

businesslife.co

business news • views • comment • lifestyle

Media information
2012



About businesslife.co

Established in 2009, *businesslife.co* is the only editorially led, business and lifestyle magazine based in the Channel Islands. *Businesslife.co* is a bi-monthly publication which aims to reflect the thoughts, vision, intellect and excellence of business professionals locally and acts as a forum to send that message globally. With an editorial team led by Nick Kirby, Editor in Chief, our diverse field of contributors includes a mixture of industry experts and renowned journalists. Our readers tell us they devour the magazine from cover to cover and retain it for future reference once they're done.

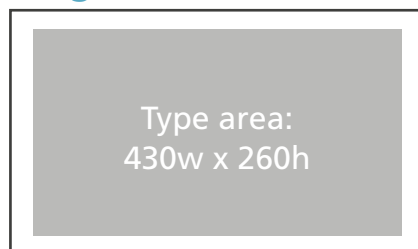


Distribution

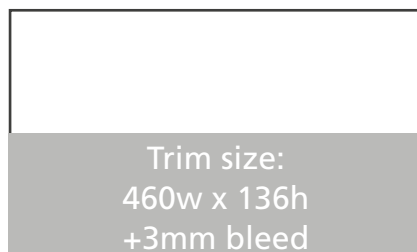
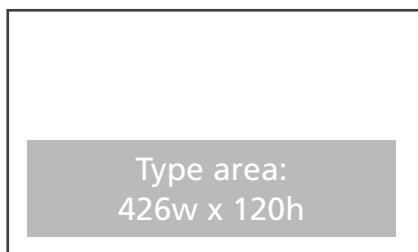
- 4,000 distributed via Jersey/Guernsey Airports and Condor Ferries Club Class Lounges.
- 2,400 direct mailed to Senior Professionals across Jersey/Guernsey and the UK
- 1,600 distributed across 29 UK Airport Lounges from Aberdeen to Southampton, including Gatwick/Manchester and Birmingham. The lounges include Emirates/BMI/Air France and Flybe plus general lounges like No1 and Servisair.
- 1,000 disseminated to local businesses and selected pick up points.
- 1,000 targeted at business customers in 4/5 star hotels

Advertising rates and sizes

Magazine



Double page spread:
£2,300



DPS Half Page:
£1,365

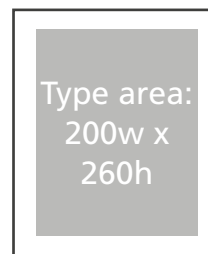
Requested positions

Inside front cover: £2,095

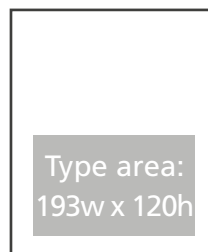
Inside back cover: £1,995

Prime position: £1,995

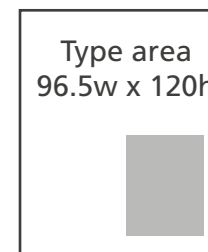
Back cover: £2,415



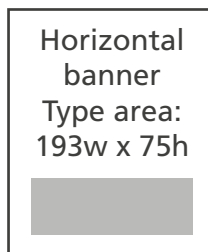
Full page:
£1575



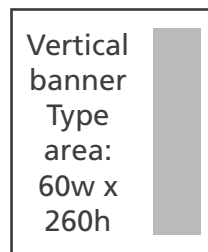
Half page:
£940



Quarter page:
£625



Banner:
£835



The Directory

The Directory at *businesslife.co* is a cost-effective medium for advertising directly to decision makers. It has been set up as an essential reference tool for people looking for companies in Channel Islands. Each entry in the magazine will receive a free online entry. An entry can include a logo and/or image, up to 150 words and contact/address details.

Package:

Six-month booking (three magazine inclusions):

Package cost: £645

Cost per issue: £215

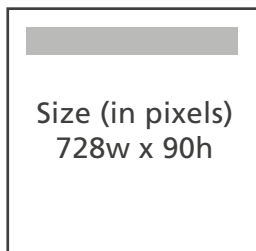
Twelve-month booking (six magazine inclusions):

Package cost: £960

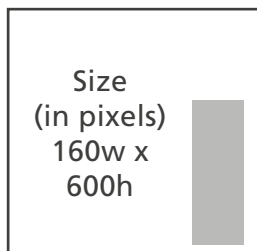
Cost per issue: £160

Online version:
£360 per annum

Online



Leader banner
£295 per month



Vertical Side banner
£250 per month

Please note:

Magazine half page and quarter page advertisements should sit within the grid. There is no availability for bleeds on half-page, quarter-page and banner layouts.

All measurements are in millimetres.

Both online banner sizes are set to revolve with a maximum of 3 clients at any one time

Artwork formats

Artwork will only be accepted in one of the following formats:

- High-resolution pdf file
- Photoshop EPS with all fonts converted to paths and images embedded

All artwork must be supplied as CMYK with all fonts and images embedded.

Artwork delivery

Via email (maximum file size 6mb) to:
artwork@businesslife.co

Via ftp:

Please call Carl Methven on
+44 (0)1534 615886 for access
to the *businesslife.co* ftp site.

Unique Platforms

We have different opportunities for promotion through the magazine, such as inserts, bellybands, polywrap and more.

Please contact us for further information

Magazine Schedule

	Ad Sales Deadline	Ad artwork Deadline	Publishing date
Issue 19 & supplement	13th January	20th January	10th February
Issue 20	9th March	16th March	6th April
Issue 21	11th May	18th May	8th June
Issue 22	6th July	13th July	3rd August
Issue 23	7th September	14th September	5th October
Issue 24	9th November	16th November	7th December
Issue 25 & supplement	11th January	18th January	8th February

How to book

For further information about advertising in *businesslife.co* please contact:

Carl Methven on
+44 (0)1534 615886 or email
carl.methven@businesslife.co

Conditions of acceptance

All advertisements accepted for publication by Chameleon Group Limited in any of its print or online publications can only be accepted on the following condition accepted on the following conditions:

- The publisher does not accept liability for any loss, or damage caused by:
 - a) an error, inaccuracy or omission in the printing of an advertisement.
 - b) any failure to publish on the date or dates specified by the advertiser.
 - c) the publication of any advertisement on any date (or dates) other than the date (or dates) specified by the advertiser, whether the actual date of publication be earlier or later than the date (or dates) specified; and/or in a specific issue.
- All advertisements are subject to the contents being approved by the management. The management reserves the right to refuse any advertisement, even though accepted and pre-paid, or to make any alterations deemed necessary.
- Proofs of advertisements will be submitted on request. Once the proof has been agreed and signed by the advertiser (or his agent or representative) no further alterations can be entertained, except by agreement with the publisher at the advertiser's expense.
- Notice of cancellation of advertisements must be received at least 20 working days prior to publication. Non-compliance with the above cancellation time will incur the full cost of the space booked.
- It is the responsibility of the advertiser to check the correctness of each insertion of an advertisement. No responsibility can be assumed for the repetition of an error in the advertisement ordered for more than one insertion unless notification is received by the publisher immediately an error occurs.
- All advertisements are accepted and published on the understanding that the advertiser is authorised to publish the contents of the advertisement. The advertiser will indemnify the publisher against all actions, claims, demands, costs and expenses which might be taken out or made against the publisher or may be incurred or become payable by the publisher in respect of or arising out of each advertisement.
- While every care is taken, the publisher is not responsible for damage to artwork or photographs or any other advertising material.
- Prices published by the Chameleon Group Limited are subject to revision at any time and orders are accepted on the condition that the price binds Chameleon Group Limited only in respect of the period specified in the applicable rate card. Prices are exclusive of GST. Credit accounts must be settled within 14 days of the invoice date. Interest will be charged monthly on overdue accounts at the rate of 2.5% above base rate.