

# REALBUSINESS

www.realbusiness.co.uk



## In A Nutshell

Launched:	1997
Circulation:	41,136
Frequency:	Monthly (10 issues per year)
Audience:	Senior Decision-Makers in Companies with 10-500 Employees

## History

Caspian Publishing was founded in 1996 and launched Real Business in March 1997. We are privately owned, based in Kings Road, Chelsea and employ 65 people. Caspian was recently featured in the Sunday Times Top 100 Fast-Track Companies.

## Concept

Real Business is a magazine for entrepreneurs, by entrepreneurs. In line with our readers, we strive to be bold and innovative. Real Business is read by each of the 1,000 fastest-growing SME's in the UK and offers informed, insightful and jargon-free editorial. The magazine is published monthly and targets MDs and Directors of UK-based companies with 10-500 employees.

*"For entrepreneurs the best British read is Real Business."* **Luke Johnson – Chairman, Channel 4 and founder of Signature Restaurants (The Ivy, J. Sheekey and Le Caprice)**

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[www.realbusiness.co.uk](http://www.realbusiness.co.uk)

## Readership

Real Business has an ABC-audited circulation of 41,136 and this is 100% requested.

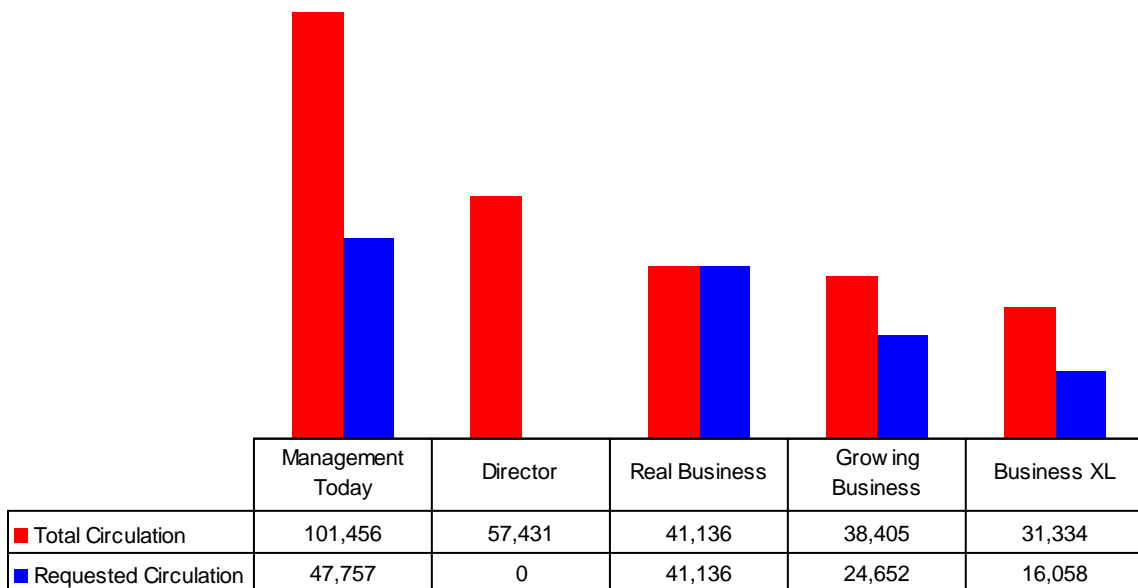
68% of readers are CEOs/ Chairmen/ MDs/ Directors

61% of readers set up their own company

51% of readers have been influenced in a business decision by Real Business

*More MDs request Real Business than any other publication.*

## Position In The Marketplace



Source: ABC 2008

*Real Business is the only 100% requested magazine in the SME marketplace*

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## Events

In April we hold the Entrepreneurs' Summit, featuring the UK's most successful and highest profile entrepreneurs.

The Annual Growing Business Awards has been recognising entrepreneurial achievement since 1999, and this is the biggest gathering of A-list entrepreneurs in Britain.

Every June, we host the First Women Awards, a celebration of pioneering businesswomen in the UK

RealBusiness.co.uk is the leading supplier of news, comment and analysis for and about the UK SME market and the hub of an online business community.

E-mail Marketing. Through our portfolio of magazines and our contract relationship with bodies such as the CBI, BSI, CIMA etc. we have an extensive list of senior management and owners of UK businesses. We have regular email newsletters which carry advertising and can create and distribute bespoke emails for advertisers.

## Major Advertisers



**Canon**



## Publishing Dates

First week of cover month

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## Rates (Magazine)

DPS	Page	½ Page	Inserts	Bellyband
£9,350	£5,190	£3,385	£150 cpm	£12,600

### For loose inserts enquiries, please contact:

Gaynor Garton

Tel: 020 3283 4055 [gaynor@square7media.co.uk](mailto:gaynor@square7media.co.uk)

Mark Toland

Tel: 020 3283 4056 [mark@square7media.co.uk](mailto:mark@square7media.co.uk)

### For display advertising, please contact:

Karen Hewitt

Tel: 020 7368 7171 [karen.hewitt@caspiantpublishing.co.uk](mailto:karen.hewitt@caspiantpublishing.co.uk)