

# Businessinfo

WWW.BUSINESSINFOMAG.UK

THE TECHNOLOGY & WORKPLACE MAGAZINE  
FOR SMES & PUBLIC SECTOR ORGANISATIONS

**MEDIA**  
2019/20

**Business info** magazine is a bi-monthly magazine and daily news website published in both printed & digital formats, enabling readers to access it on all media platforms.

We are the UK's leading magazine for UK SME buyers, decisions makers and specifiers of business technology & workplace products and services.

Since our launch, in 1998, we have been at the fore-front of providing the latest news, reviews and information to the UK's most influential SME companies and organisations across both the private & Public sectors.

With a readership of **in the region of 30,000**, **Business info** magazine is distributed by Royal Mail, email and additionally from 200 key Prime location business sites within central London and the City.

Current and past issues are also available for reading and downloading on our [www.binfo.co.uk](http://www.binfo.co.uk) website and digital platforms.

## Target audience

- **Small and medium-sized businesses (SMEs) employing 10-250 people.**
- **Readers are typically directors/buyers in smaller businesses, and IT, comms and senior managers in medium-sized organisations.**

Boasting some of the UK's most entrepreneurial and fast-growing businesses, the SME sector is a key market for comms, print, IT and business equipment suppliers.

SMEs are often the first to embrace new working practices and technologies. With annual budgets of £84,900 in companies employing 11-100 staff and £556,000 in companies with 100+ employees\*, no supplier can afford to ignore this important sector of the economy.

## USPs

- Published by Kingswood Media, **Business info** remains the only national business technology and workplace magazine exclusively to target buyers and specifiers of business equipment in companies employing 10-250 office-based personnel.
- Colourful, lively and informative, **Business info** is read by 30,000 buyers or specifiers in businesses across all industry sectors including finance, local and central government, retail, legal, professional services, insurance, education and health.

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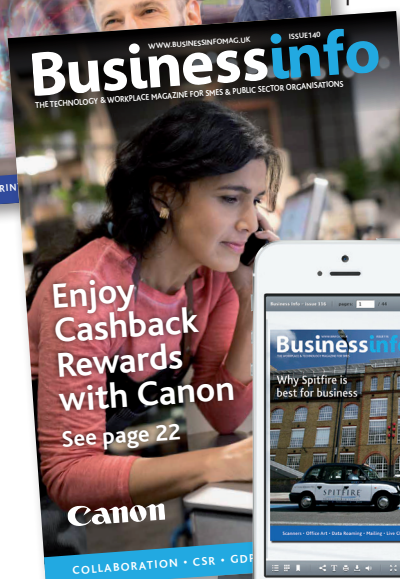
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With unrivalled coverage of business technology and workplace issues for SMEs, **Business info** provides advertisers with the perfect vehicle to reach this dynamic and lucrative market via print, online, e-newsletter and other platforms.



\* (source: Dell/IoD Business Technology Trends Survey)

### Editorial Style

**Business info** provides an overview of developments in Printers/MFPs, IT, Cloud, business equipment, Comms and workplace environment. Written for business managers rather than technical specialists, **Business info** covers complex subjects in a clear, accessible style, giving all the information needed to make informed purchasing decisions. Editorial content includes industry and product news; in-depth features; interviews; product reviews and comparisons; and informed comment.

### Editorial Subject Matter

**Business info** is divided into sections, each containing news, reviews, features, case studies and comment:

- **IT News:** Hardware, AV Projectors, Scanners, Cloud, Managed Services and software.
- **Print News:** MPS, Printers and MFPs.
- **Comms News:** IP telephony, Mobiles and UC.
- **Workplace News:** Mailroom Products, Office Machines, Desking, Seating, Filing.

Our editorial team welcomes any news stories, case studies, comment and products for review (conditions apply). Email [jamesg@binfo.co.uk](mailto:jamesg@binfo.co.uk) to contribute.

### Readership

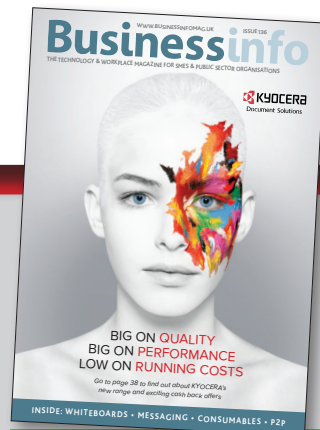
**Business info** has a controlled circulation, which is mailed only to named individuals who fit our terms of control: "Buyers, managers, directors and other personnel responsible for either the purchasing, selecting or using of their company's business and IT equipment, services, consumables, supplies and furniture".

**Business info** magazine is also available free of charge from 200 newsstands situated within Central London and the City, these prime locations are typically reception/high footfall areas such as Leading UK Banks, public organisations, blue chip businesses, prestige apartment, serviced offices & government departments.

We inform our readers by email of each issue with links to our online magazine.

Current and past issues are also available for reading and downloading on our [www.binfo.co.uk](http://www.binfo.co.uk) website and various digital platforms.

Extra copies are regularly distributed at exhibitions and conferences that we attend and to our advertisers' own databases.



### MAGAZINE RATECARD

Front cover package: From £3,000

Double Page Spread: £4,000

Full Page (A4) £2,200

1/2 Page £1,500

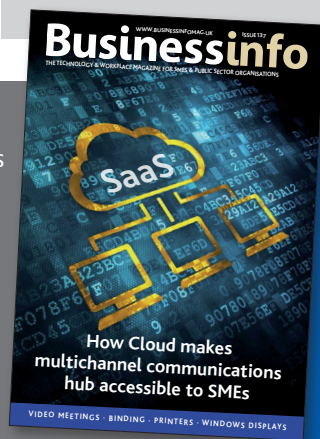
1/4 Page £950

Recommended Suppliers £295 (inc. logo, url & 10 word description – 1 year)

### Inserts:

From £300 per 1,000 (Price dependent on weight - min order value £750)

Series package discounts available – please call

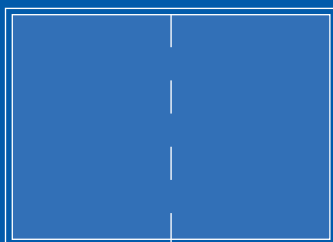


### Printed & Online.

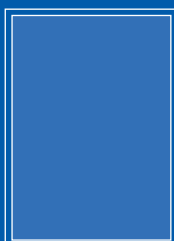
**Business info** is available as a printed magazine mailed to UK places of business & in an online version sent via email, social media & online download via the [www.businessinfomag.uk](http://www.businessinfomag.uk) website. The digital version is accessible 365 days a year, updated daily with essential information.

### TECHNICAL SPECIFICATIONS

**Double page spread**  
Bleed 305 x 428mm  
Trim 297 x 420mm



**Full page**  
Bleed 305 x 218mm  
Trim 297 x 210mm



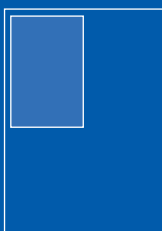
**Half page**  
Horizontal Trim  
148 x 210mm



**Half page**  
Vertical Trim  
297 x 90mm



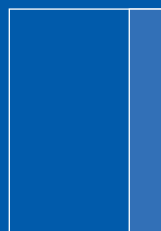
**Quarter page**  
Portrait  
126 x 90mm



**Strip**  
Horizontal  
60 x 210mm



**Strip**  
Vertical  
297 x 50mm

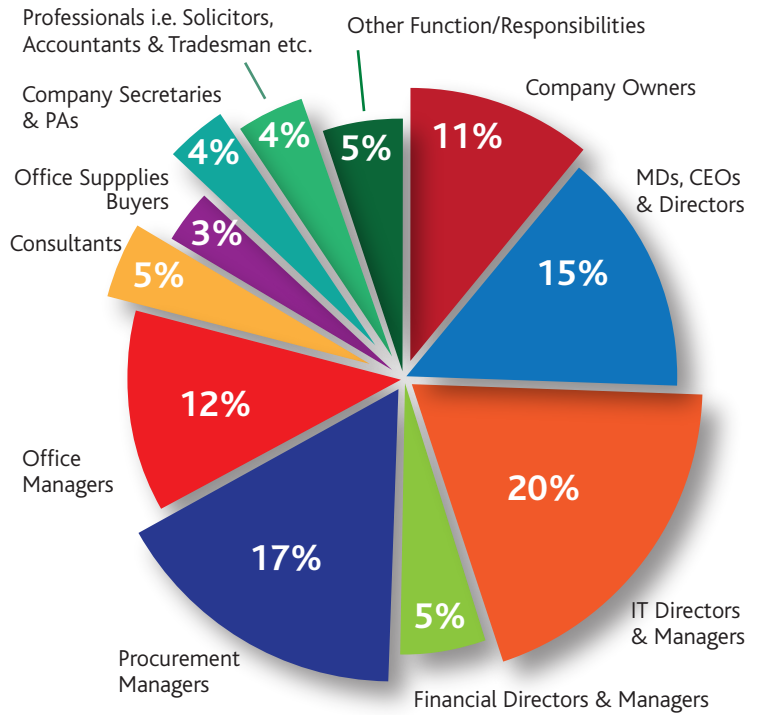


Other titles published by KingswoodMedia include: – For more information on our magazines visit [www.binfo.co.uk](http://www.binfo.co.uk)

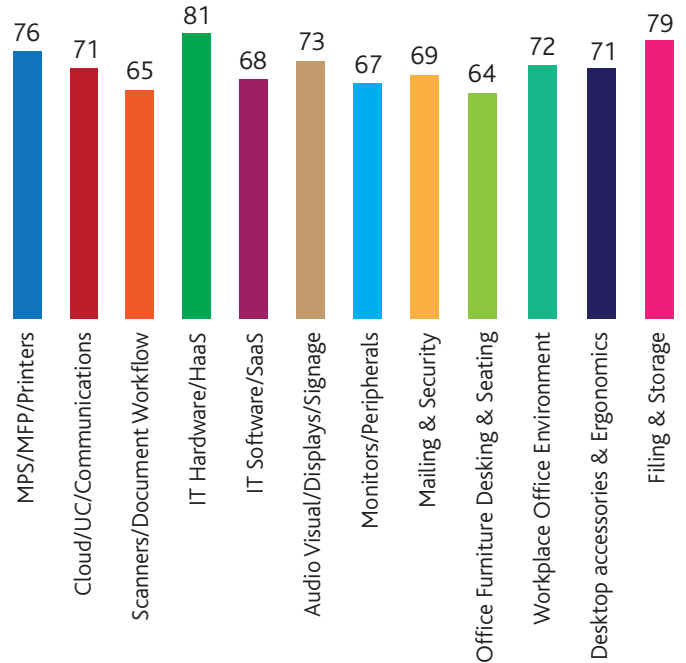
*Business info Magazine & Website are distributed to, and aimed at, the full range of UK SME organisations across both the Private and Public sectors within the following UK business classified sectors:*



**Readership by Job Function/Responsibility**

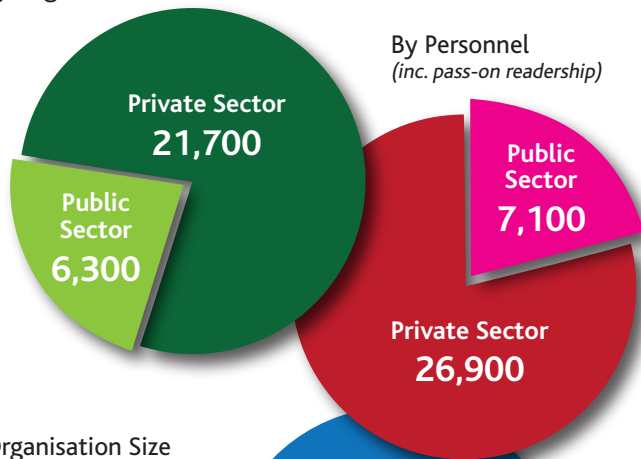


**Readership Products & Service Buying Responsibilities by %**



**Total Readership Breakdown**

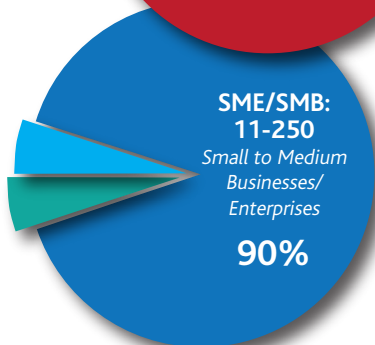
By Organisation



Organisation Size (by employees)

**Soho: 1-10** 5%  
 Small Office Organisations

**Large: 250+** 5%  
 Large organisations that can make purchases at a local level



**Website statistics**

**3.5 to 4 million** Average Monthly range of Banner Impressions

Average Monthly range of **1750 to 2000** Banner Clicks

**500 to 1000** Average 6 Monthly range of Post/Story views

## HOME/GENERAL PAGES

## ONLINE ADVERTISING OPTIONS

- 1 Site Horizontal Banner @ £550 per month or £1500 for 3 months.** This is a rotating Banner with up to 7 advertisers running throughout the site.  
Spec 728 x 90 pixels (w x h)
- 2 Site Side Banner @ £450 per month or £1200 for 3 months.** This is a rotating Banner with up to 5 advertisers running throughout the site.  
Spec 250 x 300 pixels (w x h)
- 3 Skyscraper/Tower Side @ £750 per month or £1800 for 3 months.** This is a rotating Banner with up to 5 advertisers running throughout the site.  
Spec 250 x 600 pixels (w x h)

With an annual package you can change the banner on a monthly basis through the year. We post on average 60 new stories per month.

## SPECIAL POSITIONS

- 4 Top & Bottom Horizontal Banner @ £1000 per month or £2500 for 3 months.** This is a rotating Banner with up to 3 advertisers running throughout the site.  
Spec 1517 x 188 pixels (w x h)
- 5 Pop-up Banner @ £1250 per month.** This banner will pop-up on every page of the website for a 5-7second period. (This may also rotate with up to 2 other banners)  
Spec 900 x 600 pixels (w x h)

We can also offer bespoke banner sizes in some slots

**Business info E-Newsletter**  
Online monthly stories (up to 300 words + image) and recent Social Media posting from £300 per issue

## E-NEWSLETTER BANNERS

- Horizontal Banner:** @ £300 per month or £3000 for the year (12 issues).  
Spec 728 x 90 pixels (w x h)
- Side Banner** @ £250 per month or £2500 for the year (12 issues)  
Spec 250 x 300 pixels (w x h)

**HTML's**  
Bespoke HTMLs can be sent to our database of readers at a cost of £1000 per HTML mailing.



**Wallpaper/Background Site Take Over**  
from £2000 per month  
This is a special position which also includes the top banner. This is solus for the month it appears. (Special Spec sheet available for this unique position)

Other titles published by KingswoodMedia include: – For more information on our magazines visit [www.binfo.co.uk](http://www.binfo.co.uk)