

Mind Your Business

FOR LEADING EDGE BUSINESS AND BUSINESS LIFESTYLE

A readership of over 50,000 throughout the West Midlands
www.mindyour-business.co.uk

How we distribute

We have a unique distribution formula that covers the key business centres in the region. This is how Mind Your Business minds your target audience of key decision makers and contacts.

Managed by a sophisticated business contacts database we are able to guarantee the number of copies received and who receives them. No other publication can reach such a high quality business audience in quite the same way.

As well as having our online subscription which is growing by the day we are also able to strategically distribute into key areas and receptions with high business footfall such as:



- ✓ Business Centres
- ✓ Business Incubation Centres
- ✓ Business parks
- ✓ Airport Lounges
- ✓ Major Shopping Centres,
- ✓ Hotels and Conference Centres
- ✓ Executive Car Dealerships,
- ✓ Restaurants and Bars
- ✓ High Street Banks
- ✓ Business Incubation Centres
- ✓ Railway Stations
- ✓ Private Health Centres
- ✓ News Agents and Post Offices
- ✓ Restaurants
- ✓ Football Club Exec Suites
(Now in Coventry City FC Corporate Boxes, Directors' boxes and Vice President's lounge)
- ✓ Golf Clubs
- ✓ Accountants & Solicitors
- ✓ Gyms
(The only publication in the Warwickshire Esporta 500 members)
- ✓ Council Vicinities

A full detailed list can be obtained from one of our sales representatives.

Readership

Circulation 10,000

Average readers per copy 4.5
Digital online subscribers 6500

Total readers 51,500

The MYB Reader

59% CEO, MD, FD, Chairman
27.3% Other Directors
12.6% Senior Management, partner
0.5% Other

Age Range

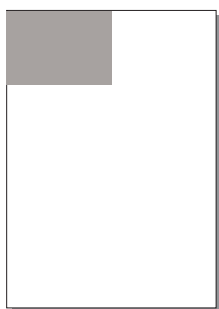
35% 25-44
30% 45-54
35% 55 +

No of employees

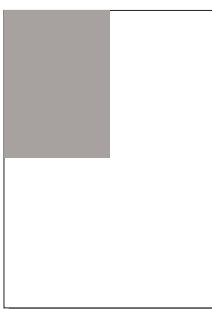
38% 1-50
42% 50-250
20% 250+

Company Turnover

40% £100k - £10m
34% £10m - £50m
10% £50m - £100m
16% £100m +



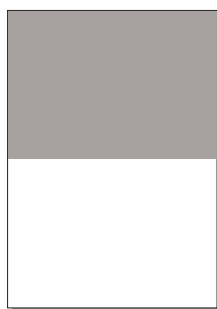
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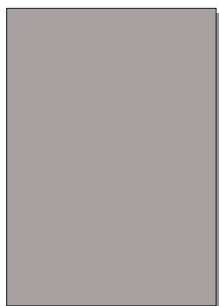
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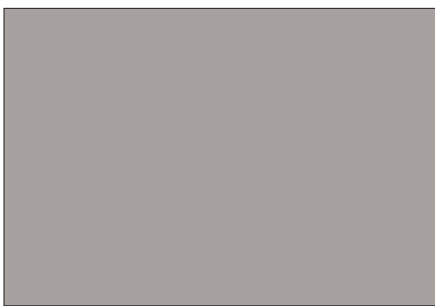
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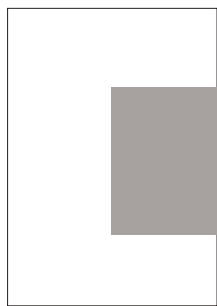
1/2 of page Landscape



Full Page



Double Page



Island Positions
(Contents page)



Rate Card 2011

Advert Size	Single insertion	Series 5+
	Price	Price
1/8 page Classified	£300	£255
1/4 page	£395	£367
1/2 page	£650	£577
Full Page	£1200	£840
Double Page Spread	£2200	£1505
Special Position		
Outside Back	£1500	POA
Inside Back Cover	£1350	POA
Inside Front Cover	£1350	POA
Banner	£420	POA
Inserts		
Under 10 grams	POA	
For every gram over 10 grams	POA	
Bound in Inserts	POA	

Advertising:

024 7699 8750/

024 7622 8881

Sponsorship

We have a range of opportunities for sponsorship throughout the year, please call for more information.

Technical Data

Agency's please refer to our website to download our technical page.
www.mindyour-business.co.uk

Mind Your Business

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