National Household Survey (June 2011) says there are an additional 90,000 individuals who describe themselves as self-employed with paid employees. The vast majority of these people are in firms that employ 1-50 people.

### BUSINESS PLUS TARGET MARKET

**These 90,000 entrepreneurs - self-employed people with under 50 employees - are the target market for Business Plus.**

# Business *Plus*

## Trusted For Business To Business Advertising

### Selected Advertisers in Business Plus 2011

#### **AIRLINES**

Aer Lingus  
bmi  
Cityjet  
Malév  
SAS Airlines  
Turkish Airlines

#### **BUSINESS TO BUSINESS**

Airtricity  
An Post  
Atron  
Carlson Wagonlit  
Creditsafe  
Data Ireland  
DHL  
Eirgrid  
Energia  
ESB Electric Ireland  
Fáilte Ireland  
Fastway Couriers  
Fedex  
Flogas  
Heavey RF  
Irish Rail  
Kernel Capital  
Mercer  
Nightline  
Printing.ie  
Revenue Commissioners  
Robertson Low  
Snap Print Group  
Sustainable Energy Ireland  
Tweak  
Word Perfect

#### **CARS**

BMW  
Citroen  
Ford  
Honda  
Jaguar  
Kia  
Lexus  
Mercedes-Benz

Peugeot  
Renault  
Volkswagen  
Volvo

#### **EDUCATION**

ACCA  
Accounting Technicians Ireland  
Chartered Accountants Ireland  
CIMA  
Cork Institute of Technology  
Digital Marketing Institute  
Fetac  
Insurance Institute  
NUI Galway  
Sureskills  
University of Limerick

#### **FINANCIAL**

AIB  
Axa Financial  
Bank of Ireland  
Bibby Financial Services  
CMC Markets  
FBD  
Friends First  
HSBC  
IFG  
Investec  
Irish Life  
KBC  
Nationwide UK  
Permanent TSB  
Quintas  
Standard Life  
Ulster Bank  
Zurich

#### **HOTELS**

Burlington Hotel  
Buswells  
Camden Court  
Carlton Hotel Group  
Clontarf Castle  
Croke Park

Crowne Plaza  
Fitzpatricks Killiney  
K Club  
Marriott Ashbourne  
Moran Hotels  
RDS  
Regency Hotel  
Rezidor Group  
Ritz Carlton  
Royal Marine Hotel  
Stillorgan Park Hotel  
Tifco Hotels  
Westin Hotel

#### **PROFESSIONAL SERVICES**

A&L Goodbody  
Arthur Cox  
Baker Tilly Ryan Glennon  
Beauchamps  
Byrne Wallace  
BDO  
Carr Communications  
Corporate Reputations  
Deloitte  
Dillon Eustace  
Ernst & Young  
Eugene F Collins  
Eversheds  
Financial Dynamics  
Fleishman  
Grant Thornton  
Hill and Knowlton  
KPMG  
LK Shields  
Maples & Calder  
Mason Hayes + Curran  
Matheson Ormsby Prentice  
Mazars  
McCann Fitzgerald  
Murray Consultants  
Ogilvy One  
OSK  
Pembroke PR  
PwC  
Ronan Daly Jermyn

RSM Farrell Grant Sparks  
Russell Brennan Keane  
Slattery Communications  
Smith & Williamson Freaney  
Weber Shandwick  
Whitney Moore  
William Fry

#### **RECRUITMENT**

Berkley Recruitment  
Careers Register  
CPL  
Deloitte Executive  
Grafton Recruitment  
KPMG  
People Group  
Sigmar Recruitment

#### **TECHNOLOGY**

Big Red Book  
Blacknight  
Brother  
Epson  
Exchequer Software  
HP  
IBM  
Intel  
Mamut  
Microsoft  
OKI  
Sage

#### **TELECOMS**

BT  
Commercial Wireless  
Digiweb  
Eircom  
o2  
Magnet  
Meteor  
Nokia  
Samsung  
Sony Ericsson  
UPC  
Vodafone

# Business Plus

## Numbers You Can Trust

All too often advertisers accept publisher's statements on their performance. Our ABC certificate shows that Business Plus has been independently audited by the Audit Bureau of Circulations, the body which audits magazines and newspapers in Ireland and the UK.

The Business Plus ABC figure for issues published January to December 2010 was an average of **10,022** copies per issue.

For 2011, we expect that the ABC certificate issued in February 2012 will

record average circulation of around **10,400** copies per issue. Our promise to advertisers is that we will maintain audited circulation at that level through 2012.

Business Plus is the only Irish business magazine on the newsstands to have its circulation audited by ABC.

Justify your advertising spend and get the exposure you've been promised.



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## Our Readers

The readership of Business Plus is mostly small and medium SMEs but with some traction in larger firms too. How do we know? Listed below are some companies on our 2010/2011 subscription list. For space reasons, we've just included companies with names starting with 'B' for Business and 'P' for Plus. Copies sent by mail make up 20% of the monthly Business Plus circulation so this listing provides a good impression of the magazine's business audience

### SUBSCRIBERS STARTING WITH 'B'

B J Dennehy & Co  
B&J Wine Trading  
B.C. Bookkeeping Services  
B.D. Flood  
Baby Elegance  
Bailey & Associates  
Baker Security & Networks  
Baker Tilly Ryan Glennon  
Balcombes Claims Management  
Baldwin O'Callaghan  
Ballymount Accounting & Management  
Bank of Ireland  
Bank of Ireland Private Banking  
Bank of Ireland Shared Services  
Barclays Bank  
Bardon Molumby  
Barefield  
Barnardos  
Barry Doyle & Co  
Barry Keating & Co  
Barrys of Mallow  
Baxter & Associates  
BB&I  
BBnet  
BCM Hanby Wallace  
BDO Simpson Xavier

Beauchamps  
Beaumont Engineering  
Bechtle  
Beiersdorf Ireland  
Bennett Solicitors  
Bermingham Condron  
BFK  
BHP Insurances  
Bill Butler Promotions  
Bill Holohan & Assoc.  
Bizquip  
Blake Murphy & Co  
BLG Marketing Services  
Bolger Engineering  
Bollard Financial Services  
Bonner O'Donnell & Co  
Bord na Mona  
Bord Iascaigh Mhara  
Bourke Quinn O'Mara  
Bracken Public Relations  
Breen Fleming & Co.  
Brendan Cosgrave & Co.  
Brendan J Walsh  
Brenson Lawlor  
Brian J Kenny & Associates  
Brian O'Brien Solicitors  
Brian O'Reilly & Assocs  
BriskNet  
Brown Rudnick LLP  
BSI Entertainment

Buckley Meade & Co.  
Bureau van Dijk Electronic Publishing  
Business Electronic Equipment  
Business Exhibitions  
Business Management Communications  
Business Support Systems  
Butler Lennon & Co.  
Buttrum & Associates  
BVB Consultancy  
Byrne Curtin Kelly

### SUBSCRIBERS STARTING WITH 'P'

P & G Cards  
P.D. Mehigan Chartered Accountant  
P.J. O'Driscoll & Co  
Pacsort  
Padden Auctioneering  
Palm Global Operations  
Pamex  
Park Chambers  
Pat Lynch & Co  
Pat Murray & Co  
Patrick Caulfield  
Patrick G Griffin  
Patrick Keane & Co  
Patrick Martin & Co

Paul Allen & Associates  
Paul Quinn & Co  
PayPal Europe  
PC Cubed  
Peevers Slye & Cotter  
Percana Group  
PermaNET Broadband  
PGL  
Philip Lee Solicitors  
Phoenix Bookkeeping Service  
Pixi Art & Designs  
Plunkett Communications  
Pneumatics  
Poleire  
Polonia  
Port of Cork  
Practical Financial Services  
Precise Media  
Premier Marketing  
Pricewaterhouse Coopers  
Prima Management  
Primary Insurance  
Primrose Gate Medical Centre  
PrintB  
Printpost  
Professional Training  
Profile Emergency Lighting  
Project PR  
Prudential PSI Mobile  
Pubcraft Ireland

# Business Plus

## Advertising Rates & Schedule 2012

Published monthly since 1998, Business Plus is Ireland's largest circulation monthly business magazine catering for decision-makers in fast-growth companies.

Circulation **10,022** (ABC 2010)

Estimated Readership 40,000

Audience 90% ABC1



### Advertising Rates 2012

A4 Display	€2,600
A4 Company Profile	€2,350
Double Page Spread	€3,800
Outside Back	€3,000
Inside Front	€2,800
Half Page	€1,380
One Third Page Strip	€890
Quarter Page Strip	€720
Quarter Page Box	€650
One Eight Page Strip	€420

+ Prices are subject to VAT of 23%

Inserts: Rates on request

### Publication Dates 2012

Issue	Publication Date	Ad Copy Deadline
February	January 26	January 18
March	February 23	February 15
April	March 22	March 14
May	April 26	April 18
June	May 24	May 16
July	June 28	June 20
August	August 2	July 25
September	September 6	August 29
October	October 4	September 26
Nov/December	November 8	October 31
January 2013	December 13	December 5

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# Business Plus

## 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 are 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.

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## Advertising Specifications

### Your Advertising Copy Contact in Business Plus

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

Email: [siobhan@businessplus.ie](mailto:siobhan@businessplus.ie)

### Delivery Details For Advertising Artwork

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

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

### 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**