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

1. The magazine is distributed both in the Channel Islands and across the City, so your business can reach a national and international audience.

2. Our 'special editions' provide clearly targeted advertising opportunities.

3. Advertorials give you more ways of getting your message across.

4. Advertisers are regularly asked for comment in our editorial features, letting you demonstrate your expertise.

5. Our website and daily email can help your business access a global market.

WE ALSO DO

Events
www.blglobal.co.uk/Events
WHAT IS BUSINESSLIFE?

Businesslife is a Channel-Islands based, bi-monthly business and lifestyle magazine that is distributed widely in Jersey and Guernsey 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.

We run two ‘special editions’ during the year, which focus on Wealth and Funds. We also publish an annual City edition, highlighting the strong working partnership between firms in the Channel Islands and London’s Square Mile. 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  Special editions  Online
DISTRIBUTION

Six times a year, Businesslife distributes 10,000 copies, including:

- 7,000 copies at airports, Waitrose stores and business receptions across Jersey and Guernsey
- 3,000 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
WHAT IS CHANNEL ISLANDS AND THE CITY?

*Channel Islands and the City* is an annual publication that will be distributed primarily in the City of London in June 2020 and will be picked up by financial professionals.

The magazine will be published by the team behind *Businesslife*, the most respected business magazine in the Channel Islands, which has been running bi-monthly since 2009.

*Channel Islands and the City* will focus on the finance industries in Guernsey and Jersey, the relationships between the islands and the City, and the business that flows between them.

The magazine will include in-depth articles on a number of existing finance areas, such as funds, trusts, family office, private wealth, corporate and banking. It will also examine where future business may grow, not least in the area of cryptocurrencies and technology.

It aims to reflect the thoughts, vision, intellect and excellence of business professionals in the Channel Islands and act as a forum to send that message globally.

The relationship between the Channel Islands and the City has never been more important. It is the intention of this magazine to show exactly what Guernsey and Jersey have to offer.
DISTRIBUTION

Channel Islands and the City will have a print run of 10,000 copies:

- 8,000 copies will be distributed in business locations in the City of London and select UK airport lounges
- 2,000 copies will be available in business receptions and airports in Guernsey and Jersey
- For the full City distribution list, please contact Carl Methven – carl.methven@blglobal.co.uk
ASIA EDITION

Get involved in our inaugural Asia edition, launching in H2 2020

Asia Pacific has emerged as the home of some of the fastest growth in wealth ownership in recent years. Channel Islands firms have long anticipated this trend. Guernsey Finance established a representative office in Shanghai in 2007, while Jersey Finance has been promoting opportunities for the island’s finance industry in Asia since the mid-2000s and opened a Hong Kong office in 2009.

In Businesslife’s inaugural annual Asia edition, we will be exploring the needs and concerns of the growing group of Asian wealth owners, showcasing the Channel Islands’ fiduciary expertise, and highlighting Jersey’s and Guernsey’s links with the Asia Pacific market.

Don’t miss your chance to get involved. Contact us now for editorial and/or advertising opportunities:

• For editorial queries, contact jon.watkins@blglobal.co.uk
• For advertising, contact carl.methven@blglobal.co.uk
Our advertising options mean that you can promote your business in the way that best suits your marketing goals. Choose from:

**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.
Advertising

**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 or via FTP (details can be provided).

**Requested positions**
- Inside front cover: £2,095
- Inside back cover: £1,995
- Prime position: £1,995
- Back cover: £2,415

**Please note:**
All measurements are in millimetres.
ADVERTISING: THE DIRECTORY

The BL Directory is the essential reference tool for people looking for companies in the Channel Islands. With both a print version in the magazine and an extensive, searchable directory online, you can target potential new clients both closer to home and further afield.

Costs

Magazine (includes free online entry)

Twelve-month booking (six inclusions):
Package cost: £1,200
Cost per issue: £200

Online Directory only: £150 for 12 months

Print

DIRECTORY

Deloitte

www.blglobal.co.uk
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
  - Size (in pixels) 728w x 90h

- **Vertical side banner**
  - £375 per month
  - Size (in pixels) 160w x 600h

- **Footer banner**
  - £265 per month
  - Size (in pixels) 728w x 90h

- **Small vertical banner**
  - £265 per month
  - Size (in pixels) 160w x 260h

**Daily email**

- **Large banner**
  - £750 per month
  - Size (in pixels) 610w x 250h

**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 – the numbers are increasing all the time.

[WWW.BLGLOBAL.CO.UK](http://www.blglobal.co.uk)
PUBLISHING SCHEDULE 2020: MAGAZINE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL EDITION</th>
<th>AD SALES DEADLINE</th>
<th>AD ARTWORK DEADLINE</th>
<th>PUBLISHING DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>66 - FEBRUARY/MARCH</td>
<td></td>
<td>17 JANUARY</td>
<td>24 JANUARY</td>
<td>7 FEBRUARY</td>
</tr>
<tr>
<td>67 - APRIL/MAY</td>
<td>WEALTH</td>
<td>13 MARCH</td>
<td>20 MARCH</td>
<td>3 APRIL</td>
</tr>
<tr>
<td>68 - JUNE/JULY</td>
<td></td>
<td>15 MAY</td>
<td>22 MAY</td>
<td>5 JUNE</td>
</tr>
<tr>
<td>CITY EDITION</td>
<td></td>
<td>22 MAY 2020</td>
<td>29 MAY 2020</td>
<td>12 JUNE 2020</td>
</tr>
<tr>
<td>69 - AUGUST/SEPTEMBER</td>
<td></td>
<td>10 JULY</td>
<td>17 JULY</td>
<td>3 AUGUST</td>
</tr>
<tr>
<td>70 - OCTOBER/NOVEMBER</td>
<td>FUNDS</td>
<td>11 SEPTEMBER</td>
<td>18 SEPTEMBER</td>
<td>2 OCTOBER</td>
</tr>
<tr>
<td>71 - DECEMBER/JANUARY</td>
<td></td>
<td>13 NOVEMBER</td>
<td>20 NOVEMBER</td>
<td>4 DECEMBER</td>
</tr>
<tr>
<td>ASIA EDITION</td>
<td></td>
<td>TBC - 2H 2020</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

HOW TO BOOK
For further information about advertising in Businesslife, please contact:

Carl Methven
+44 (0)1534 615886
+44 (0)7797 796377
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.