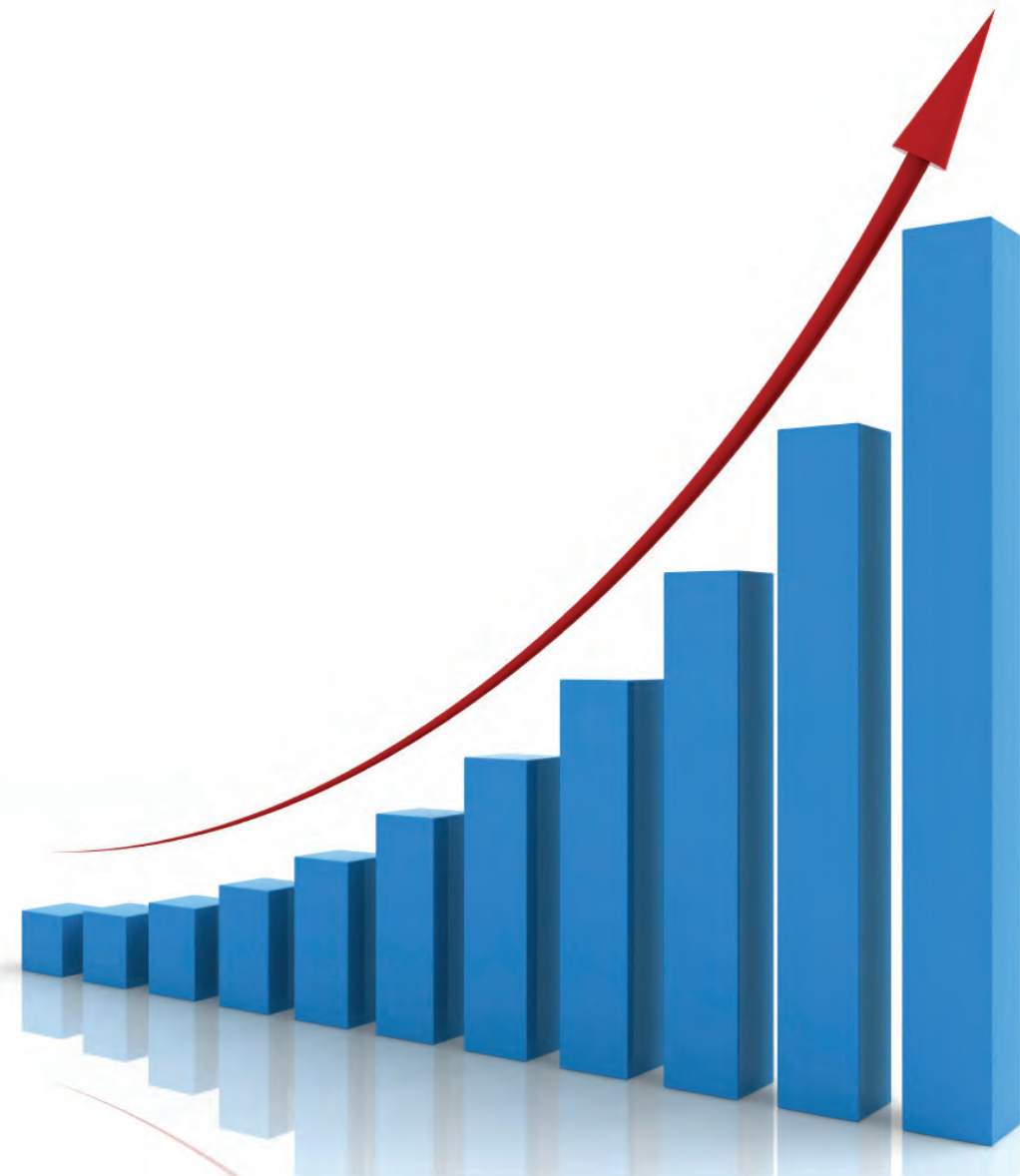


**TARGET KEY
DECISION MAKERS
WITH INSIDE BUSINESS**

 **business**



**ARE YOU LOOKING TO
GROW YOUR SALES FIGURES?**

ADVERTISING THAT DELIVERS YOU RESULTS

Not all advertising spaces are created equally. Our team at Inside Business are committed to providing you with a valuable advertising opportunity that brings a measurable benefit to your business. What's more, you can call on us for expert advice to get the most out of your advert or editorial. You can even ask our professional team of designers to create your ad for you - completely free! It's our mission to show you that when the going gets tough, those that invest in high quality, targeted advertising are the ones who prosper, while others fall by the wayside. Inside this media pack you'll find a host of reasons why advertising with Inside Business can bring tangible benefits to your organisation.

**PAUL TOMLINSON, DIRECTOR
MIRUS IT SOLUTIONS**

The results your magazine have provided deserve some recognition, as you know we've been advertising with you for some time, whilst we do not see a result from every magazine it all helps to build brand awareness, however we have secured a number of customers through the magazine allowing us to resell nearly £100,000 of service business and nearly £250,000 in product sales.



**ARE YOU CURRENTLY GETTING
THE BEST RETURN ON INVESTMENT?**

THE BEST RETURN ON YOUR INVESTMENT

Advertising is often seen as an expensive gamble that's hard to get right and even harder to measure. But Inside Business is not like other advertising media. Your advertisement will be strategically placed amongst genuine, high-value editorial that ensures the magazine is one of the most widely read publications around. And because it's targeted specifically at key decision makers, your advert will be seen by the people that really matter. 18,000 copies hand-delivered to 36,000 readers bi-monthly.

**THERESA ARCHER, MANAGING DIRECTOR
DIRECT DATA CABLING**

Inside Business has been a tremendous publication for advertising my business, we have received fantastic response. The team at Inside Business are unbelievably helpful and are so supportive in helping to generate more business and put you in touch with the right people. This is far more than you would ever expect from other magazines/media.



**WHO CURRENTLY
MAKES SURE YOUR ADVERTS WORK?**

REAL ADVICE

Getting an ad “right” takes more than just imagination. Our expert team at Inside Business can give you real advice on the tips and tricks that will get you the best response to your ad, from picking the right headline to choosing the layout that will work for you... maximising your return on investment. And if you don't have a team of creative designers on hand to produce your ad, why not use ours? The service is completely free, and will turn your initial ideas into a compelling, attention grabbing advert that will engage, educate and compel your audience.

**DAVID DEES, PARTNER
HEALD SOLICITORS**

Inside Business is widely regarded as the leading quality business magazine in Milton Keynes. Taking regular space in Inside Business has helped to raise our profile in the MK area and we renewed after the first year without hesitation. The team at Inside Business is also a pleasure to deal with and always brimming with new ideas.



**HAS EVERYONE
DISCOVERED YOU YET?**

GET DISCOVERED

Inside Business employs a full time team to hand deliver every single copy, each issue, to businesses in the Milton Keynes, Bedfordshire and Northamptonshire area. You don't need to pay for advertising space only to find it languishing in a depot or dropped on the floor outside premises! Your ad will find its way directly to every desk in the area.

**JASON BRICE, MANAGING DIRECTOR
REDWOOD PARTNERSHIP**

Inside Business is an excellent marketing tool for us, not only does it constantly bring in direct business, it has also helped our other business development activities by validating who we are and what we do to potential clients through brand awareness. I am impressed by its high quality glossy format and it is clear the magazine targets the right readers for any professional business organisation.



**HOW LONG DO YOUR CURRENT
ADVERTS LAST?**

ADVERTS THAT LAST

The magazine features second-to-none, full-colour quality that won't crease, fade and be thrown out with the weekly papers. Business people stockpile their copies for future reference - keeping your name with them for months and even years to come. In fact, one of our advertisers called recently to say they'd just had a response to an ad they placed in Inside Business in 2005!

**SAM DALRYMPLE, REGIONAL SALES DIRECTOR
EASYCOPIERS**

We have been working with Inside Business since October 2007 with great success. It has been a fantastic advertising vehicle for Easycopiers and has been very instrumental in the development of our brand awareness. We are very happy with the excellent, courteous service and hope we can continue to build the business relationship.



**DO YOU WANT YOUR COMPETITOR
SPEAKING TO YOUR POTENTIAL CLIENTS?**

LOCK OUT THE COMPETITION

Wherever possible, your ad will be the only one for your industry sector, giving you the ultimate opportunity to speak directly to your target audience. Where we do have more than one client in any industry, we'll work closely with you both to ensure that your adverts/editorials feature unique content so that you still get the best possible response.

**PHILIP GRACE, MANAGING DIRECTOR
OAKHILL**

I consider Inside Business to be the premier business publication in this region and have used the magazine for all of the companies that I've been involved with. The response and service is second to none. The team at Inside Business are a pleasure to deal with and I always find them willing to help and support any way they can.

DOES YOUR CURRENT SUPPLIER CARE ABOUT YOUR BUSINESS?

OUR ABSOLUTE COMMITMENT TO YOU

Inside Business is not just a “book of adverts”. We’re dedicated to creating a vibrant, informative and useful publication that our readership value... and when that happens your ad gets read more often. You’ll find that from day one the team at Inside Business are committed to delivering you exceptional service and an exceptional return on your investment, going the extra mile to ensure your complete satisfaction. That’s why some of our clients have been advertising in Inside Business for over 14 years! To find out more about how your business can benefit from a first class advertisement in Inside Business, simply call our team on **01234 825651**.

JON THORPE, DIRECTOR ACS OFFICE SOLUTIONS

ACS Office Solutions has been working in partnership with Inside Business for a number of years and has always been pleased with the quality, format and editorial content of the magazine. Inside Business reaches buyers that no other business publications do and it is a great way to communicate our message of saving businesses money on their IT and office furniture.



WHO'S READING YOUR ADVERT?



READER PROFILE

Inside Business is targeted directly at CEO's, Directors, Partners, Head of Departments and business owners across Milton Keynes, Bedfordshire and Northamptonshire. If your business offers products or services to the professional market then you can speak directly to key decision makers across a huge range of industries. What's more, additional copies are left in reception areas and strategic locations where business people gather across all three regions, further exposing your message to people in the market place. And remember, we don't trust delivery of our magazine to just anyone - each copy is hand delivered by our own team to ensure it's safely received.

PETER WATSON, MANAGING DIRECTOR MILTON KEYNES GROUP SECURITY

We were Inside Business' first ever advertiser and have been using the magazine to maintain our profile as the prime security organisation in Milton Keynes for the last 14 years. In my opinion; Inside Business is the best local business publication available for Companies and Organisations to advertise in for raising profile and direct response. I would definitely recommend this publication as an effective way to promote business.



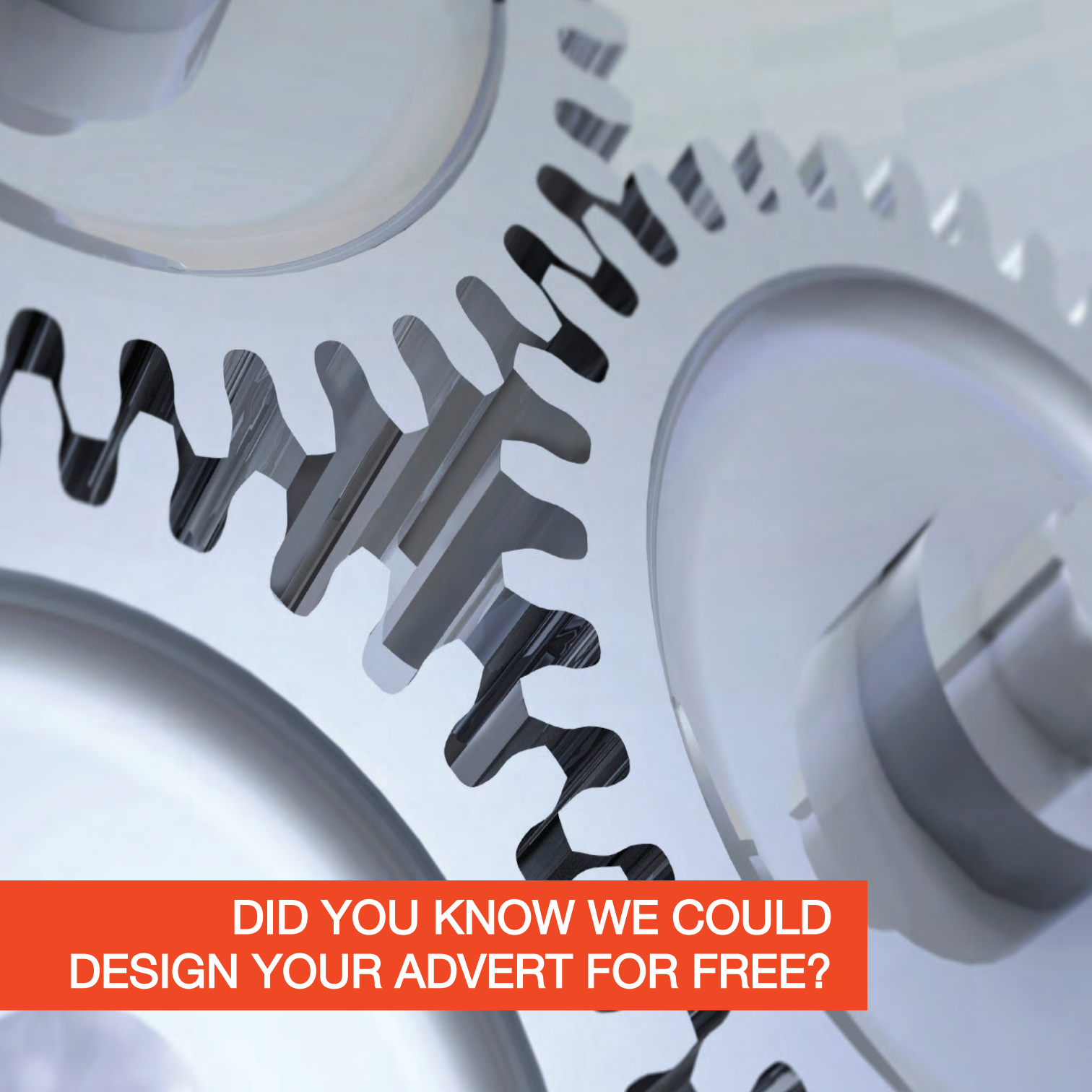
**DID YOU KNOW IT COULD
COST AS LITTLE AS 1P PER READER?**

PRICES

SPACE	PRICE PER ISSUE BOOKING	PRICE PER ISSUE ON A 3 CONSECUTIVE ISSUE BOOKING	PRICE PER ISSUE ON A 6 CONSECUTIVE ISSUE BOOKING
DOUBLE PAGE SPREAD	£1200 + VAT	£1000 + VAT	£900 + VAT
FULL PAGE	£700 + VAT	£600 + VAT	£500 + VAT
HALF PAGE	£450 + VAT	£400 + VAT	£350 + VAT
QUARTER PAGE	£350 + VAT	£300 + VAT	£250 + VAT
BANNER ADVERT	£250 + VAT	£200 + VAT	£150 + VAT

DAN BRAZIER, MANAGING DIRECTOR PROVIDE

As a national and international ICT recruiter for some of the world's largest brands, getting the right exposure to potential clients is imperative and Inside Business gives us just that. It has proved to be a fantastic tool for recruiting outstanding staff to maintain the growth of our company. The Inside Business team have a slick and straight forward approach that always makes dealing with them a pleasure.



**DID YOU KNOW WE COULD
DESIGN YOUR ADVERT FOR FREE?**

MECHANICAL DATA

BOOKING	TYPE AREA	TRIM SIZE	BLEED AREA
A4 DOUBLE PAGE SPREAD	275 x 400 MM	297 x 420 MM	303 x 426 MM
A4 PAGE	275 x 190 MM	297 x 210 MM	303 x 216 MM
½ A4 PAGE VERTICAL	275 x 96 MM	297 x 105 MM	303 x 108 MM
½ A4 PAGE HORIZONTAL	127 x 190 MM	148 x 210 MM	151 x 213 MM
¼ A4 PAGE	127 x 95 MM	148 x 105 MM	151 x 111 MM

**JAMES EVANS, MANAGING DIRECTOR
SUNRISE ASSOCIATES**

We have been using Inside Business since 2009 and the response has been great... Not only has the team been a pleasure to work with, they have also given great advice with regards to the content of our adverts. It has been a real pleasure and Sunrise has committed to remain a client of Inside Business for the foreseeable future.



Bedford Heights, Manton Lane, Bedford, Bedfordshire, MK41 7PH
Tel: 01234 825651 Fax: 01234 824915 Web: www.insidebusiness.co.uk