

**Product Specification for B4:**

**B4** gives Oxford's business community a voice.

**B4** is about the people who make Oxford's businesses tick.

**B4** is designed to put business people in touch with each other, let them share their business experience and make the region a richer place in which to live and work.

**B4** does what it says on the cover.

**B4 – Building Bridges Between Business**

**Copies** 7,500

**Circulation** 3,000 mailed direct to businesses  
3,000 delivered in bulk to selected businesses  
1,500 allowance for subscriptions and public display

**Web Version** Complete magazine replicated on-line with dedicated web site to provide updated Oxfordshire business news

**Target Audience** Business Decision Makers

**Frequency** Quarterly

**Pages** 4 pages cover plus 56 pages text

**Size** A4 Portrait, finished size

**Colour** Full colour throughout

**Materials** Cover, 200gsm gloss (gloss laminated), 130gsm gloss text

**B4 ADVERTISING RATES:**

Price per Issue	Editorial	Display Advert
Full Page	£750	£500
Double Page Spread	£1150	£900
Back Page	n/a	£1000
Centre Spread (2 pages)	£1500	n/a
Half Page	n/a	£300
Quarter Page	n/a	£225

Discounts available for multiple issue bookings

See sponsorship rates on the following page

**COPIES & SUBSCRIPTIONS**

Product	Copies	Copies	Copies	Copies	Subscription (1 year) 4 Issues
B4	1 - 10	11 - 20	21 - 50	50+	
Price each copy	£2.75	£2.50	£2.25	£2.00	£10.00

**Sponsor Proposals for B4 (to encompass 4 issues)****Platinum Sponsor Benefits****£5,000 + VAT per annum**

- Contents page credit
- 2 page presence per issue (either advert or editorial) to be agreed with the Editor
- Access to Editorial Team regarding future content
- Additional promotion of sponsor throughout publication where appropriate
- We will mail up to 200 copies of **B4** to recipients of your choice
- Key sponsor web presence and hyperlink
- Presence on E-Newsletter, 1 per month.

**Gold Sponsor Benefits****£2,400 + VAT per annum**

- 1 page advert per issue
- 1 page of editorial per annum to be agreed with Editor
- Key sponsor web presence and hyperlink
- Presence on E-Newsletter, 6 per annum.

**Silver Sponsor Benefits****£1,400 + VAT per annum**

- Half page advert per issue
- Full page of editorial per annum to be agreed with Editor
- Key sponsor web presence and hyperlink
- Presence on E-Newsletter, 4 per annum.

**Bronze Sponsor Benefits****£700 + VAT per annum**

- Quarter page advert per issue
- Key sponsor web presence and hyperlink
- Presence on E-Newsletter, 2 per annum.

**B4 ADVERT SPECS:**

<b>Quarter Page:</b>	97mm x 144mm - Portrait
<b>Half Page:</b>	Bleeding square up to the page edge 210mm x 148mm + 5mm Bleed around all sides - Landscape
<b>Full Page:</b>	Bleeding square up to the page edge 210mm x 297mm + 5mm Bleed around all sides - Portrait
<b>Double Page:</b>	Bleeding square up to the page edge 420mm x 297mm + 5mm Bleed around all sides - Portrait

**SUPPLYING LOGOS & ARTWORK:**

**Colour:** All artwork must be supplied in CMYK not RGB or Pantone. If you have specific Pantone numbers we will match to the nearest CMYK colour.

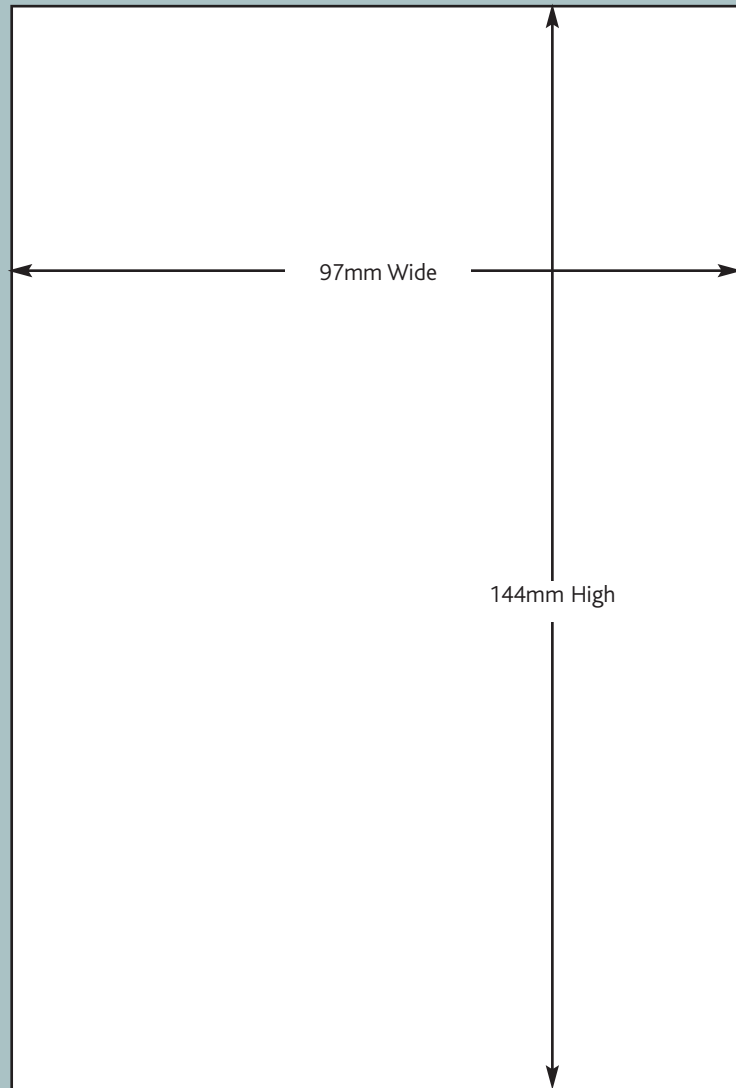
**Photo's / Images:** Please supply as Jpeg or Tiff. Images will be converted to CMYK if they aren't already in this format, this can cause changes in colour, so please be aware of this when sending.

**If supplying by:**

<b>Illustrator</b>	Images (CMYK 300dpi only) to be supplied unless embedded in the file. Fonts to be supplied unless turned into line art.
<b>Illustrator EPS</b>	Eps files need a Preview, fonts and images (CMYK 300dpi only) embedded.
<b>Freehand</b>	Images (CMYK 300dpi only) to be supplied unless embedded in the file. Fonts to be supplied unless turned into line art.
<b>Freehand EPS</b>	Eps files need a Preview, fonts and images (CMYK 300dpi only) embedded.
<b>Photoshop</b>	Please supply as 300dpi and CMYK (Supply all fonts unless flattened).
<b>PDF</b>	Please supply as High Res Print Ready file in CMYK colour.
<b>QuarkXpress</b>	If supplying artwork in Quark, please include all fonts and images (CMYK 300dpi)

NOTE: In all cases if artwork includes pictures, please include them with the artwork, unless already embedded. Also any fonts included in the artwork must be supplied, unless they have been converted to lines.

Quarter Page  
Advert  
97mm x 144mm  
Portrait  
Full Colour

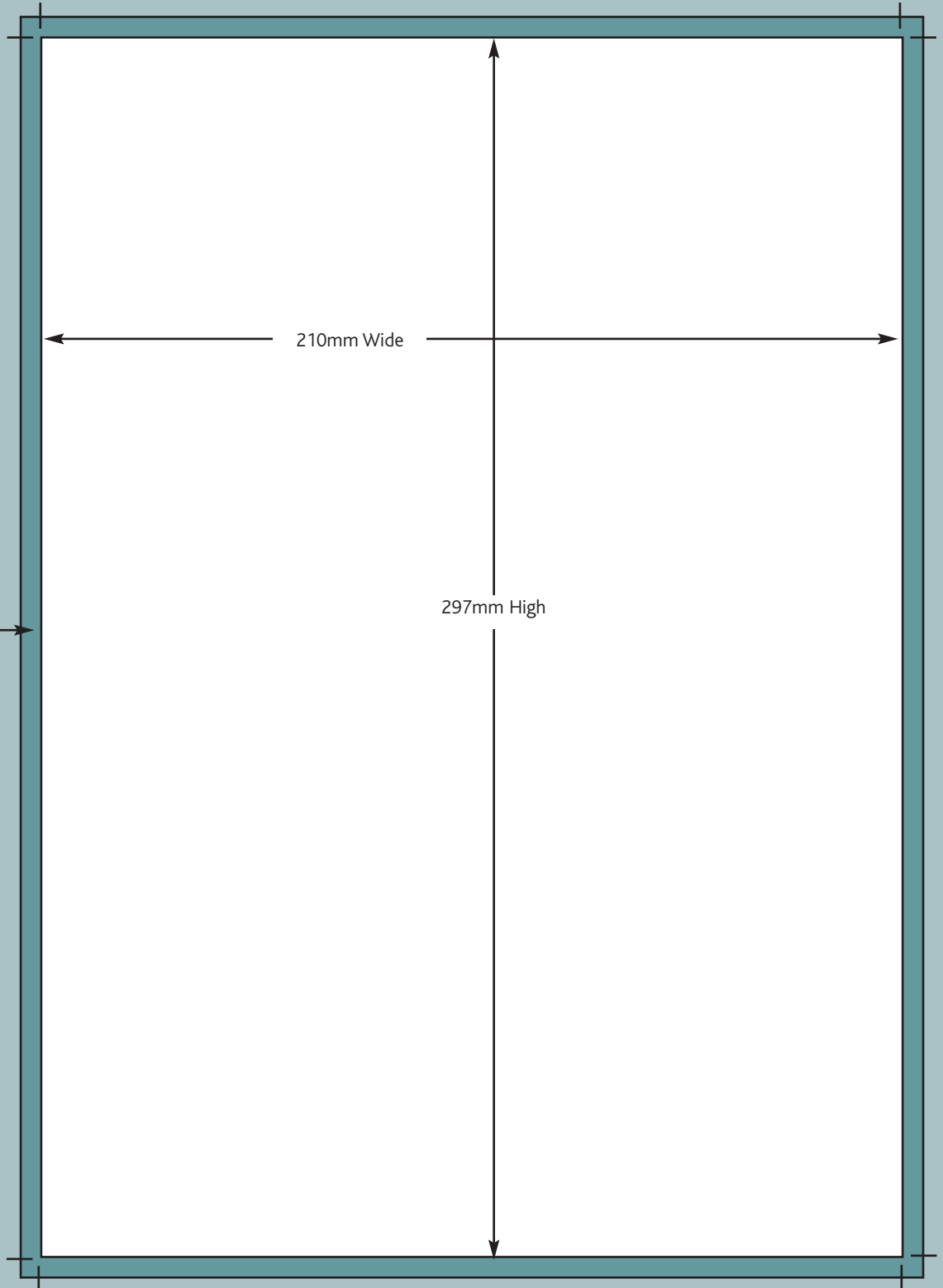


### Full Page Advert Bleeding to edge of page

210mm x 297mm + 5mm  
Bleed all round. (Bleed is the  
area trimmed off at the  
printers and must be added  
to all adverts that will run  
up to the edge of the page)

Full Colour

5mm Bleed to be added  
on each side of the Ad

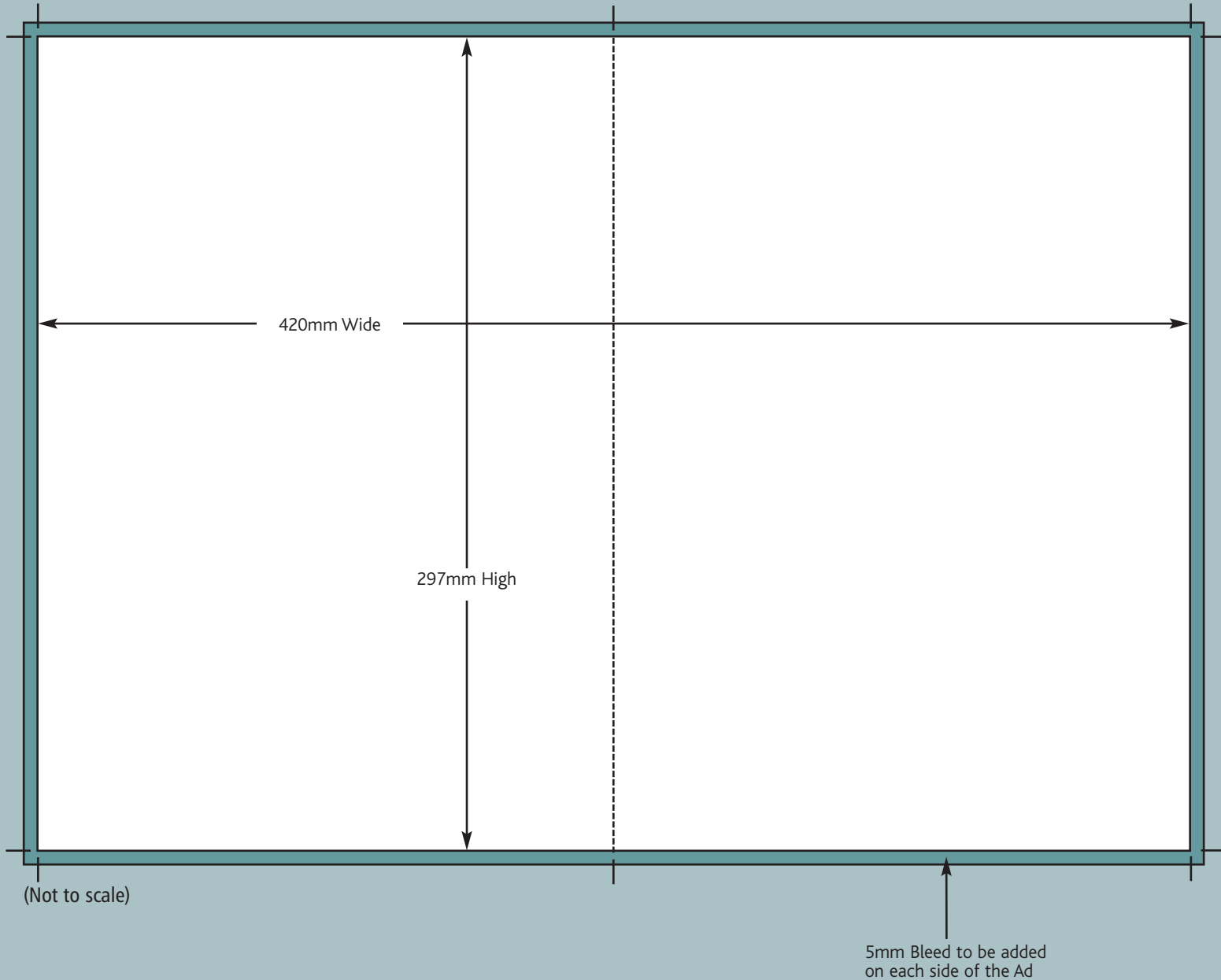


(Not to scale)

### Double Page Spread Advert Bleeding to edge of page

420mm x 297mm + 5mm Bleed all round. (Bleed is the area trimmed off at the printers and must be added to all adverts that will run up to the edge of the page)

Full Colour



### Half Page Advert Bleeding to edge of page

210mm x 148mm + 5mm  
Bleed all round. (Bleed is the  
area trimmed off at the  
printers and must be added  
to all adverts that will run  
up to the edge of the page)

Full Colour

