

# MEDIA PACK INFORMATION 2010





G A M B I T

I N T E R A C T I V E M E D I A

## INTRODUCTION


GAMBIT INTERACTIVE is recognised as being one of the fastest growing companies in the UK. We focus specifically on SME's and Micro business sectors.

Through our publications, conferences and exhibitions, we aim to promote opportunities for self-employment and entrepreneurship.

GAMBIT INTERACTIVE are influential with central Government, advising on issues affecting small businesses today. We work closely with regulatory bodies and business support organisations including the National Federation of Enterprise Agencies and the Institute of Business Advisers.

Our Market Intelligence division collates valuable information on business usage enabling us to constantly monitor the quality of our media. We offer our clients bespoke campaigns that enables them to send offers to a highly targeted database

We are uniquely positioned as a leading medium for start-up businesses in the UK, through our media we share knowledge and best practice to influence policies for small businesses contributing to the growth of the UK economy.




As GAMBIT INTERACTIVE's publishing portfolio has grown, our philosophy has remained constant. We produce quality products that continue to deliver exceptional value to reader and advertiser alike.

GAMBIT INTERACTIVE have built alliances with both the public and private business sectors to ensure our clients gain maximum value of advertising in our publications. By combining innovative distribution strategies and maintaining content of exceptional quality, our publications continue to feature the UK's most recognised brands.

This year will see the launch of our Business Book Publishing division and two new Consumer magazine titles. We are in the unique position to offer our clients both sector and demographic led campaigns.

Working with GAMBIT INTERACTIVE provides the perfect platform to reach your business clients, we are committed to delivering an exceptional service to ensure that you join the many companies that already recognise the value of forming effective long term partnerships.



### WHY ADVERTISE WITH US?

Our titles specifically focus on the business sector in the UK. We have a dedicated business start-up publication that has been in circulation for over 5 years. Start our Business has been the best selling business magazine on the news stand for over 3 years. Available in the UK and Ireland, Start Your Business is sold in all leading retailers including WHSmith, Boarders, Easons, and nationally through independent newsagents.

We also publish quarterly titles including the Business Adviser, the journal for Business Support Professionals, Start Your Franchise, the ultimate guide to business franchising and the annual Small Business Directory. Our online publications and mediums are considered to be an effective platform for digital marketing campaigns. We were one of the first digital publishers to have an emag online and run innovative marketing campaigns using rich media and multi level advertising.

## INTERESTING FACTS

Owners of small and medium businesses in the UK work 24 hours longer each week than the rest of the UK workforce according to research carried out by Barclays. UK entrepreneurs spent an average of 61.1 hours working each week in 2005, significantly ahead of the UK average working week of 37.4 hours.

According to research published by Barclays, family firms make up 60% of the nation's businesses and in comparison to non-family business, have more productive employees, survive longer and provide more opportunity for women.

Nearly 40 per cent of SMEs would consider buying commercial insurance via the Internet.

SME's in the UK spent £9.6bn on ICT in 2003, up 21% from 2002. This figure is forecast to grow to £14.4bn by the end of 2007.

Individuals aged between 24 and 34 are more likely to be entrepreneurs compared to those from other age groups.

Almost a third of family firms are run by women, while a quarter of non-family businesses are headed by women.

Eight per cent of the population expect to start a business in the next three years, 39% see good start-up opportunities and 54% believe they have the skills to start a business. However, nearly 32% of the population still fear failure.

According to independent surveys (such as Nicolletti, 2000; Anderson/ GrowthPlus, 2001) the UK has one of the most favourable regulatory environments for starting a business. The UK comes first in actively stimulating entrepreneurship, followed by Spain and the Netherlands.

Written for new and early life businesses who want practical, not theoretical information, **Start Your BUSINESS** magazine offers real-life solutions for entrepreneurs with growing companies. The magazine gives readers concise, hands-on advice so they can get in, get out and get back to business. Expert columnists cover the latest developments in technology, money, management and marketing, highlighting products, services and strategies to help readers run better businesses.

#### WHAT OUR READERS SAY:

"I think Start your Business is a great magazine of the moment. It covers a broad range of interesting and important issues surrounding business. It was inspiring to read John Bird's views on social enterprise. I am a successful entrepreneur myself and realise how important it is to give something back to the community. I think more entrepreneurs should do the same."

Elena Davis

"When I picked up a copy of Start Your Business magazine I found it was packed with great features and useful tips on running a small business successfully that really helped me when starting up my own consultancy firm. It has helped me to get the most out of my business and achieve the results I was striving for."

Nick Williams

**Reporter** Reporter provides you with everything that you need to know to stay ahead in the fast paced world of business. It includes the latest business news bulletins, essential technology, book reviews, the key conferences and events, up and coming award ceremonies and last but not least, our crucial business tips.

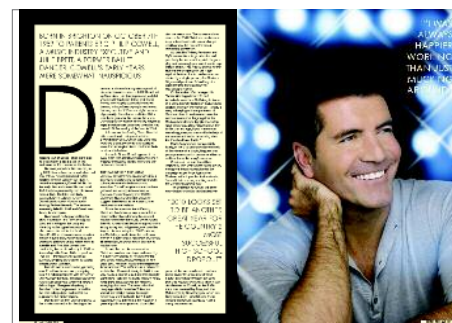
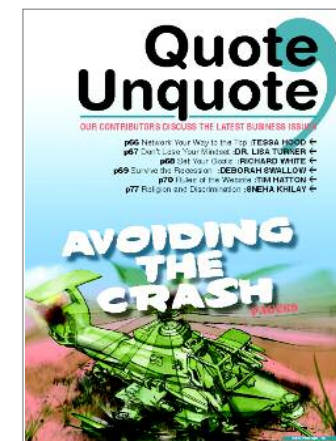
**The Guide** The essential guide for business products and services, including a wealth of information and specialist reviews. Tips and personal opinions are incorporated to provide the ultimate business lifestyle template.

A must read for any aspiring entrepreneur, business owner or client!

**Quote Unquote** Leading business writers and experts provide regular columns, detailing specialist areas of business, drawing from first hand experience and comprehensive analysis. This includes, amongst others, George Derbyshire, the Chief Executive of the National Federation of Enterprise Agencies.

**Technology** In today's advanced age in information & technology, selecting the right equipment can have a significant impact on the performance of your business. Technology features analysis from industry experts with regular 'Buyers guides' on IT equipment.

**Features** A selection of high profile figures discuss current business issues and new ventures, providing a detailed analysis on topics of interest. A series of interviews provide a rare insight into the thinking behind many of the worlds most infamous entrepreneurs, business specialists and government ministers.



# ADVERTISING & DETAILING

Our advertising team can provide a variety of solutions to promote your brand, products or services. We have a dedicated editorial syndication team that assess the placement of each insertion to ensure that your advertising campaign is a success.

Advertorials are an effective method of providing information in more detail to our readership. Our editorial team can assist you or work with your marketing department to produce copy.

Sponsored features provides the advertiser with the opportunity to brand one of our features that relate to their products and services.

Run of Paper Advertising is the traditional, tried and tested method of promoting your brand. We offer a variety of premium placements in each issue.

Double page spreads and Back Cover insertions have the most impact and are proven to be the most effective advertising campaign strategies.

Single A4 Advertorial

Quarter Page Adverts

Business Directory

Franchise Showcase

Single A4 Advertisement

Businesses for Sale

**MEDIA PLANNING CASE STUDY:**  
 In May 2010 the media planning agency for IBM worked with our sales team to prepare a six month marketing campaign. The launch of this activity included a cover wrap and six page editorial feature. A cover wrap is a premium package that includes an outer back cover advertisement and cover text promoting the editorial inside the magazine. This was a successful campaign and demonstrated how we can assist planner's with a pitch to their clients and think outside the box when formulating advertising proposals.

*"The IBM campaign is a great example of how we can develop a basic spot advertisement proposal into a highly targeted marketing initiative. The coverage on both front and back covers linked to a feature spread provides the client with an excellent return of their investment."* - Teddy Black Commercial Director

# AD RATES & MECHANICAL DATA

## PRODUCTION INFORMATION

**GAMBIT INTERACTIVE Print Publishing** uses a digital workflow system. We welcome your advertisements in digital format and prefer Adobe Acrobat PDF files. This also benefits you with savings on film, origination and reduces your courier costs. PDF files are not easy to alter so you have the assurance that the elements present at the start of the design process will be there on completion.

PLEASE SEND YOUR DIGITAL FILES IN ONE OF THE FOLLOWING WAYS:

- Email: PDF or JPEG files can be emailed direct as long as the combined file sizes are less than 2MB.
- CD ROM: We are able to accept Mac and PC formatted disks but please ensure PC formatted disks are formatted to ISO 9600 standard.

For a detailed specification please call 0844 870 1786 and ask for the production team of the magazine your advertisement is appearing in.

### DESIGN AND TYPESETTING SERVICE

We also offer a comprehensive range of design and typesetting services. Our team of highly trained designers and proofreaders can construct your advertisement to your own particular style and taste. However, we can only accept cancellations if they are given in writing at least four weeks before the copy deadline. We will have to surcharge cancelled series bookings for the advertisements that have already run.

(COLOUR) NO. OF INSERTIONS	1	3	10
DOUBLE PAGE	£6050	£14520	£POA
SINGLE PAGE	£3350	£8040	£POA
HALF PAGE	£1700	£3570	£POA
QUARTER PAGE	£950	£2280	£POA
CLASSIFIED PER COLUMN CM	£POA	£POA	£POA
INSERTS	£90 PER 1000	£75 PER 1000	£60
FACING EDITORIAL ADD	10%	8%	POA
GUARANTEED RHP ADD	15%	10%	POA
COVER POSITIONS ADD	20%	15%	POA
AGENCY COMMISSION	10%	12%	POA

\* ALL PRICES SUBJECT TO VAT. ALL PRICES ARE PER INSERTION

## ADVERTISING SIZES

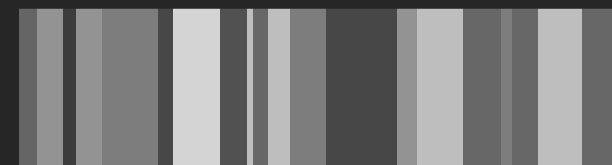
DOUBLE PAGE SPREAD	FULL PAGE	HALF PAGE VERTICAL	HALF PAGE HORIZONTAL	QUARTER PAGE
<b>Type Area</b> 270 x 400mm	<b>Type Area</b> 270 x 190mm	<b>Type Area</b> 270 x 93mm	<b>Type Area</b> 132 x 190mm	<b>Type Area</b> 132 x 93 mm
<b>Trim Size</b> 297 x 420mm	<b>Trim Size</b> 297 x 210mm	<b>Trim Size</b> 297 x 103mm	<b>Trim Size</b> 146 x 210mm	<b>Trim Size</b> 135 x 96mm
<b>Bleed Size</b> 303 x 426mm	<b>Bleed Size</b> 303 x 216mm	<b>Bleed Size</b> 303 x 106mm	<b>Bleed Size</b> 149 x 216mm	<b>Bleed Size</b> 138 x 99mm

\*allow 3mm per page gutter allowance

## PROPORTIONS AND SPECIFICATIONS

THE TYPE AREA is the space where all information in an advertisement must be contained.

THE TRIM SIZE is the size of the page to which the printer will cut. THE BLEED SIZE is larger than the trim size, to ensure that any extra effects (coloured areas, continuation of graphics, etc) do in fact cover the trim size and reach the edge of the page.



A large, stylized, light blue letter 'G' is positioned on the left side of the page. The 'G' is composed of thick, rounded strokes and is partially cut off by the left edge of the frame. It serves as a background element for the text.

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I N T E R A C T I V E M E D I A