

We've got business covered

Business London is the magazine for and about London-based business. By advertising in *Business London*, you're delivering your corporate message to over 40,000* of London's most influential readers.

Distribution

Each month, *Business London* circulates 12,000 copies to businesses and homes in London and area. This distribution includes upwards of 9,000 copies delivered directly to registered businesses via Canada Post Second Class Unaddressed Admail and 3,000 copies sent via Canada Post Addressed Mail, including addressed copies to all members of the London Chamber of Commerce.

Business London is also delivered to the city's best hotels, London Convention Centre and London International Airport, as well as area newsstands.

Premium Positions

Inside covers and premium positions guaranteed: add 15% to rates below. Outside back cover: add 25%. Special position guarantee: add 10%. Double-page spread rate: please check with Account Manager for rates and positioning guarantee.

Business Professional Directory

Minimum 12 consecutive insertions: \$100 per insertion (*non-commissionable*). Size: 3³/₈" x 1¹/₂".

Pre-printed inserts

Rates available on request.

Digital Edition

In addition to the print copy circulation, each issue of *Business London* is delivered in Virtual Paper format to over 5,000 email addresses and appears on www.businesslondon.ca. All print ads are included in the digital edition and feature hotspot linking to the advertiser's website. The following charges apply:

1/6 page: \$15; 1/3 page: \$20; 1/2 page: \$25;
2/3 page: \$30; Full page: \$35; Professional Directory: \$5

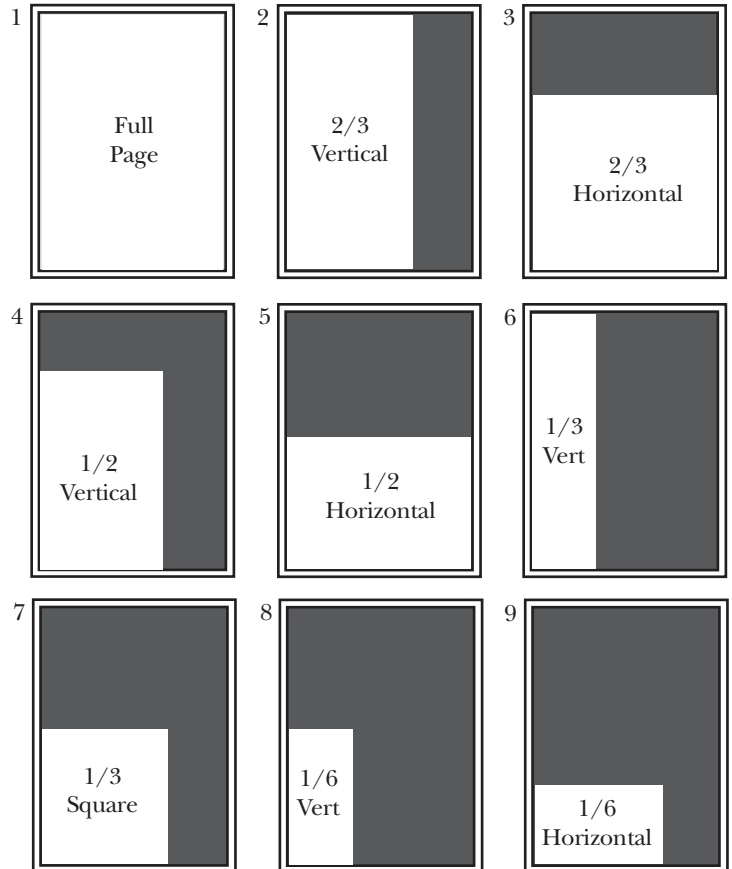
*Indicates survey average of 3-4 readers per copy

advertisingrates

Effective Jan. 1, 2016 until Dec. 31, 2016

SIZE	1 - 2 X	3 - 5 X	6 - 11 X	12 X
Full	\$1825	\$1730	\$1555	\$1370
2/3	1460	1385	1250	1090
1/2 Island	1275	1210	1075	955
1/2	1100	1040	925	805
1/3	830	780	695	605
1/6	430	390	350	320

rates2016



Dimensions

- | | |
|---|---|
| 1) 7" x 9 ⁷ / ₈ " - 17.8 x 25.3 cm | 6) 2 ¹ / ₄ " x 9 ⁷ / ₈ " - 5.8 x 25.3 cm |
| 2) 4 ⁵ / ₈ " x 9 ⁷ / ₈ " - 11.8 x 25.3 cm | 7) 4 ⁵ / ₈ " x 4 ⁷ / ₈ " - 11.8 x 12.4 cm |
| 3) 7" x 6 ⁵ / ₈ " - 17.8 x 16.8 cm | 8) 2 ¹ / ₄ " x 4 ⁷ / ₈ " - 5.8 x 12.4 cm |
| 4) 4 ⁵ / ₈ " x 7 ¹ / ₄ " - 11.8 x 18.4 cm | 9) 4 ⁵ / ₈ " x 2 ³ / ₈ " - 11.8 x 6.1 cm |
| 5) 7" x 4 ⁷ / ₈ " - 17.8 x 12.4 cm | Full Page Bleed 8.5" x 11.125" |

issuedeadlines

AD SPACE & MATERIAL

Dec/15..... Nov. 11	July/16..... June 15
Jan/16..... Dec. 9	Aug/16..... July 13
Feb/16..... Jan. 20	Sept/16..... Aug. 17
March/16..... Feb. 17	Oct/16..... Sept. 14
April/16..... Mar. 16	Nov/16..... Oct. 12
May/16..... Apr. 13	Dec/16..... Nov. 10
June/16..... May 11	Jan/17..... Dec. 7

benefits **advertisers**

- ▶ **TARGETED MARKETING:** Each month, *Business London's* 12,000 circulation reaches your prime customers – other business professionals. There's no wasted circulation.
- ▶ **DECISION MAKERS:** What's the point of selling to someone who can't buy? Over 80%* of our readers are managers and owners who control budgets in excess of \$1 million.
- ▶ **AWARD WINNING:** With each issue, *Business London* delivers quality, in-depth business journalism judged top-of-the-class by both our industry peers and our audience. Our team of editorial and design experts have won both national and local awards.
- ▶ **STRONG ALLIANCE:** Each month, *Business London* delivers the news and views of the London Chamber of Commerce in *The Chamber Voice*, the Chamber's official publication. Through our alliance with the Chamber, an additional 1,600 owners and managers receive *Business London* at their home or business.
- ▶ **STAYING POWER:** Don't end up in tomorrow's blue box collection. Surveys indicate readers keep *Business London* for three months or more, and refer back to it often.
- ▶ **BETTER BY DESIGN:** Our art/creative director and pool of talented graphic designers are dedicated to designing ads with impact. With the very latest technology and a library of resources, we can help you reach your objectives.
- ▶ **QUALITY PARTNERSHIPS:** As a recognized leader in the business community, *Business London* sponsors everything from the prestigious London Business Hall of Fame gala dinner to the 20 Under 40 program—and a host of events and activities in between. We do much more than just sell advertising and produce our magazine; we are actively involved in the city, keeping *Business London's* readers and customers in front of the city's business community.

*Indicates survey average of three readers per copy

issue **deadlines**

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May/16	Apr. 13	Dec/16.....	Nov. 9
June/16.....	May 11	Jan/17	Dec. 7

electronic **output**

MACINTOSH Desktop Environment

PUBLISHER'S SERVICE

Business London offers complete design and production services and provides finished proofs.

SUPPLIED ADVERTISEMENTS

All printing is produced computer-to-plate using web offset printing. Advertisers are to provide electronic files meeting dMACS standards. Colour proof meeting Magazines Canada standards (www.dmacs.org) must accompany file.

ELECTRONIC OUTPUT RESOLUTION

Base your scan resolution on 133 line screen.

COLOUR

File should always be built in Process.

(Black, Cyan, Magenta, Yellow or Specific PMS colour)

DOCUMENT SOFTWARE INFORMATION

Primary applications: Adobe Creative Suite 3, Adobe Acrobat

ELECTRONIC MEDIA/FILE FORMAT

(Macintosh environment)

CD/DVD • Email • FTP

– Press-ready Adobe PDF [PDF/X-1a(2001)]

– Line Screen: 133 lpi

e-mail **specs**

Refer to electronic output specs at top of page

Please check with your account manager prior to sending e-mail

pre-press **information**

PRINTING PROCESS: Web offset

HALFTONE SCREEN: 133 Line screen

COMPOSING: Rates on request.

FILM NOT ACCEPTED

mechanical **information**

Type Page: 7" x 9 7/8"

Trim Size: 8 1/8" x 10 3/4"

Bleed Page: 8 1/2" x 11 1/8"
(3/16 bleed)

Column Width: 2 1/8" [13 1/2 ems]

Column Depth: 9 7/8"

No. of Columns: 3

Business directory: 3 3/8" x 1 1/2"

Binding: Saddle stitch

Stock: 70# Gloss