

THE MAGAZINE WITH INSIGHT
BUSINESSFOCUS

ADVERTISING GUIDE

ADVERTISING SPECS

Please see below for our advert sizes and specifications.

DOUBLE PAGE AD

420mm wide x 297mm high

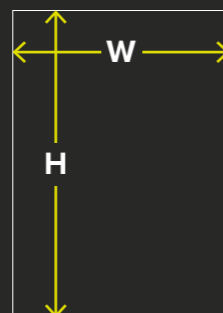
Include 3mm bleed each side plus crop marks
Please do not put text closer than 10mm to edge



FULL PAGE AD

210mm wide x 297mm high

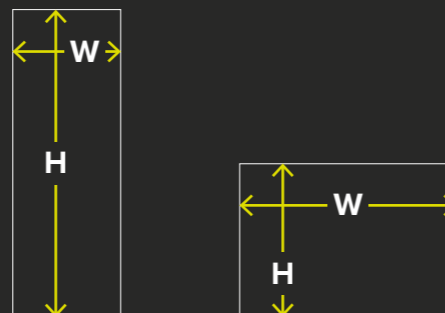
Include 3mm bleed each side plus crop marks
Please do not put text closer than 10mm to edge



HALF PAGE AD

180mm wide x 129mm high (HORIZONTAL) or
88mm wide x 263mm high (VERTICAL)

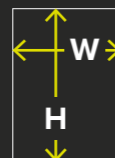
No crop marks or bleed



QUARTER PAGE AD

88mm wide x 129mm high

No crop marks or bleed



ADVERTISING WITH US

Business Focus Magazine is committed to ensuring you make the most from your advertisement so please read the following information for guidance.

SUPPLYING FINISHED ARTWORK

Finished Artwork should be supplied as High Resolution PDF's (300dpi) with type outlined. Please include fonts and any support files if applicable. Make sure to avoid type running in the gutter for double page spread ads.

SUPPLYING MATERIALS FOR US

Please supply all images at 300dpi. Low resolution images will not be accepted. Your logos should be provided as Illustrator EPS (preferred) or as a high resolution JPGs or TIFFs.

When supplying images/logos, do not embed them into a Word or Powerpoint document.

All artwork should be supplied to:

design@ceomediagroup.com



BOOKING TERMS & CONDITIONS:

All material deadlines must be adhered to. Failure to deliver materials on time can incur a full fee as per advertisement booking. Any negotiated rates, added value and positioning is valid for the confirmed booking only.

Cancellation Policy – All cancellations requested more than 24 hours, but less than 72 hours after booking, will be charged at 50% of the agreed rate. Cancellations requested after 72 hours of the booking date and time will be charged at 100% of the agreed ad rate.

Any cancellations of an ad within a schedule will be charged at the full media kit rate. All cancellations must be provided in writing.

IT'S
TIME TO
FOCUS
ON YOU

Regardless of the size of your advertisement, the materials we require are the same for all. We just need more or less of certain aspects.



The table below highlights our recommendations so please try to supply as much of the following as you can.

	DOUBLE PAGE	FULL PAGE	HALF	QUARTER
SIZE IN MM	420 wide x 297 high	210 w x 297 h	180 w x 129 h	88 w x 129 h
COMPANY LOGO	Please supply a full colour version of your logo			
STRAP LINE	The philosophy of your business eg. On time, every time!			
WORD COUNT ¹	Recommend 100 words	Recommend 80 words	Recommend 60 words	Recommend 40 words
IMAGERY ²	Recommend up to 5 images	Recommend up to 5 images	Recommend 1-3 images	Recommend 1-3 images
CONTACT DETAILS ³	Recommend Telephone, Email and URL. Address optional		Recommend Telephone, Email and URL only	

1. Word count could be a short summary or bullet points.
2. Imagery could be product shots or work taking place.
3. Please note that including your business address is not always necessary and can clutter the advertisement.

THE MAGAZINE WITH INSIGHT

BUSINESSFOCUS

CEO Media Group

1 Oak Street, Norwich,
United Kingdom,
NR3 3AE

T +44(0) 1603 673 353

info@ceomediagroup.com

www.businessfocusmagazine.com
