

MEDIA INFORMATION

Digital Media Creation

Digital Publishing



Digital Solutions:

- Get the magazine anytime, anywhere
- Download now, read later
- Print selectively
- Controlled circulation
- Forward to colleagues
- Easy subject search
- Access the whole back catalogue



Introduction:

Business Focus is a leading business 2 business website and an interactive digital magazine, delivering the latest, unbiased, thought provoking editorial content written by professional, highly respected figures in industry.

Showcasing the latest breaking business news, show previews, market overviews and analysis, as well as a regular mix of informative and insightful feature articles to help you manage and grow your business.

Renowned as the trusted voice amongst the business elite and with a requested circulation of senior business professionals in large to medium companies, Business Focus will get you closer to the key decision-makers that continue to turn to the website and magazine to source their business news and information.

Circulation:

Circulated to a high spending, high quality audience of 15,000 senior decision-makers, including: owner-managers, managing directors, chief executives, finance directors, senior managers and entrepreneurs - all of whom are in a position to make or directly influence the purchasing decisions.

Topics Regularly Featured Include:

- Business Travel
- Corporate Finance
- Energy & Environment
- Information Technology
- Performance Management
- Risk Management
- Conferences
- Event Management
- Health & Safety
- Human Resources
- Venture Capital
- Communications

Digital Marketing Solutions:

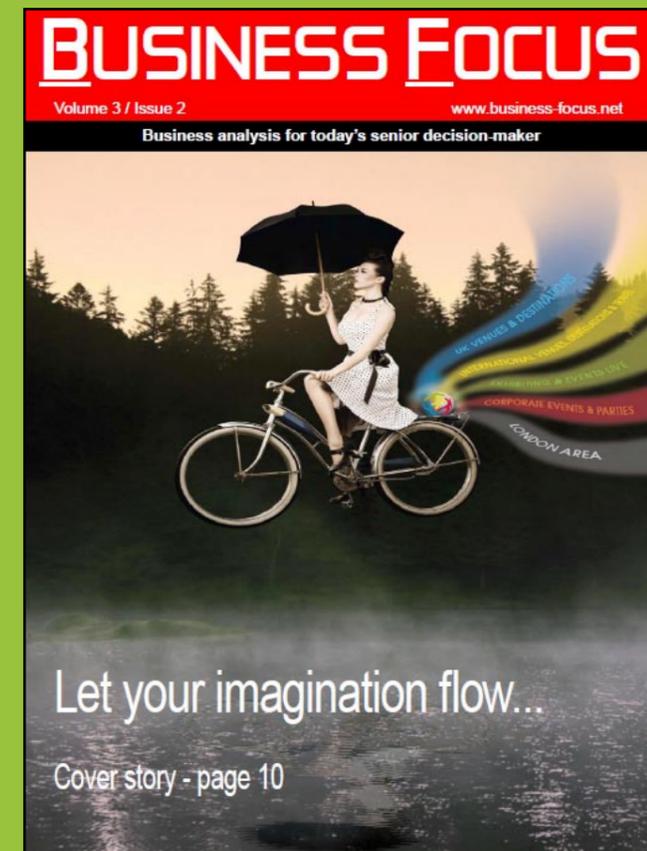
Advertisers receive targeted circulation and increased response, as digital readers are **four times** more likely to visit an advertiser's website from digital editions, than they are from print. **This is a win-win situation for marketing professionals.**

Digital Publishing:

- Hot-linking URL and email addresses
- Controlled and 100% requested circulation
- Generate a tangible return on investment
- Informative editorial content
- Targeted at senior decisions-makers
- Bespoke, targeted campaign management

Stop telling people to go to your website, start taking them there:

It is a well-known fact that unless you have high quality, authentic business listings, success can be elusive. Companies with multiple, prominent links to their website, receive a far greater catchment of buyers perceiving their products and services. This helps to win new customers, increase sales and build brand relationships.



Readership:

- Chairman/Chief Executive – 1,414
- Company Proprietor – 1,243
- Managing Director – 2,925
- Purchasing Manager – 1,427
- Finance Director – 1,695
- Account Manager – 1,223
- Operations Director – 849
- Conference Organiser- 462
- Event/Incentives Organiser- 1,027
- Health & Safety Manager – 660
- Technical Director – 765
- General Manager – 490
- Supervisor – 473
- Production Manager – 347

Total – 15,000 named Individuals.

Database cleansed and updated every 18 months.



Distinguish between visitors who only visit the site once and unique visitors who return to the site.

Unique visitors are measured according to their unique IP addresses, which are like online fingerprints. Unique visitors are counted only once no matter how many times they visit the site.

The Business Focus web portal offers a new, powerful and effective way to get closer to the decision-makers who count. Sponsorship opportunities allow you to reach a targeted group of readers who are actively considering purchasing in your area.

We are committed to improving our customer's online presence by employing our pioneering suite of digital marketing applications to help improve your online performance.

Rate Card:

Position	Number of Insertions:					
	1	2	3	4	5	6
Front Cover	POA	POA	POA	POA	POA	POA
Full Page	£850	£800	£750	£700	£650	£600
Half Page	£650	£550	£500	£450	£400	£350
Quarter Page	£450	£400	£350	£300	£250	£200
Strip	£350	£325	£300	£275	£250	£225
Inside Front Cover	£1,200	£1,150	£1,100	£1,050	£1,000	£950
Inside Back Cover	£1,000	£950	£900	£850	£800	£750
Outside Back Cover	£1,500	£1,450	£1,400	£1,350	£1,300	£1,250
Full Page Profile	£1,050	£1,000	£950	£900	£850	£800
First RHP	+10%					
Early RHP	+15%					
Guaranteed Position	+15%					

All sponsorships are tailor-made to meet customer requirements.

Please contact the sales team for further information and availability.

Advertising agency commission: 10% to recognised agencies.

[No agency commission is payable on sponsorship agreements].

Advertising Profile:

This involves the publication of text and illustration solely about your company.

- Profiles must be headed up "Profile"
- All text must be set within the type area
- The design and layout must be approved by the publisher
- By-lining must be consistent with the magazine's policy

Web Listings:

Site sponsorship for year - POA

Banner top of page - POA

Banner bottom of page - POA

Run of site £450 per month

Feature Sponsor £250 per month

Profile £500 per month

Advertising Sizes:

Dimensions	Height [mm]	Width [mm]
Full A4 Page	297mm	210mm
Half Page [Vertical]	287mm	103mm
Half Page [Horizontal]	140mm	210mm
Quarter Page	140mm	98mm
Strip	20mm	210mm

All dimensions are in millimetres [mm].

Copy Dates:

It is advisable to check with the advertising department.

The deadline is the 15th of the month preceding publication date.

Supplying Digital Artwork:

All software used to create the document must be a high resolution Adobe PDF [300 DPI].

File Formats:

Adobe PDF files with fonts and images embedded.

Quark/In-Design files collected for output with all fonts and images enclosed.

All images must be high resolution minimum of 300 DPI [dots per inch].

If a file has been compressed or security locked, we must be informed.

Files should be supplied on disc [CD / DVD].

ISDN or high speed transfer can be used with prior agreement [subject to file size].

When sending copy via ISDN or high speed transfer the folder containing all of the elements should be clearly marked as follows: Business Focus / Client / Issue.

Mechanical Data - Website:

Logos, images, photographs and illustrations must be saved in 'hi-res' PDF/JPEG file format, and at a minimum of 100 DPI [dots per inch].

If any of the above is not complete then Business Focus/Proteus Media cannot take responsibility for any inaccuracies in print.

About the publishers - Proteus Media:

Operating in the UK, Proteus Media delivers integrated media solutions to B2B vertical market sectors. Its products, including magazines, conferences, directories and websites are targeted towards key business professionals across a diverse range of markets.

Submitting editorial for consideration:

If you have an idea for a feature-length article, please contact the editorial team. You will then be invited to submit a summary of the main points of the piece you intend to write.

Editorial:

Editor in Chief: Alan Bramton

Features Editor: Louise Wilding

Marketing:

Group Marketing Director: David Gahan

Marketing Manager: Neil Archer

Publishing:

Publisher: Roy Lewis

Publishing Director: Ashley Campbell

Feature - Cover Story

See the world in a whole new light



Virgin Founder, Sir Richard Branson and SpaceShipOne (SSO) designer Burt Rutan, unveil SSO to the public for the first time since construction of the world's first reusable commercial spacecraft began in 2007. SSO has been designed to take many thousands of private astronauts into space after test engineering and an required U.S. government licensing has been completed.

The unveiling represents another major milestone in Virgin Galactic's quest to enable the world's first commercial space line providing private sector access to space using an environmentally benign launch system for people, payload and animals. The upcoming launch of the experience developed during the successful flight of SSO-1 in 2004, which won the Ansari X-Prize for completing the world's first manned private space flight. The SSO design will be refined and completed during an extensive test flight program to commence shortly, and it will be an entirely new vehicle capable of carrying up to 6 passengers, astronauts and cargo to orbit and fly for total over 1,000 jobs during the peak of the construction phase at the space port and through the introduction of the commercial space software into regular orbital service.

Rutan, VGC and SSO represent state of the art environmentally sensitive industrial development in their use of carbon composite materials technology, which has now been identified as a key future contributor to the interchange origin requirement by the commercial aviation sector for dramatically more fuel efficient aircraft. VGC is powered by two Pratt and Whitney PW600A engines, which are amongst the most powerful, efficient and efficient commercial jet engines available making it a crucial enabler in carbon efficiency. SSO will be powered by a unique hybrid rocket motor, which is currently under development.

The test flights and carrier payload area configuration allow for easy access to VGC and to the spaceport for passengers and crew. The design also seeks operational efficiencies and turnaround times. The forthcoming test will also demonstrate a great deal of rigorous and successful test phases right testing prior to the attachment of SSO.

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Feature - Cover Story

A LANDMARK FOR SUCCESS



Commenting on the unveiling, Sir Paul Allen's funding of our X-Prize winning SSO and their ongoing commercial reality by Sir Richard and Virgin's visionary investment in a new future for space transportation.

SpaceShipOne will be unveiled after darkness has fallen over the Mojave Desert in the quest of a space-themed effort from Sir Richard's biggest risk, Ansari X-Prize.

Following the naming by Governors Richardson and Schwarzenegger, the Orb will also perform an exclusive set of the celebration on the early, which will be the first ever leader in the desert valley by Richard and the world famous Stanford University. All the guests will be provided from the desert valley by Virgin's vision, which is supported by NASA, Praxair, to close off the celebration, all the guests will have the opportunity to view the stunning night views using specialized telescopes supplied by Sun Delectables of the City, Observatory and other private viewing capabilities followed SSO into space during the early flight of 2004.

Our milestone on the highest standard of excellence and service is matched by superior facilities that now offer even more space than before.

Three other times, our customers come back to us. Just after year, we have been privileged to receive five awards for every major category of service. Looking out into the harbour at the heart of Asia's world city, our recently completed service is a distinguished landmark for success.

The Hong Kong Exhibition and Convention Centre. The standard to which every venue aspires.

www.mccc.com