



## **In A Nutshell**

Launched:	1999
Circulation:	20,346
Frequency:	Monthly (10 issues per year)
Audience:	Members of the CBI. Senior Decision-Makers in Companies with 200+ Employees

## **History**

Business Voice is the official magazine of the Confederation of British Industry (CBI) and launched in 1999.

The CBI is Europe's largest business lobby and helps to create and sustain the conditions in which businesses in the UK can compete and prosper.

## **Concept**

Business Voice sits at the intersection of business and politics, and is the CBI's premier channel for communicating its news and policies to its members. It features the only regular monthly column from CBI Director-General Richard Lambert.

The CBI's global recognition ensures exclusive interviews with the world's leading business and political figures. Recent interviewees include Sir Stuart Rose, David Milliband, Philippe Varin and George Osbourne.

## **Readership**

Business Voice occupies a unique position as the only business magazine that targets executives and directors of medium to large businesses (200+ employees).

74% of readers are CEOs/ Chairmen/ MDs/ Directors

68% of readers work for companies with 200+ employees

51% of readers work for companies with 500+ employees

80% of the FTSE 100 are members of the CBI

75% of the FTSE 500 are members of the CBI

The readership is 100% requested and goes only to full members of the CBI. The ABC audited monthly circulation is 20,998 and furthermore we publish additional copies to coincide with a series of high-profile corporate events.

## **Advertising rates:**

<b>DPS</b>	<b>Page</b>	<b>½ Page</b>	<b>¼ Page</b>	<b>Inserts</b>
£7,980	£4,410	£2,730	£1,890	£150 cpt

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