



# Business Moneyfacts®



The leading supplier of business data to the business industry



## Opportunities to benefit from:

- ✓ Readership of 9,900
- ✓ High quality editorial written by experts
- ✓ Data research that is the envy of the industry
- ✓ Your message linked with our reputation for quality and value
- ✓ A range of options to ensure you reach relevant readers in a way that suits your needs
- ✓ Our specialist focus ensures your advertisement will be relevant and meaningful for the reader

## Benefit from our experience:

- ✓ Our blend of journalistic comment and expert knowledge is read in-depth and therefore kept longer
- ✓ Our product surveys command industry respect
- ✓ Our invaluable research is sought after by readers who refer to Moneyfacts magazines on average five times a day
- ✓ Moneyfacts magazines are not only read, but are used as a part of the adviser's decision process



## A word about Business Moneyfacts



*"Business Moneyfacts is the leading supplier of business data to the industry, offering invaluable information on all aspects of business finance. Published monthly, its comprehensive coverage - which includes buy-to-let and commercial mortgages, business accounts, business loans, factoring, invoice discounting and leasing & asset finance - means each issue is turned to time and time again. Business Moneyfacts allows companies strategically to target the wider business banking fraternity and to increase awareness of their products and services.*

*On top of providing all the product details needed to advise business finance clients, Business Moneyfacts also has all the latest business finance news, as well as regular in-depth surveys and editorial comment from respected figures within the industry."*

Sylvia Waycot  
Publisher



**Not only display...** In addition to our display advertising, we offer:

### Broker directory

Designed to be a portable working tool, broker directories provide instant access to detailed data about a given subject. Previous broker directories have included: *Commercial Mortgages and Tax & benefits.*

### Pocket sized tax table

Carried in the intermediaries' pockets, our tax table is always on hand - and constantly referred to.

### Two-sided editorial inserts

Demonstrate expertise on a given subject with a two-sided editorial insert. This allows your message to stand out for our readership of intermediaries regardless of pre-planned feature lists.

### Supplements

A series of educational supplements based on regulation and product knowledge aimed at intermediaries. These supplements offer the chance to demonstrate understanding of the intermediaries' professional needs and help them to increase their businesses.

## We are happy to discuss ways to help you promote your campaigns to thousands of intermediaries

Robert Jackson 01603 476855 email: [rjackson@moneyfacts.co.uk](mailto:rjackson@moneyfacts.co.uk)



### Business Moneyfacts Awards



Representing each of our titles, Moneyfacts Group Awards are totally independent. Presented for product excellence and outstanding service, these highly coveted awards are, in each case, presented annually. Each event is recognised in its own right as a highly professional, unique and enjoyable occasion. Year-on-year, every one of our awards ceremonies grows in size and reputation, becoming 'must attend' events in each sector.

- Tables available for purchase

“ Marketing our products through Business Moneyfacts has been a key element of Alliance & Leicester Bank’s strategy of communicating the strength of our better value banking products to a wider business audience...”

Tim Bartlett, Senior Marketing Manager, Business Banking, Alliance & Leicester Commercial Bank



## Display advertising rates

Rates	1	3	6	9	12
Full page colour	£1,500	£1,200	£1,050	£900	£825
Inside front cover	£2,000	£1,700	£1,400	£1,200	£1,100
Outside back cover	£2,500	£2,250	£2,125	£2,000	£1,666
Inside back cover	£2,000	£1,700	£1,400	£1,200	£1,100
Strip on editorial pages	£385	£350	£300	£285	£250

Agency commission 10%

## Pre-paid display advertising rates

Rates	1	3	6	9	12
Full page colour	£1,500	£1,080	£945	£765	£660
Inside front cover	£2,000	£1,530	£1,260	£1,020	£880
Outside back cover	£2,500	£2,025	£1,915	£1,700	£1,335
Inside back cover	£2,000	£1,530	£1,260	£1,020	£880
Strip on editorial pages	£385	£315	£270	£245	£200

Agency commission 10%





## Product specification

### False cover (wrap)

**Trim area** H297mm by W420mm

**Type area** H285mm by W405mm

Avoid putting text in the the horizontal centre area as this is where the spine will be  
Allow 16mm (8mm each way of centre)  
Add 5mm bleed all way round

### Double page spread

**Trim area** H297mm by W420mm

**Type area** H285mm by W400mm

Avoid text in the centre of the type area  
Up to 16mm of the centre will disappear into spine due to stitching and creepage  
Add 5mm bleed all way round  
Full page including outside back cover  
**Trim area** H297mm by W210mm  
**Type area** H285mm by W195mm  
Add 5mm bleed all way round

### Half page landscape squared up on page

**Trim area** N/A

**Ad size** H140mm by W190mm

**Max type area** H130mm by W180mm

### Half page landscape to bleed off page left and right

**Type area** H130mm by W180mm

**Ad size** H140mm by W 210mm plus 5mm bleed left and right

### Half page vertical for editorial

**Trim area** N/A

**Ad size** H253mm by W80mm

### Strip ad for editorial page

**Trim area** N/A

**Ad size** H30mm by W168mm

### Standard strip ad for data page

**Trim area** N/A

**Ad size** H30mm by W193mm

All artwork as high resolution PDF, EPS or TIFF



“As a point of reference for up to date information on current product availability and contact details, it is unbeatable.”

Commercial Mortgage Broker, Doyle Finance, Cwmbran

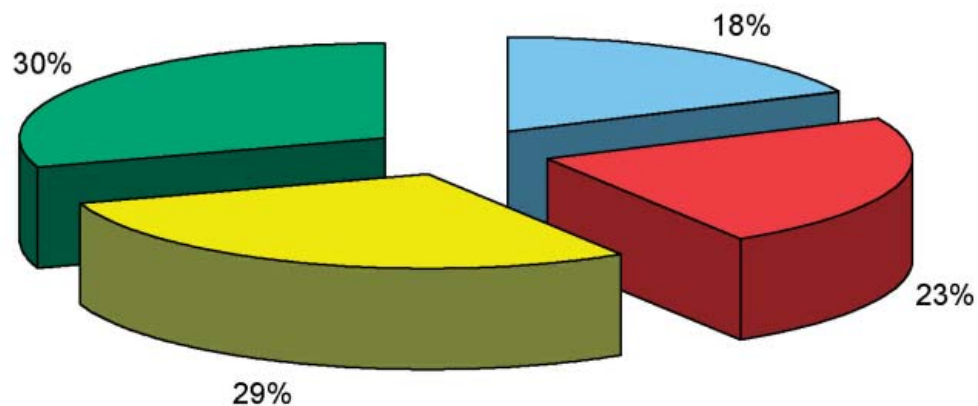


## Our readers include...

Business Moneyfacts has an average monthly readership of 9,900

### Subscriber profile

Commercial mortgage broker	18%
IFA	23%
Asset finance	29%
Other*	30%



(\* Other made up of estate agents, retail & services, solicitors, accountants, banks, building societies and private investors)

### Facts about our subscribers

- 46% write/advise on residential mortgages
- 46% write/advise on commercial mortgages
- 42% write/advise on buy-to-let mortgages
- 46% write/advise on business loans
- 42% write/advise on bridging finance
- 27% write/advise on factoring & invoice discounting
- 27% write/advise on leasing & asset finance



## Forward features 2010

### January 2010 - published 22/12/09

Advertising - 14/12/09

**Survey:** Mystery shopper: switching current accounts made easy?

**Asset based finance:** Providing vital funding options in difficult times

**Business banking:** Continuing importance of innovation in the SME sector

### February 2010 - published 19/01/10

Advertising - 11/01/10

**Commercial mortgages:** Where the market is placed for the year ahead

**FSB:** Promoting and protecting businesses needs

**Bridging finance:** The continuing role for the specialist option

### March 2010 - published 16/02/10

Advertising - 8/02/10

**Commercial mortgages:** Benefits to advising in niche markets

**ABFA:** The latest on prompt payment difficulties

**Business cash flow:** Helping to tackle late payment

### April 2010 - published 16/03/10

Advertising - 8/03/10

**Survey:** Buy-to-let: options for introducers and their clients

**NACFB:** Review of the current position of the commercial sector

**Business turnaround:** Accessing qualified and quality assistance

### May 2010 - published 20/04/10

Advertising - 12/04/10

**Survey:** Commercial mortgages: An in-depth review of the last year

**Budget:** An overview of the key points affecting SMEs

**Business banking:** Making the most of day-to-day banking provision

### June 2010 - published 18/05/10

Advertising - 10/05/10

**Commercial mortgages:** How to excel in the application process

**Asset based finance:** Adding value to the advice process

**Survey:** Business deposit accounts: A review of the last year

### July 2010 - published 15/06/10

Advertising - 7/06/10

**Buy-to-let mortgages:** The latest industry view on possible regulation

**Corporate finance boutiques:** Making best use of the specialist providers

**Bridging finance:** Providing the vital link in the commercial chain

### August 2010 - published 20/07/10

Advertising - 12/07/10

**Financial difficulties:** Intervention to assist your client before it's too late

**Business borrowing:** Make sure your client is geared correctly

**Commercial mortgages:** Latest on the ongoing battle against fraud

### September 2010 - published 17/08/10

Advertising - 9/08/10

**Regulation:** The debate continues in the commercial sector

**Survey:** Business current accounts: we reveal the results of our latest survey

**Asset based finance:** The sector that continues providing funding answers

### October 2010 - published 21/09/10

Advertising - 13/09/10

**Survey:** Bridging finance: our latest look at this sector

**Buy-to-let:** Identifying options for professional landlords

**Commercial mortgages:** Tips to speed up the application process

### November 2010 - published 19/10/10

Advertising - 11/10/10

**Debt management:** Spotting the warning signs before it's too late

**Diversification:** Investigating potential new revenue streams

**NACFB:** Outlining the challenges for the new year

### December 2010 - published 16/11/10

Advertising - 8/11/10

**A year to remember?:** What made the headlines for SMEs in 2010?

**Business banking:** Finding the best value for authorised borrowing

**Asset based finance:** The value of innovation for brokers and business