

Advertising Rate Card

Advertising rates for Better Business magazine

Page	Size	Fee (per issue)
Back page	Full page	£1,000
	Half page	£500
Other Pages	Full page	£750
	Half page	£400
	Quarter page	£250

Rates quoted are exclusive of VAT

Discounts: for a run of two or more adverts - 10%.

Copy dates: The 1st of the month preceding the month of publication. Thus the copy date for the June issue is 1st May. These dates are approximate and the publisher reserves the right to change them as required.

All advertising must be paid for in advance of publication.

For website and e-zine advertising, please contact us.

Page size	Width (mm)	Height (mm)
Full page (inc 3mm bleed)	216	303
Half page landscape	183	136
Quarter page portrait	90	136

Artwork

Line work: To be scanned at 1200 dpi.

Electronic:

- Complete artwork should be supplied as a CMYK pdf or eps with embedded fonts, at a resolution of 600dpi.
- Artwork for advertisements being designed by Cobweb Information should be supplied by e-mail as high-quality (low compression) jpegs. Image files should be scanned in at 300dpi, line art at 600dpi.

About Better Business

Better Business is the UK's leading subscription-based magazine and online resource specifically aimed at micro/home business owners and managers, freelancers, accountants and the self-employed.

The magazine, originally launched in 1992, is published six times a year and provides practical and helpful tips, articles and case studies written by people who run their own small businesses but with proven expertise and experience in their own field.

Reader/magazine profile

Better Business readers are experts in their own field, but they often have important gaps in their wider knowledge of running a business:

- How do I deal with clients that won't pay?
- How do I find and choose the right employee?
- How do I find more customers?
- How do I get repeat business?
- How do I make unforgettable presentations?
- How do I negotiate more effectively?
- How can I market my business on the Internet?

One of the challenges for small business owner/managers is that they do not have access to the usual range of contacts and information available in a large organisation. Working in such a vacuum can be unnerving and inefficient. Nor do they have the credibility or momentum of established firms, with their direct lines to customers and suppliers.

Better Business addresses these issues by providing a regular flow of ideas, information and encouragement. It draws on experts in a wide range of topics from all sectors of business, giving practical, proven, jargon-free advice, backed with useful contacts to put readers on the right track fast.

Better Business aims to raise the productivity and profitability of small businesses by offering a range of topics in each issue, including:

- News updates for small businesses - new technology (including product reviews), new products and services, legal and tax updates.
- Practical articles to help with running and managing a profitable business.
- Case studies of business people with first hand experiences and invaluable hindsight they can pass on to our readers.
- Money-saving tips and useful contacts to increase readers' chances of success.

Reader Statistics

The current circulation of the **Better Business** magazine is 4,000 (January 2013).

The shelf-life of **Better Business** is unusually long because it is used extensively for reference. Responses to adverts are regularly reported up to a year after insertion.

Statistics about **Better Business** subscribers below are derived from various reader surveys.

Gender

- 60% are men

Age

- 59% are aged 31 to 50
- 23% are aged 51 to over 60

What they do

- 23% Business related services
- 22% Other consultancy
- 14% Creative/design services
- 8% IT/web services
- 7% Training
- 7% Marketing/PR services

Other groups include financial advice, retail, health or leisure related businesses, manufacturing and mail order.

The type of business

- 60% operate as sole traders/proprietors
- 20% are shareholding directors
- 13% operate as partnerships
- Other groups include managers and employees

How long they have been in business

- 15% for 1-2 years
- 24% for 3-5 years
- 25% for 6-10 years
- 30% for more than 10 years

Better Business is available by subscription only. The subscription rate is £36 per annum.

Better Business is published by Cobweb Information. For more information about advertising, contact us at the details below.