

# BUSINESS Eye

## Media Pack

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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 CS3 with associated files & fonts

Adobe Illustrator CS3 (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

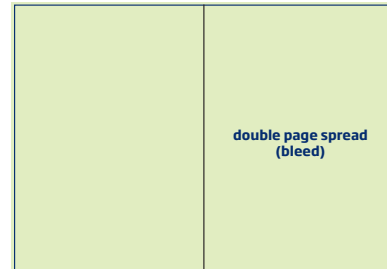
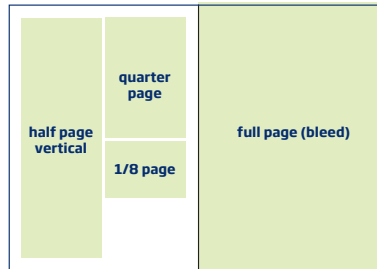
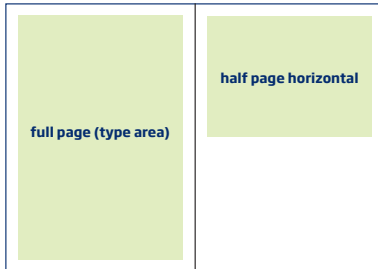
Copy area - 20mm x 210mm wide

Bleed - 26mm x 216mm wide

## PUBLICATION SCHEDULE

Publication date - monthly

Copy deadline -  
14 days preceding publication date



# Eye Website Advertising Rates

CATEGORIES	
<b>Super Banner</b>	
£500 per month	all pages
<b>Banner</b>	
£175 per month	for home page
£150 per month	for all other pages
<b>Buttons</b>	
£125 per month	for home page
£100 per month	for all other pages
<b>Skyscraper</b>	
£250 per month	
all pages except homepage	
<b>MPU</b>	
£250 per month	for all pages

For examples please visit our website  
[www.businessseye.co.uk](http://www.businessseye.co.uk)

**SUPER BANNER**  
(768 x 90px)

**BANNER**  
(468 x 60px)

**MPU**  
(270 x 230px)

**BUTTON**  
(125 x 125px)

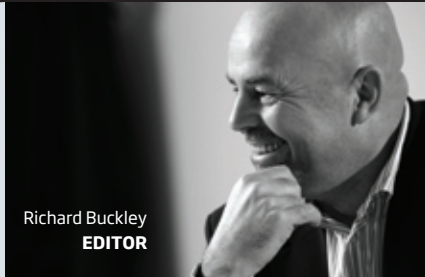
**BUTTON**  
(125 x 125px)

**BUTTON**  
(125 x 125px)

**BUTTON**  
(125 x 125px)

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# Eye About the Magazine



Richard Buckley  
**EDITOR**

## **Buckley Publications**

The Mount Business Centre  
2 Woodstock Link  
Belfast BT6 DD  
Tel: (028) 9047 4490  
Fax: (028) 9047 4495  
www.busesseye.co.uk

## **Editor**

Richard Buckley  
richard@busesseye.co.uk

## **Commercial Director**

Brenda Buckley  
brenda@busesseye.co.uk

## **Sales Manager**

Claire Dickson  
claire@busesseye.co.uk

## **Features & Promotions Manager**

Ciara Donnelly  
ciara@busesseye.co.uk

## **Credit Control Manager**

Lisa McArdle

## **Editorial Address**

Buckley Publications  
20 Kings Road  
Belfast BT5 6JJ

## **Design**

hexagon  
65 Irwin Crescent  
Belfast BT4 3AQ  
t: (028) 9047 2210

[www.hexagondesign.com](http://www.hexagondesign.com)  
e: paul@hexagondesign.com

## **Photography**

Press Eye  
45 Stockmans Way  
Belfast, BT9 7ET  
Tel: (028) 9066 9229  
www.presseeye.com



ABC average circulation  
Jan-June 2010, 7,610 copies  
Northern Ireland's  
highest circulating  
business magazine

## **Circulation**

Our current circulation figures 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.