

Bringing business to life



MEDIA PACK 2016

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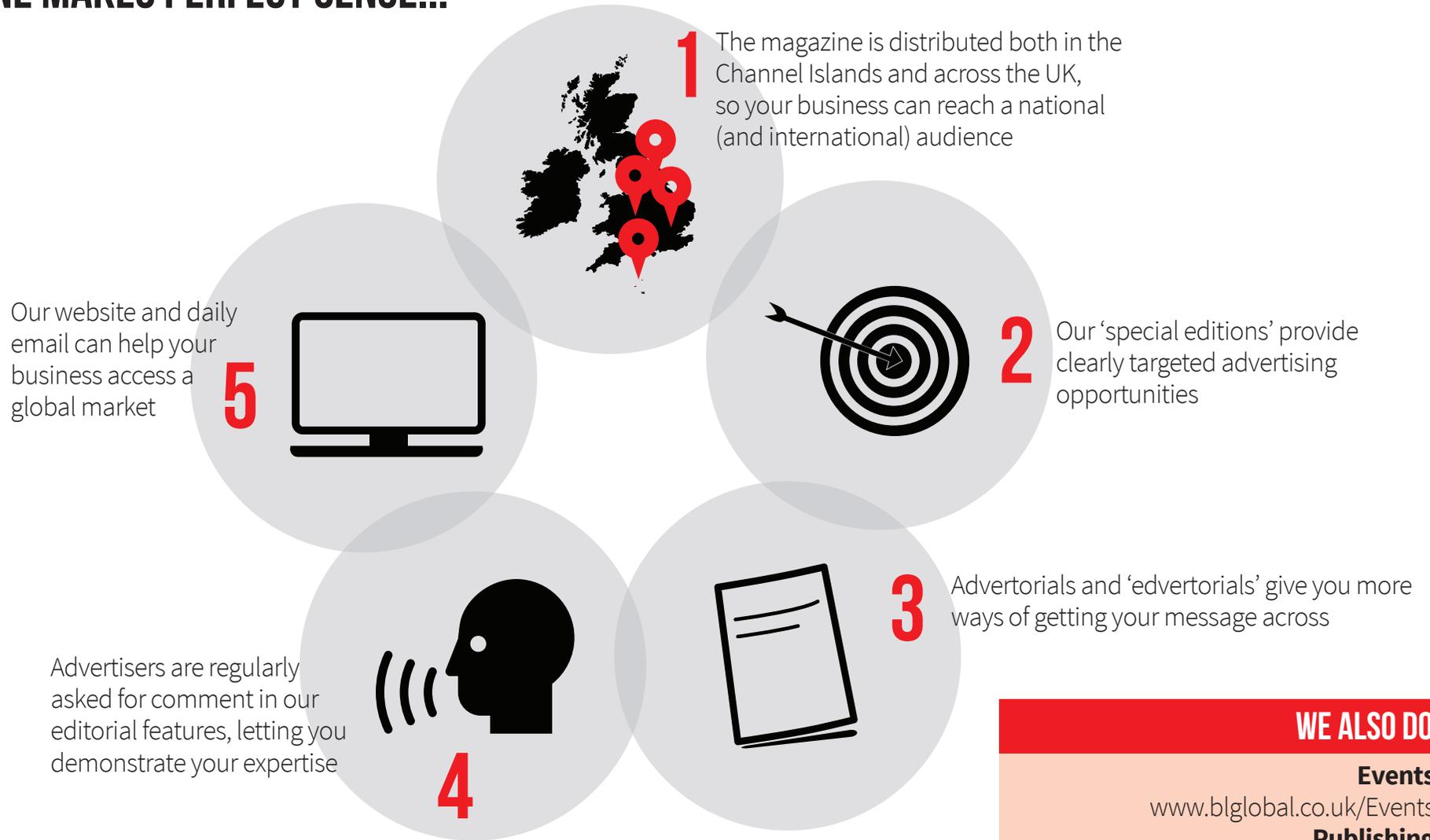


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FIVE REASONS WHY PARTNERING WITH BL MAGAZINE MAKES PERFECT SENSE...



WE ALSO DO

Events

www.blglobal.co.uk/Events

Publishing

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Training

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WHAT IS BL MAGAZINE?

At its core, BL magazine 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. All issues of the magazine include specific sections featuring finance, business and property, as well as individual Jersey and Guernsey sections, providing 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

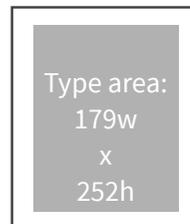
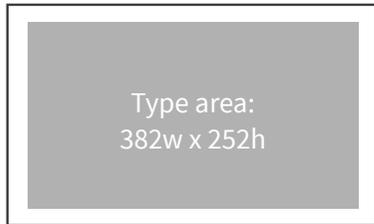
Six times a year, BL magazine distributes 12,000 copies, including:

■ 6,000 copies from lounges and public areas in airports across the UK and in the Channel Islands

■ 6,000 copies in hotels, business receptions and Waitrose stores in Jersey and Guernsey

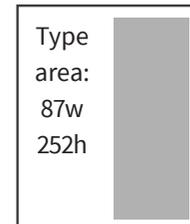
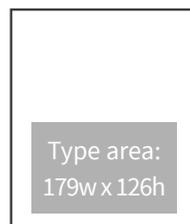
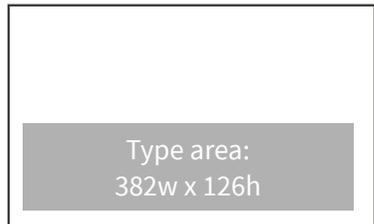


ADVERTISING: MAGAZINE



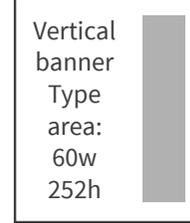
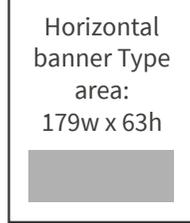
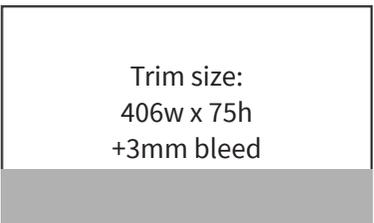
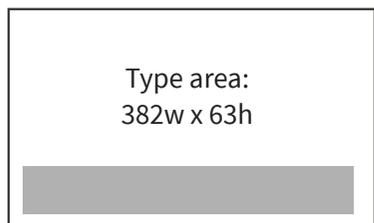
Double page spread:
£2,415

Full page:
£1,655



DPS Half Page:
£1,430

Half page:
£985



DPS strap:
£995

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:

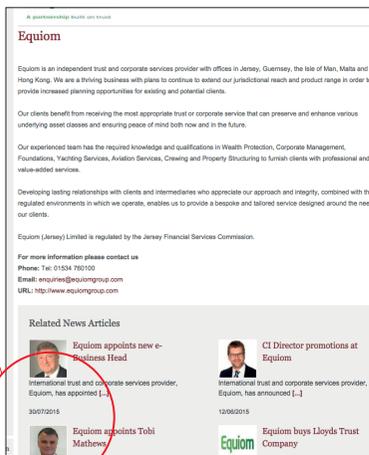
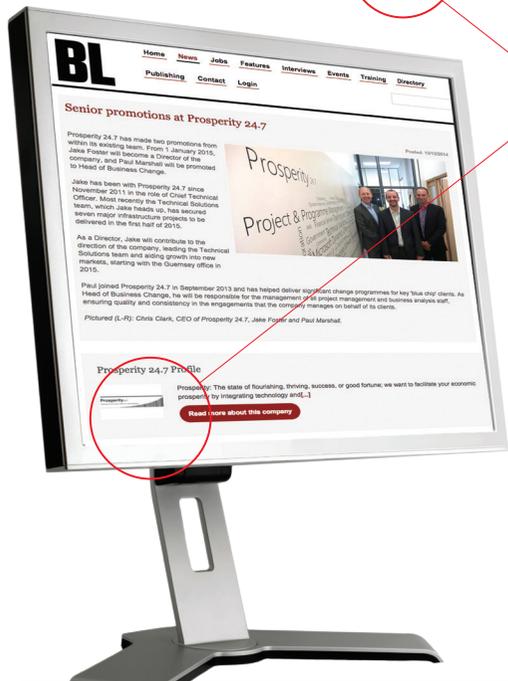
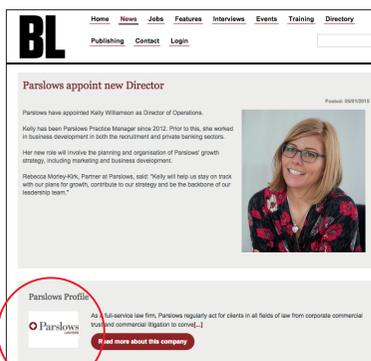
All measurements are in millimetres.



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.

Online



Costs:

Magazine
(includes free online entry)

Twelve-month booking
(six inclusions):

Package cost: **£1050**

Six-month booking
(three inclusions):

Cost per issue: **£175**

Package cost: **£705**

Cost per issue: **£235**

Online Directory only:
£150 for 12 months

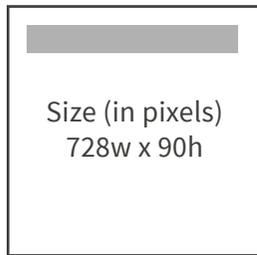
Print



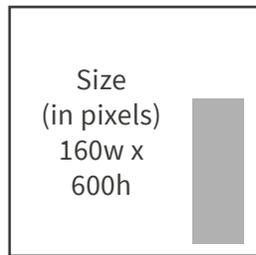
ADVERTISING: DIGITAL

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.

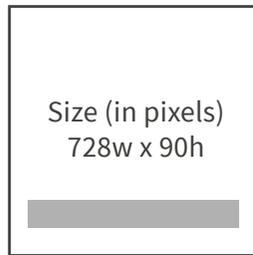
Online



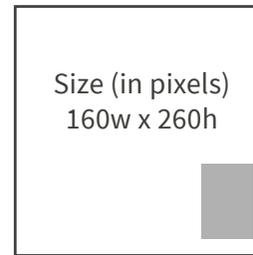
Leader banner
£450 per month



Vertical Side banner
£375 per month

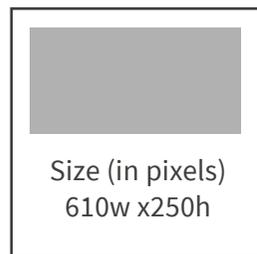


Footer Banner
£265 per month



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 4 clients at any one time



Contact Carl Methven through the details on page eight for our most up-to-date website 'hit' numbers, email distribution figures and advertising availability, as numbers are increasing all the time.

PUBLISHING SCHEDULE 2016: MAGAZINE AND SUPPLEMENTS

ISSUE	THEME	AD SALES DEADLINE	AD ARTWORK DEADLINE	PUBLISHING DATE
42 – JANUARY/FEBRUARY		27 NOVEMBER	4 DECEMBER	29 DECEMBER 2015
43 – MARCH/APRIL		5 FEBRUARY	12 FEBRUARY	7 MARCH
44 – MAY/JUNE	WEALTH EDITION	1 APRIL	8 APRIL	2 MAY
45 – JULY/AUGUST		3 JUNE	10 JUNE	4 JULY
46 – SEPTEMBER/OCTOBER		5 AUGUST	12 AUGUST	5 SEPTEMBER
47 – NOVEMBER/DECEMBER	FUNDS EDITION	30 SEPTEMBER	7 OCTOBER	31 OCTOBER
48 – JANUARY/FEBRUARY 2017		25 NOVEMBER	2 DECEMBER	28 DECEMBER

HOW TO BOOK

For further information about advertising in *BL magazine* please contact:

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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 condition 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 his 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 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.