

Business XL
Magazine



Business XL
WWW.BUSINESSXL.CO.UK

BUSINESS XL is written by leaders for leaders. The magazine provides a wealth of inside information and knowledge to help CEOs and owner-managers to grow their enterprises.

Business XL is distributed to 31,157* Managing Directors of businesses that turn over at least £1m annually where the revenue is increasing by at least 15 per cent. (Audit Bureau of Circulations September '07)

We have identified six main areas of interest to the leaders of fast-growing businesses. Each of the areas are covered by our experts in every issue of Business XL. This information is brought to our audience of important decision-makers by a select team of nationally recognised, award-winning business journalists and successful entrepreneurs.

Our Mission

Our Mission includes developing a network of like-minded entrepreneurs willing to pass their experience and advice on to others: raise venture capital and other finance; develop guideline to expand your business faster and make it more profitable; think through your ideas on leadership; question and enhance your business strategy; sell your business, buy another one or carry out MBO; float your company successfully on the stock market



Why Advertise In Business XL?

- A unique publication aimed at Managing Directors in established, fast growing companies.
- Has a highly requested readership (66%) 20,108 requests. Total readership of 31,157* (ABC September '07)
- Ongoing research qualifies company size, growth rate and other key demographics and ensures that we reach the key decision makers.

Who Reads Business XL?

- Entrepreneurs
- CEOs/MDs /Owners /Chairmen/FDs
- Venture capital houses
- Professional advisers

Reader Profile Facts Based on Circulation

Number of Employees (%)	£50m-£249m	13
1-10 10	£250m+	6
1-50 41	<i>Dun&Bradstreet, July 2005</i>	
51-500 45		
500+ 4		
Annual Growth Rate (%)	0-4.99%	3
<i>Dun&Bradstreet, May 2005</i>	5-9.99%	2
	10-14.99%	6
Annual Turnover (%)	15-24.99%	38
£1m-£2.49m 26	25-49.99%	27
£2.5m-£9.9m 33	50%+	24
£10m-£49.9m 21		

Business XL Reader Survey, Oct 2006

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Advertising opportunities



Advertising Rates

Publishing Date: Second week of the month

Double Page Spread		Single Page		Half Page Spread		Half Page		Quarter Page		Covers	
1	£7,200	1	£3,950	1	£4,150	1	£2,195	1	£1,195	1	£4,995
3	£6,840	3	£3,750	3	£3,940	3	£2,065	3	£1,135	3	£4,750
6	£6,500	6	£3,550	6	£3,725	6	£1,950	6	£1,075	6	£4,500
10	£6,175	10	£3,385	10	£3,550	10	£1,860	10	£1,025	10	£4,295

Special Positions

1st D Page Spread: +20%
 1st RH Page: +20%
 Guaranteed Position: +10%
 Spot Colour: +10%

Classified

Per SCC £30
 Display Panel (1 of 8) £500

Below-the-Line inserts

Loose, bound in and stick on cards accepted, subject to availability. Prices

start from £135 per 1,000 (subject to insert weight)

Sponsored poly-wrap

price on request.
 Tip on: £160 per 1,000 (additional to display page rate)

Fly Cover

£12,000 (False front cover and back cover with 1/3 page wings tipped into inside front and back cover - The wings could contain a data capture element, i.e.

contact details or a survey. This would be loosely wrapped around the magazine.)

Belly Wraps

Belly Wrap: £195 per '000
 Belly Wrap DPS: price on request (A fixed wrap is tipped onto a DPS with an additional cost)
 Front Page Barn Door: £14,950
 Gatefold: £11,950 (x3pp)
 Double Gatefold: £18,950 (x6pp)

Advertising Specification

Size	Trim line	With bleed	Type area
Double page spread	274 x 406	280 x 412	245 x 378 (Please allow 6mm for gutter)
Single page	274 x 203	280 x 209	245 x 175
Half page spread	135 x 406	138 x 412	120 x 378 (Please allow 6mm for gutter)
Half page vertical	245 x 85		
Half page horizontal	120 x 175		
Quarter page vertical	120 x 85		
Horizontal strip	60 x 175		

For further information about sponsorship please contact:

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