

BusinessMatters

UK'S LEADING BUSINESS MAGAZINE

Business Matters, is the UK's largest multi-platform resource dedicated to the owners of the UK's small business and medium sized enterprises (SME's).

A subscription-based monthly print magazine. Our website is the UK's widest read website for its news coverage, analysis, interviews with key opinion formers and leading entrepreneurs and opinion formers in the UK small and medium business sector. Podcasts, webinars and video interviews allow more detailed deeper conversations with some of the UK's leading entrepreneurs and knowledge specialists.

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.

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 content with the latest news and issues affecting UK SMEs plus 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.

Every monthly print 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 columnists. 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.

“ 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

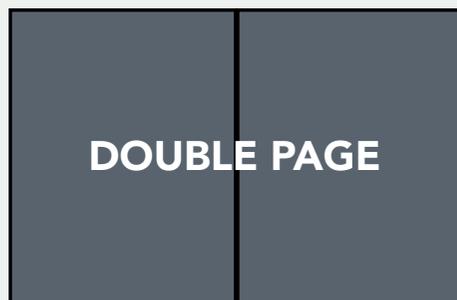
MAGAZINE STATISTICS

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



DOUBLE PAGE

BLEED
W418 x H306mm
TRIM
W408 x H296mm
TYPE
W386 x H265mm



**FULL
PAGE**

BLEED
W213 x H306mm
TRIM
W203 x H296mm
TYPE
W182 x H265mm



HALF PAGE DPS

BLEED
W418 x H151mm
TRIM
W408 x H146mm
TYPE
W386 x H138mm



**HALF
PAGE**

BLEED
W418 x H151mm
TRIM
W408 x H146mm
TYPE
W486 x H138mm

ADVERTISING RATES

DOUBLE PAGE SPREAD	£5,320
HALF PAGE SPREAD	£3,750
FULL PAGE	£2,680
HALF PAGE	£1,880
QUARTER PAGE	£900

SPECIAL POSITIONS

OUTSIDE BACK COVER	£3,600
FIRST DOUBLE PAGE SPREAD	+15%
FIRST RIGHT HAND PAGE	+15%

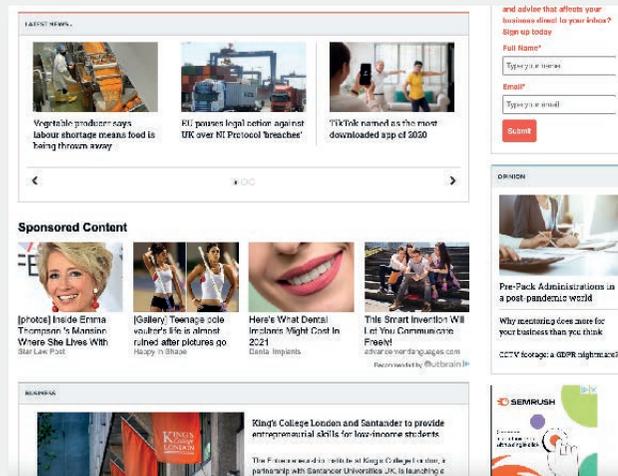
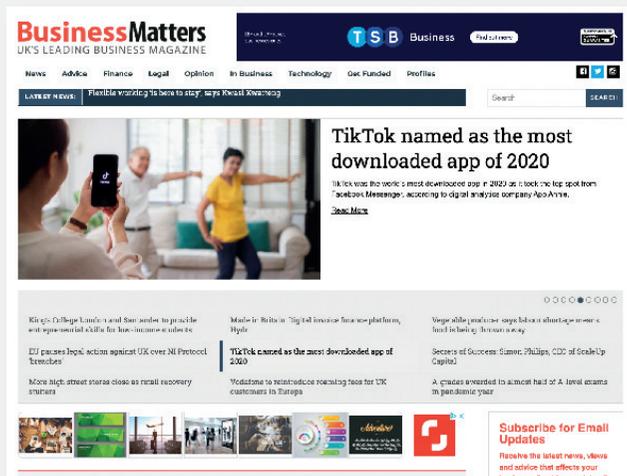
CREATION SOLUTIONS

INSERTS Loose, bound-in and stick-on cards accepted, subject to availability

PRICES START FROM £95 PER '000

SPONSORSHIP ENVELOPE WRAP	£1,900
CARRIER SHEET ADVERTISING	£70 per '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 UK's 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 **1 MILLION UNIQUE VISITORS A MONTH** who view 2.8 pages per visit and is one of the highest SME sites ranked by Moz with a Domain Authority 63 Page Authority 58.

ADVERTISING RATES PER MONTH

HOME PAGE BANNER £950
HOME PAGE BOX £795

CATEGORY SPONSOR £650
SECTION BOX £375

CONTENT MARKETING

SPONSORED POSTS
(LIVE INDEFINATELY) £220

TEXT LINK INTO
CURRENT CONTENT £110

NEWSLETTER & EMAIL MARKETING

Reach the leaders of 90,000 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.

NEWSLETTER BENEFITS INCLUDE:

- Up to 100% Share of Voice
- Two Display Ad Units (IMU and Leaderboard)

SOLUS BROADCAST BENEFITS INCLUDE:

- Connection with Business Matters in a trusted environment
- Full reporting to quantify the ROI of all activity
- Geographic, Sector, gender targeting options available

TODAY'S SMALL BUSINESS NEWS TWICE DAILY

Daily news from around the Web of particular relevance to small business owners; edited and recommended by Business Matters reporters.

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 and the right products and services at the best prices.

NEWSLETTER MARKETING

BANNER COST PER DAY

(IMU & LEADERBOARD)	£800
TEXT LINK	£295

SPONSORSHIP COSTS

BUSINESS MATTERS UPDATE	£1,495
SALES COACHING	£1,600
START-UP ADVICE	£1,800
THE GOODS	£1,800
SMALL BUSINESS NEWS	£900

SOLUS BROADCAST

BESPOKE HTML EMAIL (SUPPLIED) MAILED TO FULL DATABASE WHICH HAVE OPT TO RECEIVE THIRD-PARTY MAILINGS	£1,900
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PODCASTS

To extend our reach and relationship with our audience and to really deep-dive into topics and gain real insight from interviewees we have two dedicated podcasts.

Podcasts are a highly engaging medium for delivering messages. Given the audio nature of podcasts, listeners tend to hang on to every word, making them an excellent audience for advertisers who are trying to get their brands known. You don't have to worry about them tuning out your ad like they do in many other mediums.

People listen to podcasts because they have deep respect for the host. And since they put their trust in the hosts of their favourite podcasts, they're much more receptive to the brands that these hosts decide to endorse.

IN CONVERSATION: Our Managing Editor Richard Alvin talks to some of the UK's leading entrepreneurs and business specialists about their business, or a specific topic.

CLIFFHANGER: Associate Editor Cherry Martin talks to business owners about a pivotal moment in their life or the life of their business and how they overcame it and what they learnt from it and what they could teach others.

10,000 
LISTENERS

850 
SUBSCRIBERS



AWARDS

The Business Matters Best in Business awards look to celebrate companies of all sizes and industries that have made an extraordinary impact in their fields and on our society this year.

After a highly competitive inaugural year, Business Matters. will honour even more Best in Business winners across a growing field of 49 categories, including new awards such as Pandemic Response, Environmental Issues and Economic Equity. Every business that enters will automatically be considered for Business Matters prestigious Company of the Year award!

BusinessMatters

BEST IN BUSINESS **2022 AWARDS**

CUSTOM EVENTS

Unique, half-day, live & virtual events created hand-in-hand with our brand partners. Themes are custom-curated to address the most pressing needs of entrepreneurs and business leaders, making full use of the expertise provided by our partners across various fields of focus.



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FOR MORE INFORMATION

TEL 020 7148 3861

EMAIL sales.bm@cbmeg.co.uk

WEB www.bmmagazine.co.uk