

BUSINESS Eye

Media Pack

Advertising **Rates**

Technical **Data**

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Eye Advertisement Rates

SPONSORSHIP OF MAIN FEATURES

- Logo and Corporate colours on cover of section
- Full Page introduction editorial
- Banner ads across information pages of section
- Full Page Colour ad at end of section

Cost £3500 must be booked 2 months in advance
Other ongoing Sponsorship opportunities on negotiation

ADVERTISING RATES

| | |
|-----------------------------|--------|
| Full page colour | £1,800 |
| Full page mono | £1,150 |
| Double page spread (colour) | £2,700 |
| | |
| Half page colour | £1,100 |
| Half page mono | £750 |
| | |
| Quarter page colour | £700 |
| Quarter page mono | £450 |

COST OF RUN ONS FOR 1000

| | |
|----------|-------|
| 4 pages | £800 |
| 8 pages | £1000 |
| 16 pages | £1600 |

INSERTS

Inserts can be distributed with Business Eye.
Rates are dependent on size and weight of insert and are available on application.

advertisement design

Buckley Publications can provide a complete professional advertisement design service. For details please contact our Advertising Sales Manager.

SPECIAL POSITIONS

| | |
|-----------------------------------|--------|
| Inside front cover | £1,900 |
| First right hand page (colour) | £1,850 |
| First Double page spread (colour) | £2,750 |
| Outside back cover | £2,000 |
| Inside back cover | £1,950 |

Eye Technical Specification

ARTWORK

Preferred:

A4+ Hi-resolution PDF with embedded fonts

Alternate formats:

InDesign CS6 with associated files & fonts

Adobe Illustrator CS6 (or lower) file or EPS with either fonts embedded / supplied or outlined

Photoshop - Hi-res JPG or TIFF at 300dpi

The supply of a colour proof is advised with any submitted artwork

MECHANICAL DATA

DOUBLE PAGE SPREAD

Copy area - 274mm x 396mm wide

Bleed - 303mm x 426mm wide

Trim - 297mm x 420mm wide

FULL PAGE A4

Copy area (white border) - 274mm x 186mm wide

A4 Bleed - 303mm x 216mm wide

HALF PAGE

Copy area - 126mm x 186mm wide (horizontal)

Copy area - 265mm x 91mm wide (upright)

QUARTER PAGE

Copy area - 126mm x 91mm wide

BANNER

Visible Copy area - 20mm x 210mm wide

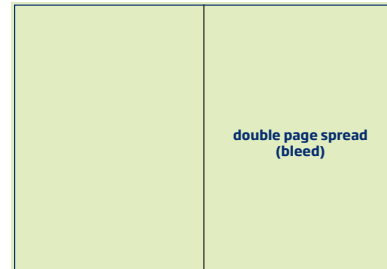
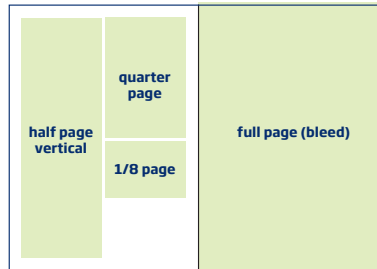
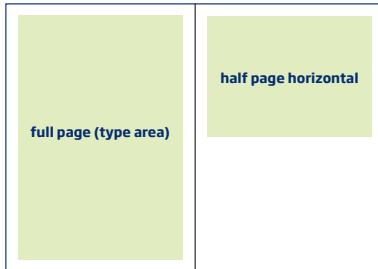
Required Bleed - 26mm x 216mm wide

PUBLICATION SCHEDULE

Publication date - monthly

Copy deadline -

14 days preceding publication date



Eye Website Advertising Rates

| CATEGORIES | |
|---------------------------|---------------------|
| Banner | |
| £175 per month | for home page |
| £150 per month | for all other pages |
| Buttons | |
| £125 per month | for home page |
| £100 per month | for all other pages |
| Skyscraper | |
| £250 per month | |
| all pages except homepage | |
| MPU | |
| £250 per month | for all pages |

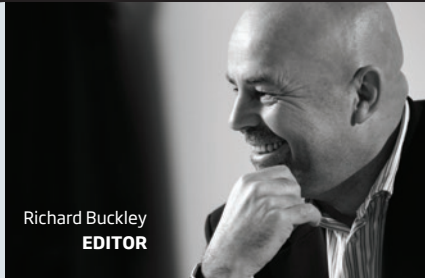
For examples please visit our website
www.businesseseye.co.uk

The screenshot displays the Business Eye website interface with several advertising spots highlighted:

- BANNER (728 x 90px):** Located at the top right of the page, above the main navigation menu.
- COVER STORY FULL STORY:** A large article header featuring the headline "GETTING FIT FOR THE FUTURE ...PWC PARTNERS - UP FOR RECOVERY" and a photograph of three men in suits.
- BACK ISSUES:** A section on the left side of the page with a dropdown menu set to "August 2009" and a "GO" button.
- MPU (300 x 250px):** A large rectangular ad space on the right side of the page, below the main article.
- Buttons (125 x 125px):** Four smaller square ad spaces arranged in a 2x2 grid on the right side of the page, below the MPU.
- Registration Form:** A "Log in" form on the left side of the page with fields for "Email Address" and "Password", and a "Login!" button.
- Registration Banner:** A banner at the bottom of the page that says "CLICK HERE to register for a free digital copy of Business Eye".

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Eye About the Magazine



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Circulation

Our current circulation figures of 6000 copies have been approved and accredited by ABC (Audited Bureau of Circulation), allowing our advertisers and subscribers to know the extent of our readership.

Content

Business Eye was first published in 1999 and since has grown in stature to become the leading business magazine serving the Northern Ireland marketplace. Aimed at readers in senior management positions across the spectrum of business in Northern Ireland, Ireland and further afield, Business Eye has gained an enviable reputation for its quality, style and content. The magazine is written and produced to appeal to the widest possible business

audience - from owners/ managers of small businesses to large organisations and the public sector.

Awards

- Voted best Business Magazine in Ireland 2005
- Richard Buckley voted Editor of the Year for 2005

Previously, Business Eye was voted Best Business Magazine in Ireland at the PPA Ireland Magazine Awards (Dec 2002), a prestigious ceremony that recognises the crème de la crème of the Irish magazine world. Business Eye also won the award for Best Magazine in Northern Ireland (IPR Awards March 2003). Richard Buckley (Business Eye Editor) voted Business Journalist of The Year (IPR Awards March 2003).

Design

Substantial investment has been made in the design and production of each issue of Business Eye, running to 100+ full colour pages each month. The use of top quality original photographic images coupled with meticulous scanning and reproduction by our skilled team of specialists makes the magazine a first class production.

Tone

Business Eye is renowned for its offbeat approach, humour and emphasis on current key business issues. The magazine stands alone amongst local business publications for its style and tone.