

Business Worldwide

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MEDIA KIT

2014/15

The Definitive Guide for Dealmaker Intelligence





ABOUT BUSINESS WORLDWIDE

Business Worldwide is a leading source of business and dealmaker intelligence throughout the world. Its bi-monthly print and online magazine format, enables corporate dealmakers to track the most vital trends and developments affecting Mergers and Acquisitions, Private Equity and Venture Financing, Business Law, Banking and Finance, and regional markets including Asia, Latin America and EMEA.

OUR CONTENT

In each issue of Business Worldwide, you will find business and professional advisory insight, news commentary, essential market intelligence and analysis of the international marketplace, as well as timely, thought-provoking, high-quality editorial features. Our regular sections include regional, sector and specialist reviews, deal diary, expert contributors, IPO & M&A activity, and interviews with dealmakers responsible for doing the deals that move markets and shape the global corporate economy.

OUR READERSHIP

With a global circulation of 62,240 decision makers actively involved in a broad spectrum of deals. Business Worldwide is one of the most authoritative voices in the market place today. Read by Public & Private companies/PLC - CEO/CFO, in-house legal teams, captains of industries, corporate lawyers & managing partners, corporate bankers, private equity and institutional Investors alike, our content, editorial and insight is 'on trend', up to date and very relevant to today's business leaders.

WHY WE'RE DIFFERENT

Business Worldwide's sophisticated editorial voice delivers penetrating and vital insight combined with practical guidance on global strategy, mergers, acquisitions, corporate restructuring, privatisations and more. Making us an essential companion to dealmakers across the globe.



“A TARGETED AUDIENCE
OF KEY INFLUENCERS
AND DECISION MAKERS”

Business Worldwide has a global audience unlike any other, with a global circulation of 62,240 decision makers and market movers and shakers. Clients and advertisers can engage with a global mix of Individuals, corporate bodies and advisors from all sectors around the world including

- **CEOs, CFOs and Operations Directors of Public or Private companies and PLCs:** leaders in corporate development, financing and deal-making strategies.
- **Private Equity and institutional investors:** senior Investment Directors and portfolio managers involved in the investing and raising of private equity and of venture capital funds.
- **Banks, Financial Advisory Firms, Fund Managers and Asset Based Lenders:** senior lenders and brokers involved in providing financial solutions to global businesses, including for M&A transactions.
- **Lawyers, Financial Advisors and Specialist Consultants:** key senior level strategic advisers involved in global deal-making, (pre and post-deal structuring and negotiating phases), corporate lawyers, in house legal professionals, tax and accountancy specialists, financial advisers, management and operational consultants.

62,240+ INDIVIDUALS

Mid market & SME public & private Business

Private Equity and venture capitalist firms

Private and Institutional investors

Corporate Lawyers Partners & Managing Partners

Banks leveraged commercial & acquisition finance

In house company legal professionals

Financial advisory & Accountancy Firms

Insurance & Due Diligence specialists

Investment and fund managers

Internal regulators and Compliance officers

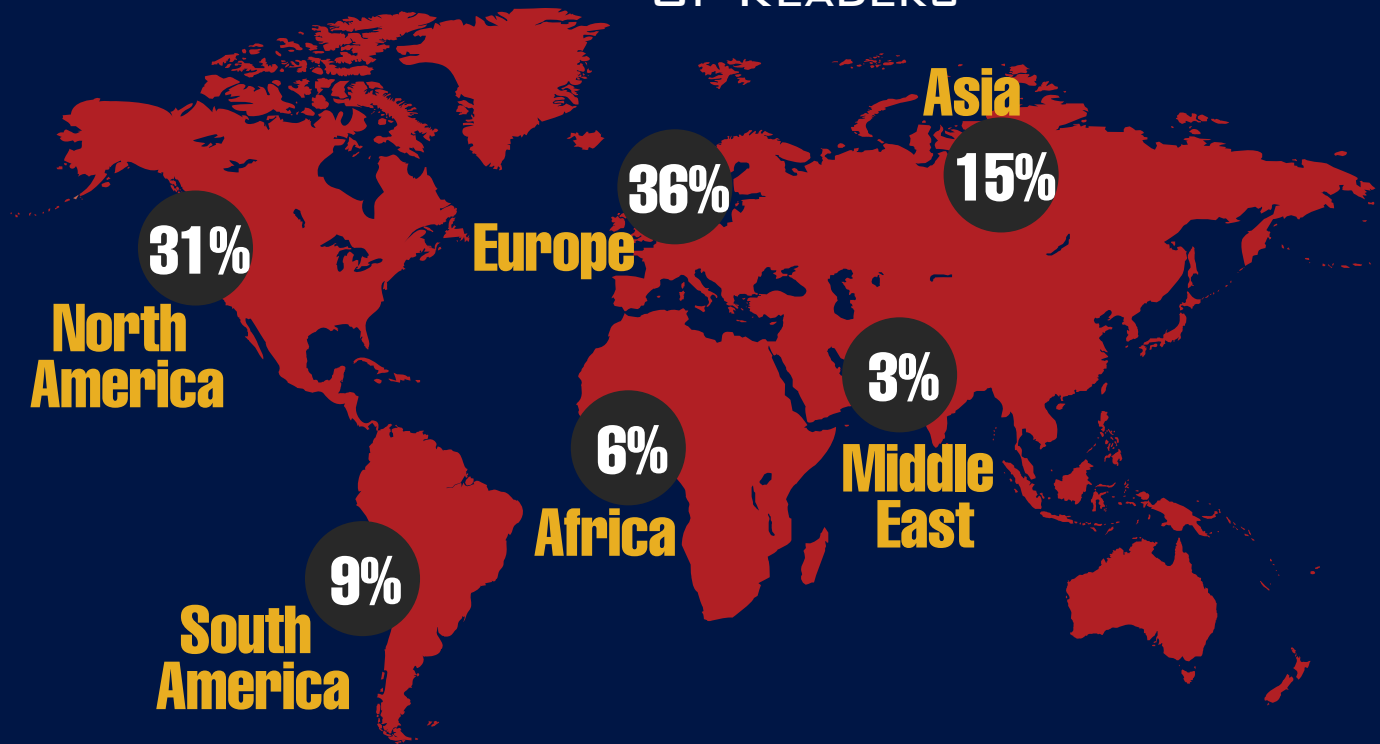
Public relations and brand manager

Government institutions and Public sector organisations

STATISTICS & DEMOGRAPHICS

MEDIA KIT
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GEOGRAPHICAL BREAKDOWN OF READERS



READERSHIP SECTOR



VERTICAL DISTRIBUTION/ READERSHIP PROFILE



In each edition we cover

A comprehensive cover story, covering a major development that effects the way that you do business.

Trend tracking, following the major evolution of each global market as it moves through macroeconomic changes.

Corporate finance, covering every aspect of corporate matters, including treasury, transactions and corporate governance.

Law, keeping a close eye on business law in every major market.

Market intelligence, talking to the people who matter and getting the inside take on the latest in all the global markets.

Business insight, following the top business strategists and gauging their achievements around the globe.

Deal commentary, tracking the dealmakers, advisors, and banks that are setting market trends. We zero in on the deals that matter and talk to the people who are making them happen.

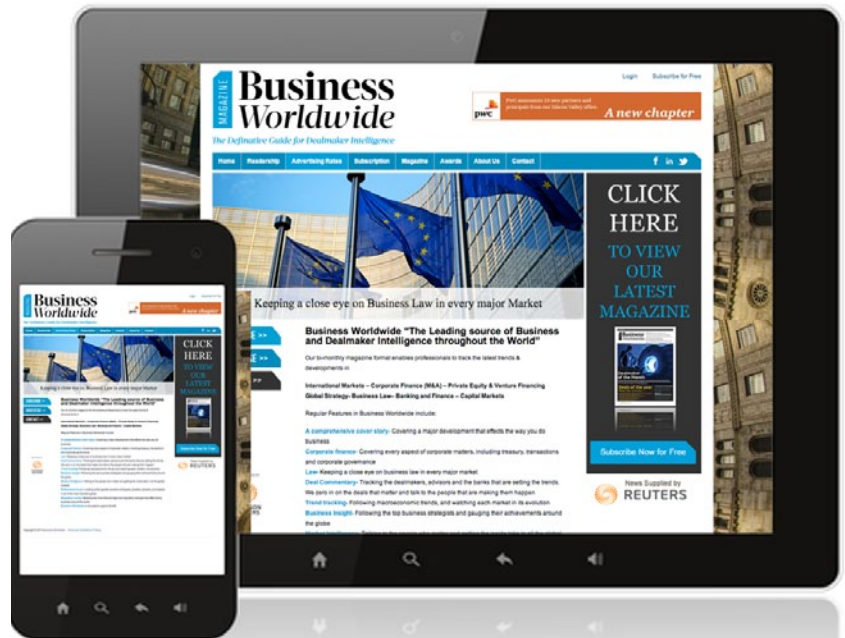
Trading around the world, following macroeconomic trends, and watching each market in its evolution.

Governments at work, keeping an eye on the legislators and regulators who are making business conditions change.

Regulatory review, selecting the most relevant legal and regulatory changes that affect doing business around the world.

Professional issues, looking at the specific concerns of lawyers, bankers, advisors, and dealers in all of the most important global markets.

Editorial that is informed and informative, taking what's vital to successful global business. Business worldwide delivers expert analysis of global business news mixed with dealmaker commentary along with penetrating insight on the key issues that are vital to the global corporate audience.



WHY ADVERTISE

Business Worldwide is a leading business intelligence magazine for decision makers and market movers and shakers, involved in a broad spectrum of successful industries. Our digital and print format options, high quality content and sophisticated readership make Business Worldwide your key advertising and marketing tool for reaching C-Suit Executives who are currently researching the market and seeking strategic business intelligence.

Getting your message across in the magazine either by advertising or through informative advertorials puts you at the forefront of C-Suit Execs, Top level investors, Financiers, Business leaders, Captains of industries, and In-house legal teams.

The magazine design and layout befits our audience's high expectations and is only rivalled by the best design agencies in the world giving your brand or service the exposure, impact and relevance it truly deserves. Whatever message you need to put across to our audience, Business Worldwide will give you the access your business, brand or service truly deserves. Whichever way you want to engage with our audience, you'll find Business Worldwide will become a regular part of global marketing strategy quite quickly.

**IN EVERY ISSUE WE INVITE THE
MARKET LEADING AND MOST
RESPECTED ASSOCIATIONS TO
BE A PART OF THE MAGAZINE.**



SPECIFICATIONS, GRAPHICS & AD SIZES



DISPLAY AD RATES

Double Page Spread • £5,900

Single Premium • £4,650

Single • £3,500

Inside Front Cover DPS • £7,950

Second DPS Position • £6,700

Outside Back Cover • £8,950

Inside Back Cover • £5,650

Extra copies (60) • £1,000

AD SIZES

DOUBLE PAGE SPREAD



COVER - FULL PAGE



TECHNICAL SPECIFICATIONS

DPS: Supply as two single page PDF files. Allow 10mm for bleed, 5mm for gutter on the inside edge and 10mm text/image clearance.

- Full page: Bleed 286 x 216mm; Trim 280 x 210mm; Type 243 x 186mm Technical data
- Files supplied as a print ready PDF or TIF with all fonts embedded
- All pictures or logos saved as high resolution, 300dpi or lower and at 100%
- CMYK, no spot colours
- Supply all files with a colour proof
- Artwork requiring further production may levy further charges which will be pre-quoted prior to production.

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