



Bringing business to life

# BUSINESSLIFE MEDIA PACK 2023

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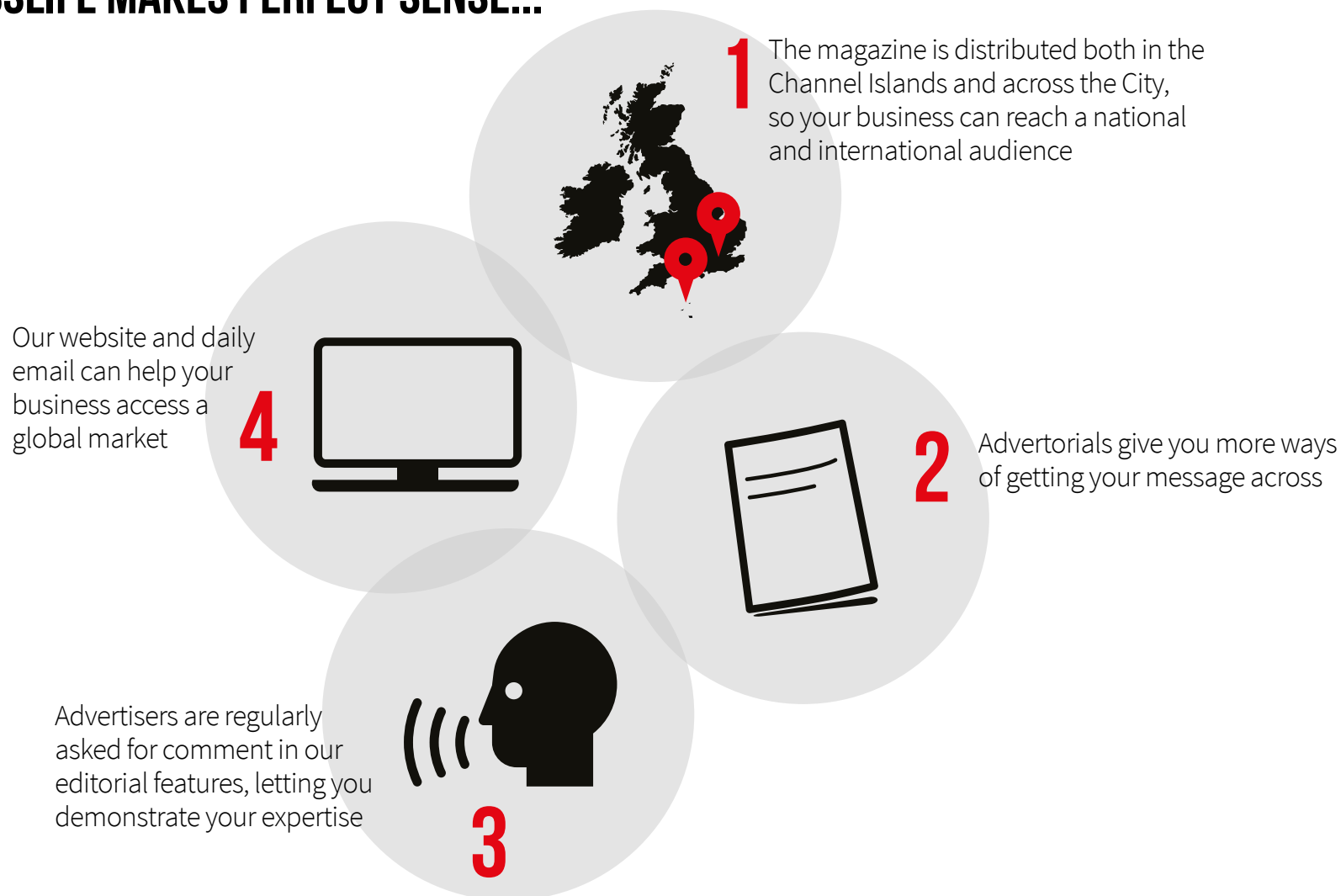


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## FIVE REASONS WHY PARTNERING WITH BUSINESSLIFE MAKES PERFECT SENSE...



# WHAT IS BUSINESSLIFE?

*Businesslife* is a Channel-Islands based, bi-monthly business and lifestyle magazine that is distributed widely in Jersey/Guernsey and London and across the UK. It aims to reflect the thoughts, vision, intellect and excellence of business professionals locally and acts as a forum to send that message globally. Since its launch in 2009, however, it has become much more than that.

For every issue, we provide advertisers with a detailed forward features list two months in advance, which allows them to take advantage of targeted advertising opportunities.

Running alongside the magazine is the blglobal website, which not only acts as an archive for all print copy, but is recognised as being the most up-to-date online resource for Channel Islands business news.

Advertising opportunities are available on all of these platforms.

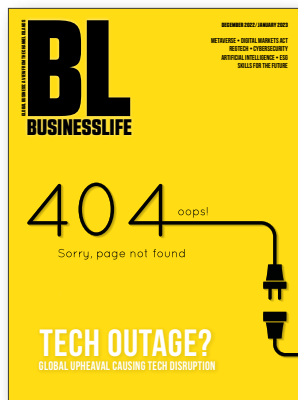


Magazine Online



# PUBLICATIONS AND DISTRIBUTION

## BL MAGAZINE



### THEMED EDITIONS

- |                    |                                     |
|--------------------|-------------------------------------|
| ■ FEBRUARY/MARCH   | <b>WEALTH</b>                       |
| ■ APRIL/MAY        | <b>ESG</b>                          |
| ■ JUNE/JULY        | <b>FUTURE OF FINANCIAL SERVICES</b> |
| ■ AUGUST/SEPTEMBER | <b>FUNDS</b>                        |
| ■ OCTOBER/NOVEMBER | <b>TRENDS &amp; DISRUPTORS</b>      |

Six times a year, *Businesslife* distributes 6,000 copies, including:

- 4,000 copies at airports, Waitrose stores and business receptions across Jersey and Guernsey
- 2,000 copies at London airports and select business locations in the City
- For the full City distribution list, please contact Carl Methven – [carl.methven@blglobal.co.uk](mailto:carl.methven@blglobal.co.uk)



**Standard advert:** Available in a range of sizes and positions, simply provide us with print-ready artwork

**Advertorial:** Designed to look like a *Businesslife* feature, advertorials allow you to talk specifically about your products or services

Alternatively, you can write about broader issues and contextualise your products and services accordingly

ogilvy.com

Expert guidance.  
Clear direction.

**Restructuring and Corporate Recovery**

Our expertise extends to all aspects of restructurings, from consensual workouts to contentious schemes of arrangement. Our team includes some of the foremost names offshore and our multidisciplinary approach enables us to offer a one-stop, cost-efficient solution that cuts through complexity to get to what really matters.

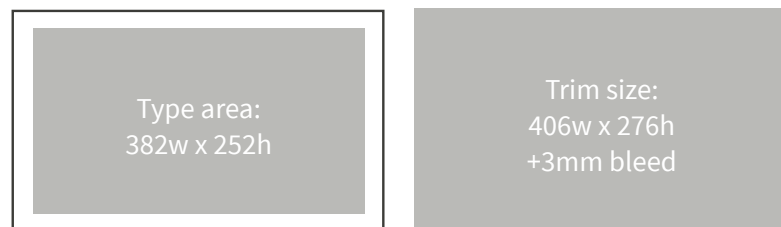
**Legal Services**  
Beijing  
British Virgin Islands  
Cayman Islands  
Guam  
Hong Kong  
Jamaica  
London  
Luxembourg  
Shanghai  
Singapore  
Taipei

**Ogilvy**

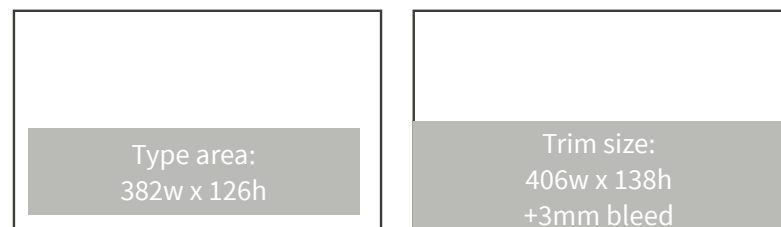
[illegible][illegible]



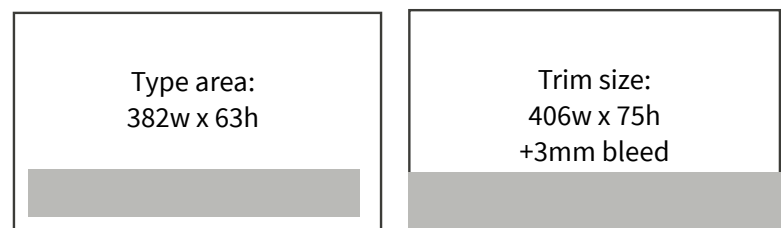
# ADVERTISING: MAGAZINE



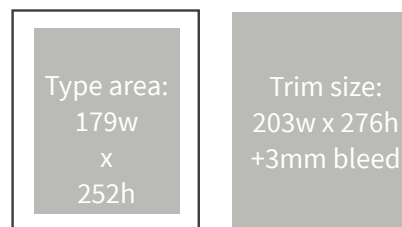
**Double page spread:**  
**£2,415**



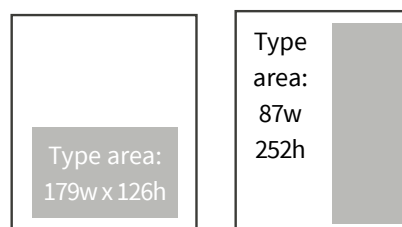
**DPS Half Page:**  
**£1,430**



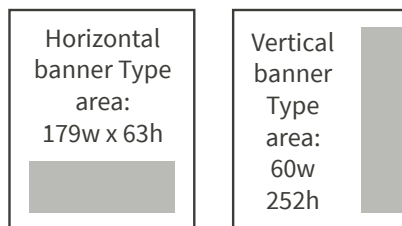
**DPS strap:**  
**£995**



**Full page:**  
**£1,655**



**Half page:**  
**£985**



**Banner:**  
**£875**

Half-page and quarter-page advertisements should sit within the grid. There is no availability for bleeds on half-page, quarter-page and banner layouts.

## Artwork

Artwork is accepted in the following formats:

- High-resolution PDF file
  - Photoshop EPS with all fonts converted to paths and images embedded
- All artwork must be supplied as CMYK with all fonts and images embedded.

## Delivery:

Via email (maximum file size 6Mb) to [artwork@blglobal.co.uk](mailto:artwork@blglobal.co.uk) or via FTP (details can be provided).

## Requested positions

<b>Inside front cover:</b>	<b>£2,095</b>
<b>Inside back cover:</b>	<b>£1,995</b>
<b>Prime position:</b>	<b>£1,995</b>
<b>Back cover:</b>	<b>£2,415</b>

## Please note:

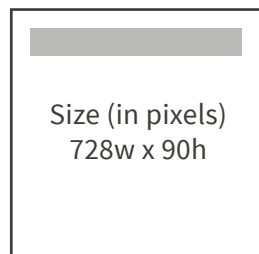
All measurements are in millimetres.



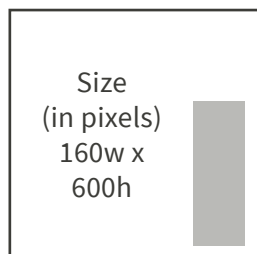
# ADVERTISING: DIGITAL

The blglobal website acts as an archive for every issue of the magazine published so far. What's more, it's the most up-to-date news source for business on the Channel Islands. We also send out a daily business news email to an opted-in audience of over 1,600 subscribers.

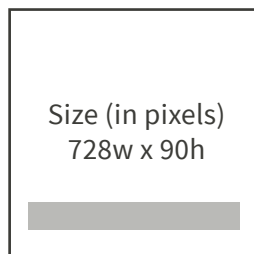
## Online



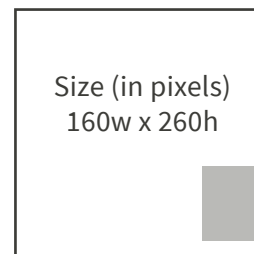
**Leader banner**  
£450 per month



**Vertical side banner**  
£375 per month

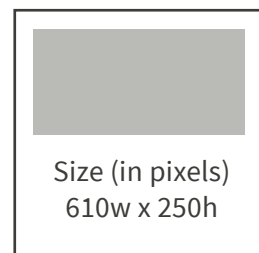


**Footer banner**  
£265 per month



**Small vertical banner**  
£265 per month

## Daily email



**Large banner**  
(two boxes together, when available)  
£750 per month



## Artwork

**For both the website and the email, file size should ideally be 30kb, but not more than 80kb, with animated GIFs preferred**

## Please note:

Both online banner sizes are set to revolve with a maximum of four clients at any one time

**For our most up-to-date website 'hit' numbers, email distribution figures and advertising availability information, contact Carl Methven at [carl.methven@blglobal.co.uk](mailto:carl.methven@blglobal.co.uk) – the numbers are increasing all the time**

# PUBLISHING SCHEDULE 2023: MAGAZINE

ISSUE	THEME	AD SALES DEADLINE	AD ARTWORK DEADLINE	ADVERTORIAL DEADLINE	PUBLISHING DATE
82 - FEBRUARY/MARCH	WEALTH		27 JANUARY	18 JANUARY	6 FEBRUARY
83 - MAY/JUNE	ESG	14 APRIL	21 APRIL	14 APRIL	2 MAY
84 - JULY/AUGUST	FUTURE OF FINANCIAL SERVICES	16 JUNE	23 JUNE	16 JUNE	3 JULY
85 - SEPTEMBER/OCTOBER	FUNDS	14 AUGUST	21 AUGUST	11 AUGUST	29 AUGUST
86 - NOVEMBER/DECEMBER	TRENDS & DISRUPTORS	9 OCTOBER	16 OCTOBER	9 OCTOBER	24 OCTOBER

## HOW TO BOOK

For further information about advertising in *Businesslife*, please contact:

**Carl Methven**  
**+44(0)7377 866779**  
**carl.methven@blglobal.co.uk**

## CONDITIONS OF ACCEPTANCE

All advertisements accepted for publication by Chameleon Group Limited in any of its print or online publications can only be accepted on the following conditions:

- The publisher does not accept liability for any loss, or damage caused by:
  - a) an error, inaccuracy or omission in the printing of an advertisement.
  - b) any failure to publish on the date or dates specified by the advertiser.
  - c) the publication of any advertisement on any date (or dates) other than the date (or dates) specified by the advertiser, whether the actual date of publication be earlier or later than the date (or dates) specified, and/or in a specific issue.
- All advertisements are subject to the contents being approved by the management. The management reserves the right to refuse any advertisement, even though accepted and pre-paid, or to make any alterations deemed necessary.
- Proofs of advertisements will be submitted on request. Once the proof has been agreed and signed by the advertiser (or their agent or representative) no further alterations can be entertained, except by agreement with the publisher at the advertiser's expense.
- Notice of cancellation of advertisements must be received at least 20 working days prior to publication. Non-compliance with the above cancellation time will incur the full cost of the space booked.
- It is the responsibility of the advertiser to check the correctness of each insertion of an advertisement. No responsibility can be assumed for the repetition of an error in the advertisement ordered for more than one insertion unless notification is received by the publisher immediately an error occurs.
- All advertisements are accepted and published on the understanding that the advertiser is authorised to publish the contents of the advertisement. The advertiser will indemnify the publisher against all actions, claims, demands, costs and expenses which might be taken out or made against the publisher or may be incurred or become payable by the publisher in respect of or arising out of each advertisement.
- While every care is taken, the publisher is not responsible for damage of artwork or photographs or any other advertising material.
- Prices published by the Chameleon Group Limited are subject to revision at any time and orders are accepted on the condition that the price binds Chameleon Group Limited only in respect of the period specified in the applicable rate card. Prices are exclusive of GST. Credit accounts must be settled within 14 days of the invoice date. Interest will be charged monthly on overdue accounts at the rate of 2.5% above base rate.