

# Media Pack 2025

The industry journal in business finance and banking



*"According to the Association of Business Information & Media Companies - seven out of 10 B2B readers say they spend more time with industry-related print publications than with mainstream business or consumer print magazines (7-15-15)."*



## About Business Money

Business Money launched in 1993 as the subscription-based industry magazine for business and commercial finance and banking professionals. The magazine is available in both print and digital format - for all PCs, laptops, smart phones, tablet and Kindle devices.

Business Money magazine delivers news, reviews, research, comment and analysis to financial intermediaries, business bankers, commercial lenders and SME decision makers, and supports those business finance professionals with timely, relevant and accurate market intelligence.

The magazine is supported by an informative and engaging website with an active social media presence. The Business Money daily news service carries both industry related and general SME business postings and the jobs board is regularly updated with industry vacancies posted both directly by lenders and by recruitment agencies.

In March, Business Money publishes Receivables, the comprehensive, annual review of the invoice finance sector, the Business Money Intermediary index, hosts an annual awards dinner to recognise achievements within the sector.

## Why Advertise with Business Money?

The niche publication provides advertisers with access to a highly targeted audience of senior professionals, including brokers and intermediaries, lenders and other business finance professionals; advertise with Business Money and get your message to over 45, 000 business finance professionals.

- Over 60% of our subscribers read no other business finance publication
- 76% of our subscribers spend over 30 minutes reading each edition
- 74% of our subscribers retain each edition for future reference

Business Money has an enviable track-record in promoting, repositioning and sustaining brands within the business banking and commercial finance sector. We pride ourselves on our close working relationships with both advertisers and agencies to specifically tailor promotional campaigns to meet exact marketing needs.

Our aim at Business Money is to continually increase our advertisers' penetration of their target market by enabling them to reach a captive and highly-focused audience. Our extended shelf life provides long-term brand and product placement opportunities as well as initial response. The majority of our readers cannot be reached using any other business finance-focused or banking publication.

**Advertising is highly targeted and efficient - the subscription-only magazine is read by experienced decision-making professionals. High quality production values within the full colour format will project your brand confidence.**

## Advertising rates

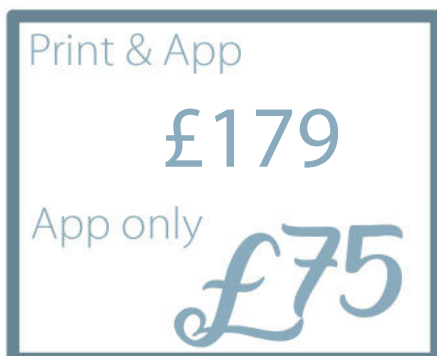
Insertion Size	Single insertion	Multiple insertions
Double page spread	£4,010.00	£3,425.00
Full page	£2,090.00	£1,600.00
Half page	£1,180.00	£910.00
Quarter page	£690.00	£580.00
Outside back cover	£3,160.00	£2,400.00
Inside front cover	£2,800.00	£2,160.00
Inside back cover	£2,650.00	£1,995.00

(All rates are subject to VAT at the prevailing rate)

Please call for details regarding:

- Sponsorship opportunities
- Loose or bound-in inserts
- Personal distribution
- Reprints
- Contract Publishing

## Statistics



## Website - [www.business-money.com](http://www.business-money.com)

There are a range of advertising options on the Business Money website:

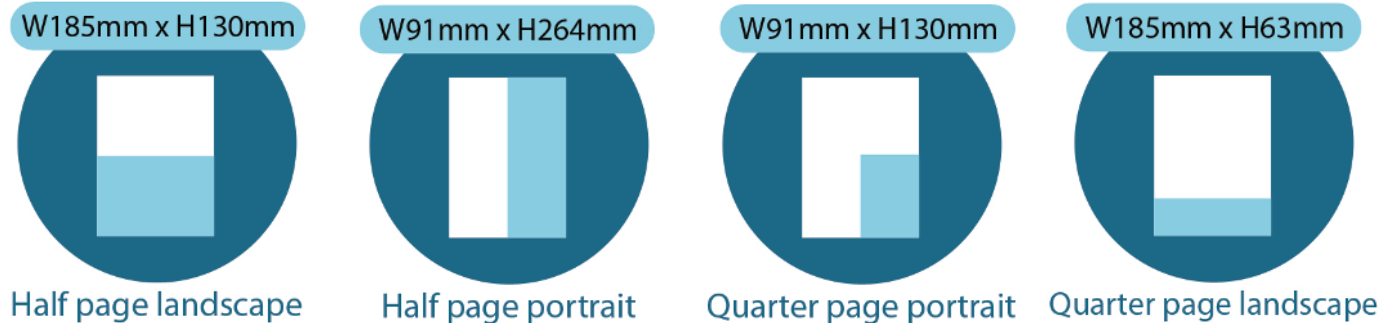
Insertion Size	Single insertion	Multiple insertions
Top banner	N/A	£1,500.00
Side banner	£800.00	£600.00
Sponsored articles	£700.00	£500.00
News sponsorship	£N/A	Price on application
Event posting	Price on application	Price on application
Job posting	Included within print rate	Included within print rate

(All rates are subject to VAT at the prevailing rate)

Guaranteed positions - 10% extra. Agency commission paid at 10%

## Magazine advertising specifications

For full-page ads or double-page spreads we require a format of A4 dimensions with a 3mm bleed.



## Data Formats

Print ready PDF must be CMYK with all fonts embedded and image resolution of at least 300 dpi at 100%. TIFF and EPS files accepted at 300dpi at full size with all fonts embedded and CMYK.

If we are preparing the advertisement on your behalf please supply all imagery and logos at 300 dpi, text and contact details for inclusion. Please note a charge of £125.00 + VAT is made for this service.

Please e-mail artwork to [sophie@business-money.com](mailto:sophie@business-money.com) and supply a hard copy addressed to Sophie Grove at the address listed below. Copy deadline for advertisement copy is the 20th of the month prior to the month of publication.

**Business Money** has a framework of reports that form the foundation of the editorial schedule, but we are hungry for news of current developments in the commercial finance space. If you have a good story or report that fits the bill, please get in touch.

Robert Lefroy, Group Editor

## Edition - deadline

### January - 19 December 2024

Business Banking  
Buy-to-Let Review

### February - 7 January 2025

UK Business Fintechs  
Financing the Wet Trade

### March - 7 February 2025

The 28th Receivables Review, 2024  
Business Money Intermediary Index

### April - 6 March 2025

Receivables 2024 Follow Up

### May - 6 April 2025

Bridging Finance Review  
Trade Finance Review

### June - 7 May 2025

Financing Rural Business and Agriculture  
Buy-To-Let

### July - 5 June 2025

Investment Property Review  
Housing Development Finance

### August - 6 July 2025

All-Asset Finance in the UK

### September - 7 August 2025

Challenger Banks, how are they doing?  
Receivables – CEOs' half year report

### October - 7 September 2025

Financing Leisure  
Credit Insurance

### November - 7 October 2025

Financing Healthcare

### December - 1 November 2025

Conference reports  
Brexit Progress

The diagram illustrates the cover design guidelines for Business Money. It features a top header area with the Business Money logo and tagline 'The industry journal' on the left, and the issue information 'Issue 320 January 2025' on the right. A horizontal dimension line indicates a width of 125mm for the right-hand section. Below this, a large central area is defined by a 210mm wide and 196mm high rectangle. To the right of this area, a vertical dimension line shows a height of 286mm. The overall cover height is 297mm. The main body of the cover art is contained within the 210mm x 196mm space. The bottom of the cover features a dark blue bar with the text 'Subscription only • www.business-money.com'.

**Business Money**  
The industry journal

Issue 320  
January 2025

125mm

210mm

196mm

286mm

297mm

**BUSINESS MONEY COVER DESIGN GUIDELINES**

The full dimensions of the cover are standard A4: that is to say, 210mm x 297mm, plus a 3mm bleed around the edges.

The full image area is 210mm x 297mm, but the main body of the cover art should be contained within the 210mm x 196mm space seen here. There is some allowance at the top of the page, to the right of the **Business Money** logo.

The logo and coverline ("The industry journal"), the issue number and date (top right) and the **Business Money** contact details (bottom) will be added by us at the end of production, so space will need to be left for them.

The artwork must be either (a) vector art, (b) a bitmap image with a resolution of at least 300dpi, or (c) a high-resolution PDF, so that it will reproduce clearly in print when placed at 100%.

If you have any questions, please contact:

Matthew Smith  
Tel: +44 (0) 1458 259483  
e-mail: [production@business-money.com](mailto:production@business-money.com)

Subscription only • [www.business-money.com](http://www.business-money.com)