

Business Matters

OVERVIEW

Business Matters is a bi-annual publication from The Open University Business School – targeted at senior business figures, in the UK and worldwide.

Business Matters will feature comment from prominent business-leaders, articles on current international research and the latest global management thinking as well as news from international partners across the world.

Since its foundation in 1983, The Open University Business School has been dedicated exclusively to the development of practice-based learning in the field of management and professional education. Our world class learning approach takes business, management and legal education into the very heart of professional practice, enriched by a world wide network of partnerships, and underpinned by leading edge research and a deep understanding of how professionals learn and develop their practice.

BENEFITS OF ADVERTISING IN BUSINESS MATTERS

Highly credible

Associate with the unique and widely recognised Open University brand – currently ranked 157 in the 2007/8 Business Superbrands Poll and partnered with the BBC on series such as The Money Programme

Well-targeted

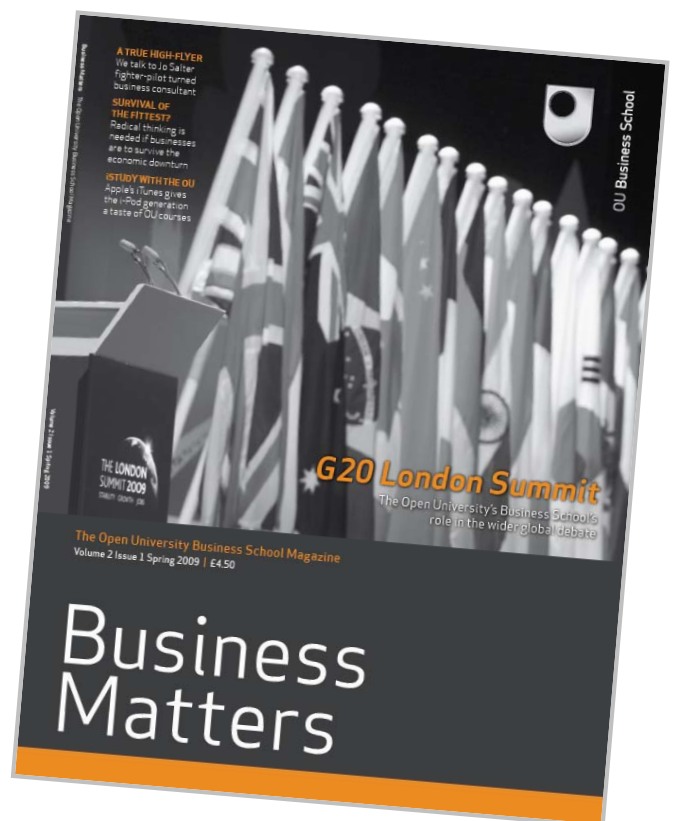
Promote your products or services to leading business professionals as a result of our targeted distribution, both in the UK and internationally

Well-connected

Connect your organisation to management and business communities worldwide – the OU Business School has substantial partnerships that deliver worldwide, including major collaborations in South Africa, Russia, Romania, Ethiopia, Singapore and Kuwait

Research-based

Build awareness of your organisation alongside current international research and the latest global management thinking, from both corporate and academic sources worldwide

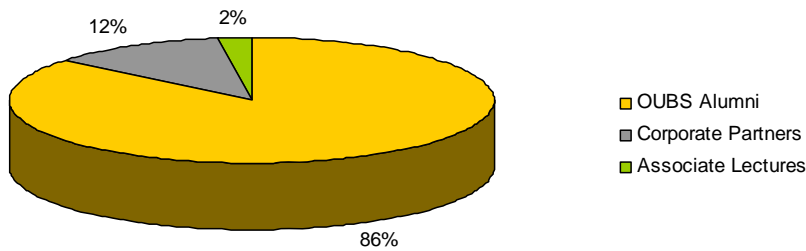


Business Matters

DISTRIBUTION

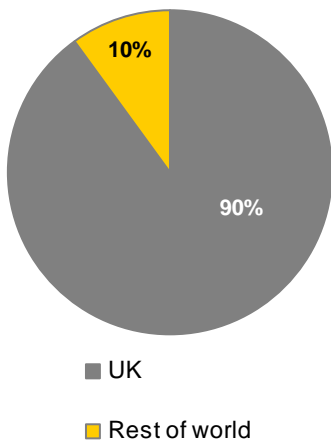
Circulation of *Business Matters* include 45,000 print copies, with a further 35,000 copies being distributed electronically.

PRINT DISTRIBUTION

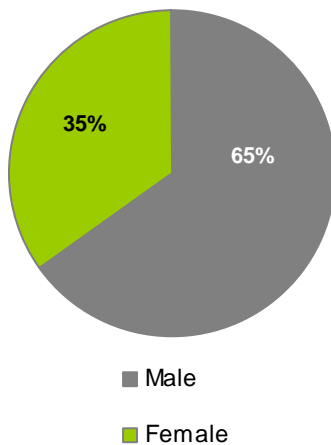


READER PROFILE

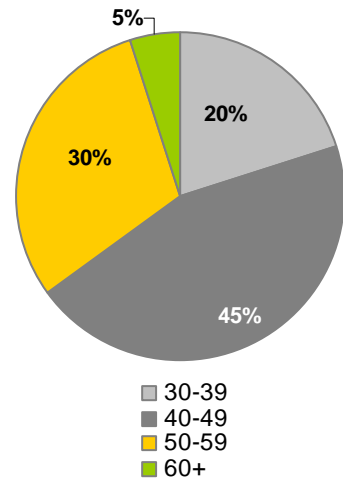
WORLDWIDE DISTRIBUTION



GENDER SPLIT



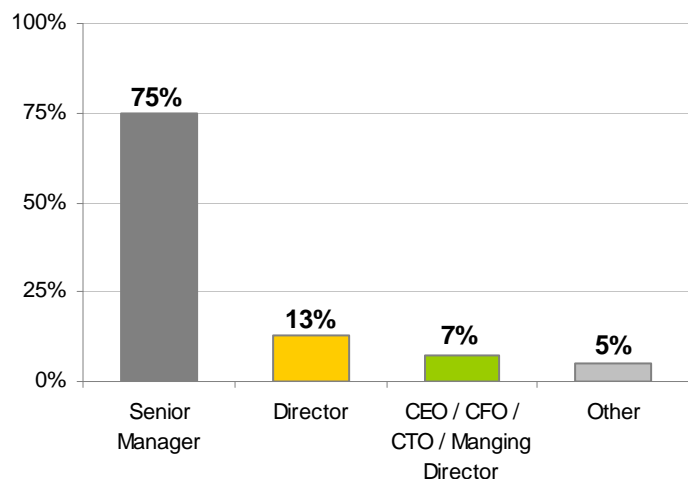
AGE PROFILE



SECTOR

Project Management	18%
Consultancy & Management Services	15%
Sales & Marketing	15%
IT	8%
Technology / R&D	8%
Finance & Banking	7%
Public Sector	7%
Other	7%
Education & Training	5%
Admin & Customer Service	4%
Human Resources	3%
Retail	2%
Legal	1%

JOB TITLE



Business Matters

ADVERT SPECIFICATIONS

Business Matters Format

Page size: 195mm x 260mm
Spread size: 390mm x 260mm

Back Cover Adverts

The maximum advert area for an advert appearing on the outside back cover is:

W 175mm x H 240mm

Inside Front & Back Cover Adverts

The maximum advert area for an advert appearing on either the inside front or inside back cover is:

W 165mm x H 240mm

Internal Single Page Adverts

The maximum advert area for an advert appearing on a single internal page is:

W 165mm x H 228mm

Internal Half Page Adverts

The maximum advert area for an advert appearing on a single internal page is:

W 165mm x H 112.5mm

Internal Quarter Page Adverts

The maximum advert area for an advert appearing on a single internal page is:

W 81mm x H 112.5mm

Please read the technical details for notes on bleeds and crop marks and

TECHNICAL DETAILS

Bleeds & Crop Marks

Due to the position of adverts on the page bleeds are not necessary, however

if the advert uses any elements that run

to the edge of the advert area we would

suggest you supply the advert with a 3mm

bleed to ensure an accurate positioning.

To assist with positioning, all adverts require crop marks to clearly define their edges.

Accepted Formats

Please ensure that your file is suitable for printing at 300dpi and whenever possible at 100% size. All artwork must be set up for CMYK printing.

Artwork containing Pantone colours **cannot** be accepted.

When supplying adverts preferred formats are hi-res print ready PDFs or JPGs.

If you are unable to supply artwork as either a PDF or JPG we are able to accept EPS or Illustrator files, (compatible up to Illustrator CS2).

If you supply artwork in this format please ensure all text is converted to outlines, that all images are embedded, and all colours are set for CMYK.

RATE CARD

Position

Full page	1/2 page	1/4 page
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Outside back cover

£2,500.00	n/a	n/a
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Inside front cover

£2,000.00	n/a	n/a
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Inside back cover

£2,000.00	n/a	n/a
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Internal pages

£1,500.00	£750.00	£500.00
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Loose inserts available to 40,000 UK homes

Ratecard: £55 cpt

CONTACT

square  media

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DATES AND DEADLINES

SPRING 2009 Issue

Advertising deadline	17.04.2009
Insert delivery	05.05.2009
Mailing date	11.05.2009

AUTUMN 2009 Issue

Advertising deadline	09.09.2009
Insert delivery	12.10.2009
Mailing date	15.10.2009

SPRING 2010 Issue

Advertising deadline	14.03.2010
Insert delivery	12.04.2010
Mailing date	15.04.2010