



FEDERATION OF SMALL BUSINESSES

MEDIA PACK 2012

BUSINESS

network



MEDIA SALES - Mainline Media Ltd

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Business Network an essential read for small business owners published by the **Federation of Small Businesses**

Business Network, official national magazine of the Federation of Small Businesses, is mailed direct to each of the **195,333+** members of the Federation and carries the highest ABC audited circulation in the business to business publishing sector.

For companies looking to promote their services to the UK small/medium businesses there is no better medium to carry your advertising message, as the magazine is posted direct to the named member of the **FSB** ensuring your advertising message is seen first and foremost by the owner and therefore decision maker of that business.

Business Network contains vital business information, **FSB** news and topical features such as: IT, finance, healthcare, security and business management. It is a must read for its dedicated audience who rely heavily on its content as a reference source for suppliers of services and products. It is also considered one of the many benefits of joining the **FSB**.



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Job creation is key to kick-starting meaningful UK economic growth

The UK economy has been slowly easing out of recession for 12 months now and while forecasts predicting that 2012 will be another year of lacklustre growth, the news looks bleak and the recovery fragile.

The rise in UK VAT at the start of the year has also proved to be a significant obstacle to businesses with small business owners worried that customers are going to stop buying. VAT is a tax on the value added to a product or service. It is levied on the sale of goods and services, with the rate set at 20 per cent for most businesses, but with many services and the sale of certain goods and services being exempt. The rate of VAT is set by the government and is a significant factor in the price of goods and services.

The FSB member who has been most successful in adjusting to the rise in VAT is a small business owner who has managed to find ways to reduce the impact of the tax. He has been able to do this by increasing the price of his goods and services, but also by finding ways to reduce his costs. He has been able to do this by finding ways to reduce his costs, such as by finding ways to reduce his costs, such as by finding ways to reduce his costs.

Increasing VAT to 20 per cent has hit small businesses hard, with many worried that they will lose customers as a result.

While it will be a challenge for small businesses to cope with the increase in VAT, there are ways to reduce the impact of the tax. Small businesses can reduce their VAT liability by claiming input tax on the VAT they pay on their purchases. They can also reduce their VAT liability by claiming output tax on the VAT they charge on their sales.

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Seasons greetings to all our members

Dear members,

As we enter the Christmas season, we would like to thank you for your support and loyalty throughout the year. We are proud to be part of your success and we look forward to continuing to support you in the coming year.

We have a number of special offers for our members this Christmas. These include a 10% discount on all our products and services, a free Christmas card, and a special gift for our members who have been with us for over 10 years.

We also have a number of special offers for our members who are looking to start a new business. These include a free business plan, a free business loan, and a free business insurance policy.

We hope you have a very happy and successful Christmas. We look forward to seeing you again in the New Year.

Yours faithfully,
The Federation of Small Businesses

Business Network news

FSB members elect regional members to check their field members vote to elect 2012 chair

Couple win three top shop titles

Don't wait till flood water is ankle deep

FSB member one of only five people in Britain honoured in the war against rogue traders

More charities secure top trading accolades

As lean as the finances are under control

Financial success is not just about making money, it's about managing it. The FSB can help you with your finances, from budgeting to tax planning. We have a number of services to help you manage your finances, including a free financial review, a free budgeting service, and a free tax planning service.

Our financial review service will help you understand your current financial position and identify areas where you can improve. Our budgeting service will help you create a budget that works for you, and our tax planning service will help you reduce your tax liability.

Contact us today to find out more about our financial services.

FSB National Conference 2012

The FSB is holding its 2012 National Conference in Scarborough from March 22 to 24. This issue will contain valuable information about the event and the personalities involved from the worlds of politics, business and sport.

Improve your cash flow

Being written jointly by The Institute of Credit Management and the Credit Services Association, this feature will give essential tips for SMEs to enhance their cash flow at this crucial economic time. Credit insurance, factoring, working with collection agencies and payment terms will all be discussed.

If you are a company that offers services and products to small/medium businesses to improve their cash flow then please contact Nicky on 01536 747333 or nicky@businessnetworkmagazine.com to discuss availability and rates for inclusion in this feature that will reach over 200,000 business owners.

COMPARISON

	Circulation	Colour page rate	Cost Per Thousand
Management Today	100,016	£11,150	£111.50
Business Voice	26,000	£4,200	£161.54
Growing Business	37,153	£4,950	£133.06
Real Business	41,136	£5,190	£126.15
BUSINESS NET*	195,333	£2,750	£13.89

*these are the latest abc figures as of June 2009

Trying to save money? Kaplan Publishing can make a difference to your accounts

By using Kaplan Publishing's range of business accounting software, you can save up to 40% on your accounts. Our software is easy to use and offers a range of features to help you manage your accounts more effectively.

Our software includes a range of features, including a free trial, a free demo, and a free consultation. We also offer a range of support services, including a free helpdesk, a free user manual, and a free training course.

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Rate Card & Specifications



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FULL COLOUR RATE SPECS (height x width in mm)

FULL PAGE	£2,750 (add 15% for prime positions - IFC & OBC)	Trim - 297 x 210 (A4) Bleed - 303 x 216	DPS- Please supply as separate pages with each having their own 3mm bleed all round
HALF PAGE	£1,495	H: 130 x 190 V: 264 x 92	
QUARTER PAGE	£775	130 x 92	
EIGHTH PAGE	£390	60 x 92	

INSERTS (up to 10gsm) Rate per 1,000 - Rates on request

CLASSIFIED LINEAGE: Free heading - then £45.00 per 20 words and 85p for all words thereafter

DEADLINES

ISSUE	ADVERT	INSERTS	PUBLICATION DATE
FEB/MAR 2011	20 JAN 2012	27 JAN 2012	6 FEBRUARY 2012
APRIL/MAY 2011	23 MAR 2012	28 MAR 2012	9 APRIL 2012
JUNE/JULY 2011	18 MAY 2012	23 MAY 2012	4 JUNE 2012
AUG/SEPT 2011	20 JULY 2012	25 JULY 2012	6 AUGUST 2012
OCT/NOV 2011	21 SEPT 2012	26 SEPT 2012	8 OCTOBER 2012
DEC/JAN 2011/12	23 NOV 2012	28 NOV 2012	10 DECEMBER 2012

All rates exclude VAT, which will be charged at the rate in force

FILE SPECIFICATIONS

To be supplied as high resolution press ready PDF, or 300dpi jpeg.

All fonts embedded and crop marks included for full page adverts.

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