



FEDERATION OF SMALL BUSINESSES  
**MEDIA PACK 2012**

The magazine of the Federation of Small Businesses

# **FIRST VOICE**

**OF BUSINESS**

**MEDIA SALES**  
**Mainline Media Ltd**

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*First Voice* an essential read for small business owners published by the **Federation of Small Businesses**

*First Voice* is the flagship magazine of the *Federation of Small Businesses* and is mailed six times a year to the **196,159-plus small business owners** that make up the membership.

*First Voice* carries the highest **ABC** (audited circulation) in the British business to business publishing sector and is the perfect medium for a company looking to promote their goods and services to SMEs.

*First Voice* contains 'must read' material including changes in Government legislation, information relating to new directives from Brussels and issues being raised by the Federation on behalf of members.

### TOP RECRUITERS BRING IN THOUSANDS OF NEW MEMBERS

First nine months of 2010 sees 27,878 businesses join the FSB

**TOP FOUR**

1. Family and friends
2. Referrals
3. Local business networks
4. FSB website

**FSB calls for Europe-wide 'action not words' to cut excessive regulations**

Red tape cost to EU businesses is £10billion per year

Streamline provides card payment solutions, safely, quickly and securely, for over 165,000 SME's in the UK.

Why not give us a call to see how accepting card payments could benefit your business?

For discounted rates available exclusively by FSB members, call 0800 015 3301 and speak with an advisor today.

**streamline**



### FLEXIBLE SOLUTIONS FOR ALL CARD PAYMENT PROCESSING OPTIONS

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**streamline**



## FEDERATION OF SMALL BUSINESSES MEDIA PACK 2012

### Member's news

#### NEWS ROUND-UP

Female entrepreneurs and award-winning sites and guesthouses

#### Celebrity fashion label joins FSB

Liquorica's eye-catching designs attract attention of celebs

#### SCOTTISH TAXI FIRM BUFFS ITS GREEN CREDENTIALS

New member started business at 13

www.fsb.org.uk

### FRONTLINE

66 While the country dusted itself off after the severe weather, the New Year quickly ushered in new challenges

www.fsb.org.uk

### MEGA DEALS!!

3 SHELVING BAYS GREAT FOR BUSINESS

FREE Plastic bin 10L worth £3.50

ORGANISE YOUR CLUTTER

0845 966 6000

BigDUG

www.fsb.org.uk

### Willing and able

As Treasury spokesman for the Lib Dems, Vince Cable won cross-party plaudits for his views on the state of the economy during the recession. Now his feet are firmly fixed out if he is a friend or foe to small businesses

www.fsb.org.uk

### WHEN WE'RE MOVING YOUR CHEMICAL PRODUCTS, IT'S SAFETY, SECOND AND THIRD.

DHL

www.fsb.org.uk

### ENGINEERED FOR SPEED

AN INKJET BUILT FOR SMALL BUSINESS

EPSON

www.fsb.org.uk

### The Highlands, the Peak District or the South Downs. It's one flat rate.

Nextday

www.fsb.org.uk

The strength of *First Voice* as a title is reflected strongly in the chart below which compares the relative cost per thousand of advertising with other SME focused magazines.

This comparison is further enhanced by the fact that First Voice goes exclusively to the business owner and so the decision making process is short circuited.

Our members do not need budget approval from other Directors, nor do they have to write a proposal in the hope of making a future management meeting agenda, the buying decision rests with our members and the response to an advertisement in *First Voice* can be immediate.

### 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           |
| <b>FIRST VOICE*</b> | <b>196,159</b> | <b>£4,500</b>    | <b>£22.72</b>     |

\*these are the latest  figures as of June 2009

# Rate Card & Specifications



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## FULL COLOUR RATE SPECS (height x width in mm)

|                    |   |  |  |
|--------------------|---|--|--|
| DOUBLE PAGE SPREAD | £8,350  | Trim - 297 x 210 (A4)<br>Bleed - 303 x 216 | Please supply as separate pages with each having their own 3mm bleed all round |
| FULL PAGE          | £4,500<br>(add 15% for prime positions - IFC & OBC) | Trim - 297 x 210 (A4)<br>Bleed - 303 x 216 |  |
| HALF PAGE          | £2,750  | H: 130 x 180<br>V: 264 x 88                |  |
| QUARTER PAGE       | £1,500  | 130 x 88                                   |  |

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

## 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.

## CONTACTS:

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