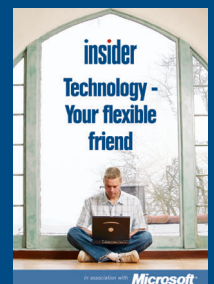


insider

SCOTLAND'S LEADING BUSINESS MAGAZINE



Media Information

Scottish Business Insider
onesixty, 160 Dundee Street,
Edinburgh EH11 1DG
T: 0131 535 5555
F: 0131 220 1203
E: sales@insider.co.uk

Scottish Business Insider Magazine

- 16,878 copies distributed monthly & 540 to Airport Lounges
- Scotland's most requested and respected business magazine – 60% requested/subscribed to
- First published in 1984
- ABC certified (1st July 2006 - 30th June 2007, 16,878 copies + 540 copies publishers declaration)

Insider Events

- The market leader for business events in Scotland
- Current events include:
 - Deals and Dealmakers
 - Corporate Elite Awards
 - Scotland plc Awards

Insider Information Products

- Flagship products are:
 - Insider 500 CD ROM
 - Enterprise 250 CD ROM
 - Deals and Dealmakers Handbook
 - Commercial Property Handbook
 - Conference Venue Handbooks

www.insider.co.uk

SCOTTISH BUSINESS INSIDER

onesixty, 160 Dundee Street
 Edinburgh EH11 1DG
 Switchboard: 0131 535 5555
 Fax: 0131 220 1203

Advertising Manager:

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 E-mail: dhughes@insider.co.uk

Advertising Field Sales Executive:

Eleanor Hunt Tel: 0131 535 5548
 E-mail: ehunt@insider.co.uk

Advertising Sales Executive:

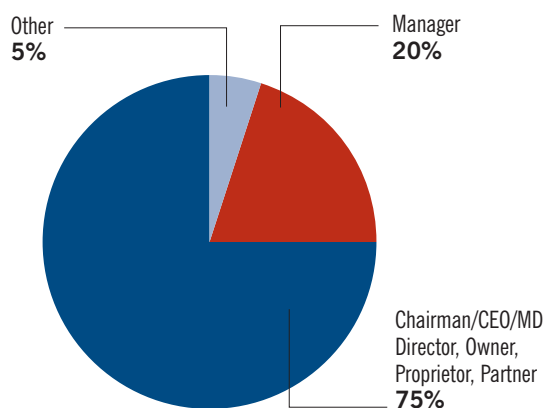
Iain Crail Tel: 0131 535 5501
 E-mail: icrail@insider.co.uk

Editor:

Alasdair Northrop Tel: 0131 535 5524
 E-mail: editor@insider.co.uk

Insider Readers are High Fliers...

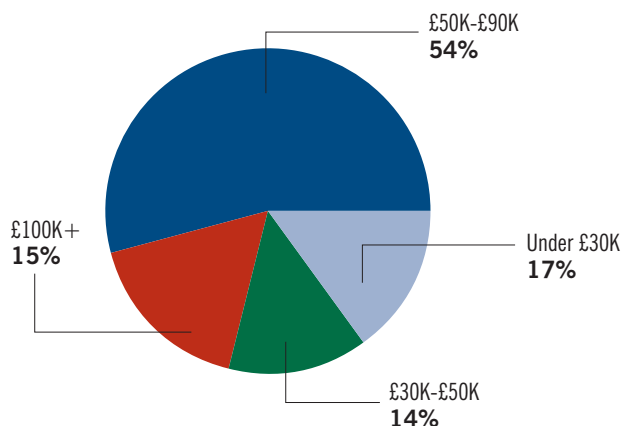
- 75% of Insider readers are CEO's, Directors, Partners or Owners



Source: Axis Media Jul 03

and High Earners

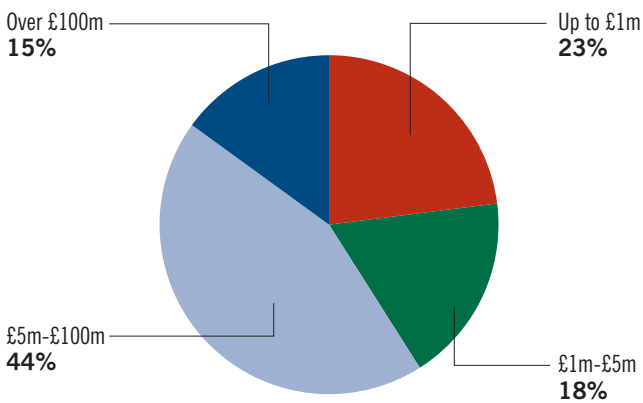
- 54% of Insider readers earn £50 - £90K pa
- 15% earn £100K plus



Source: Progressive Partnership

Insider Reaches Companies of All Sizes (Annual Turnover)

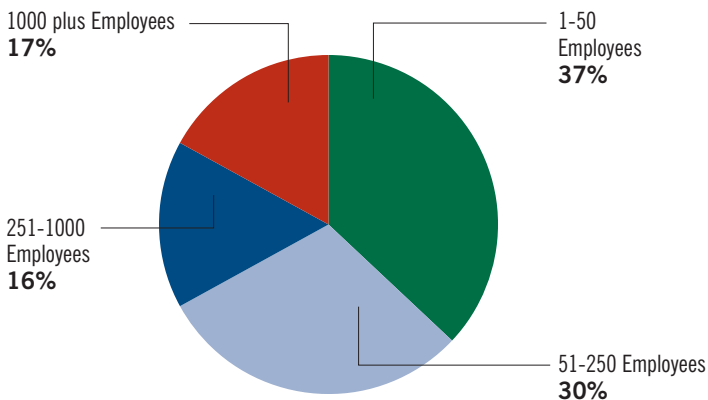
- 41% readers work for SME's with turnover up to £5m
- 59% readers work for larger companies turning over £5m-£100m plus



Source: Axis Media Jul 03

Number of Employees in Scotland

- 37% readers work for SME's with 50 staff or less



Source: Axis Media Jul 03

Insider Circulation

- Insider circulation increased to 16,878* copies circulated monthly
- Insider readership – in excess of 50,000 business people monthly**
- Insider is archived by most readers and constantly referred to over a 12 month period as a business information tool

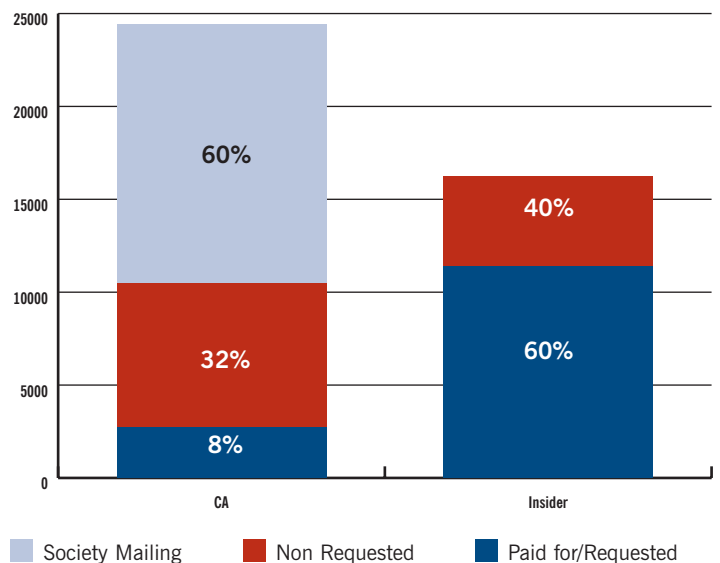
Source: *1st July 2006 - 30th June 2007 **Publishers estimate

Scotland's leading business magazine now available in -

- BMI Diamond Lounge Glasgow Airport
- BMI Business Lounge Glasgow Airport
- Sky Lounge Glasgow Airport
- KLM Lounge Glasgow Airport
- BMI Diamond Lounge Edinburgh Airport
- BMI Business Lounge Edinburgh Airport
- BMI Domestic Business Lounge London Heathrow
- BMI Domestic Diamond Lounge London Heathrow
- BMI Business Lounge Manchester Airport
- BMI Diamond Lounge Manchester Airport

Circulation Comparison

- Insider has one of the highest paid for/requested figures of any business magazine in the UK

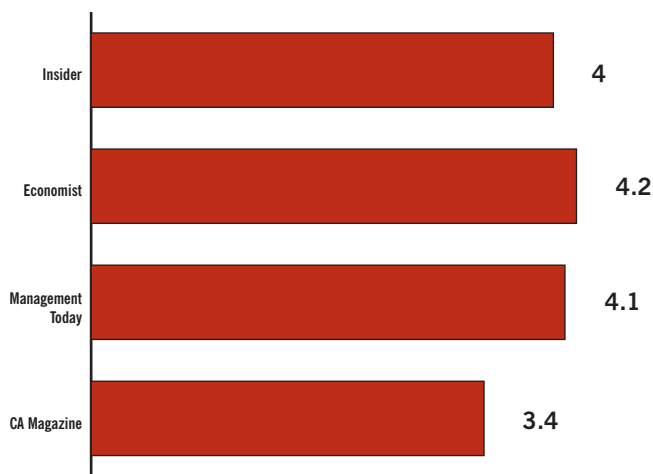


Source: ABC July 05 - June 06

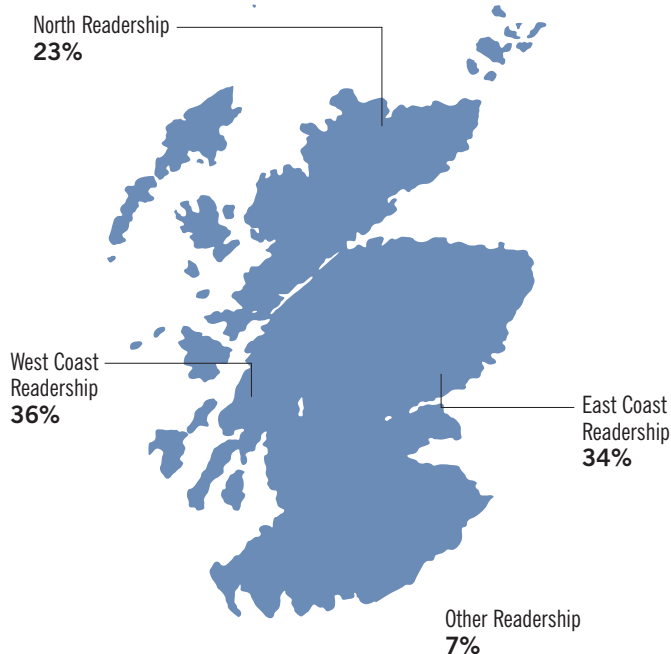
Insider v The Competition

Insider readers who read other business magazines were asked to rate them:

1=poor and 5=excellent



Insider Readership



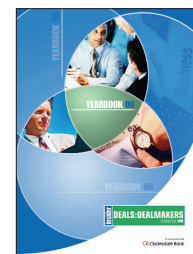
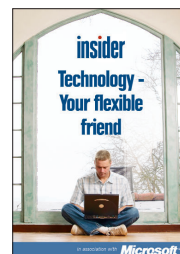
Information Books and CD ROMS

A series of handy A5 Books and CD ROMS to accompany the main magazine

Distributed with Insider throughout the year, the range of Insider full colour Information Books include:

- Conferencing & Hospitality**
 A 40 page guide issued in April. This book lists all the quality venues across Scotland in which to hold a conference or seminar
- Private Lives**
 A 32 page guide to wealth management
- Deals & Dealmakers**
 This 192 page book is THE reference book in Scotland detailing all the Deals over the past year and all the Companies involved in Financial Scotland
- Commercial Property Guide**
 Distributed in March, the Commercial Property Guide gives indispensable information on all Scotland's regions and lists the companies who can assist you in your property search
- Top 500 CD ROM**
 Information on the top 500 Scottish headquartered companies with turnover from £15m upwards (£299 plus VAT)
- Enterprise 250 CD ROM**
 Similar to the Top 500 but detailing 250 companies with turnover from £5m-£15m (£199 plus VAT)

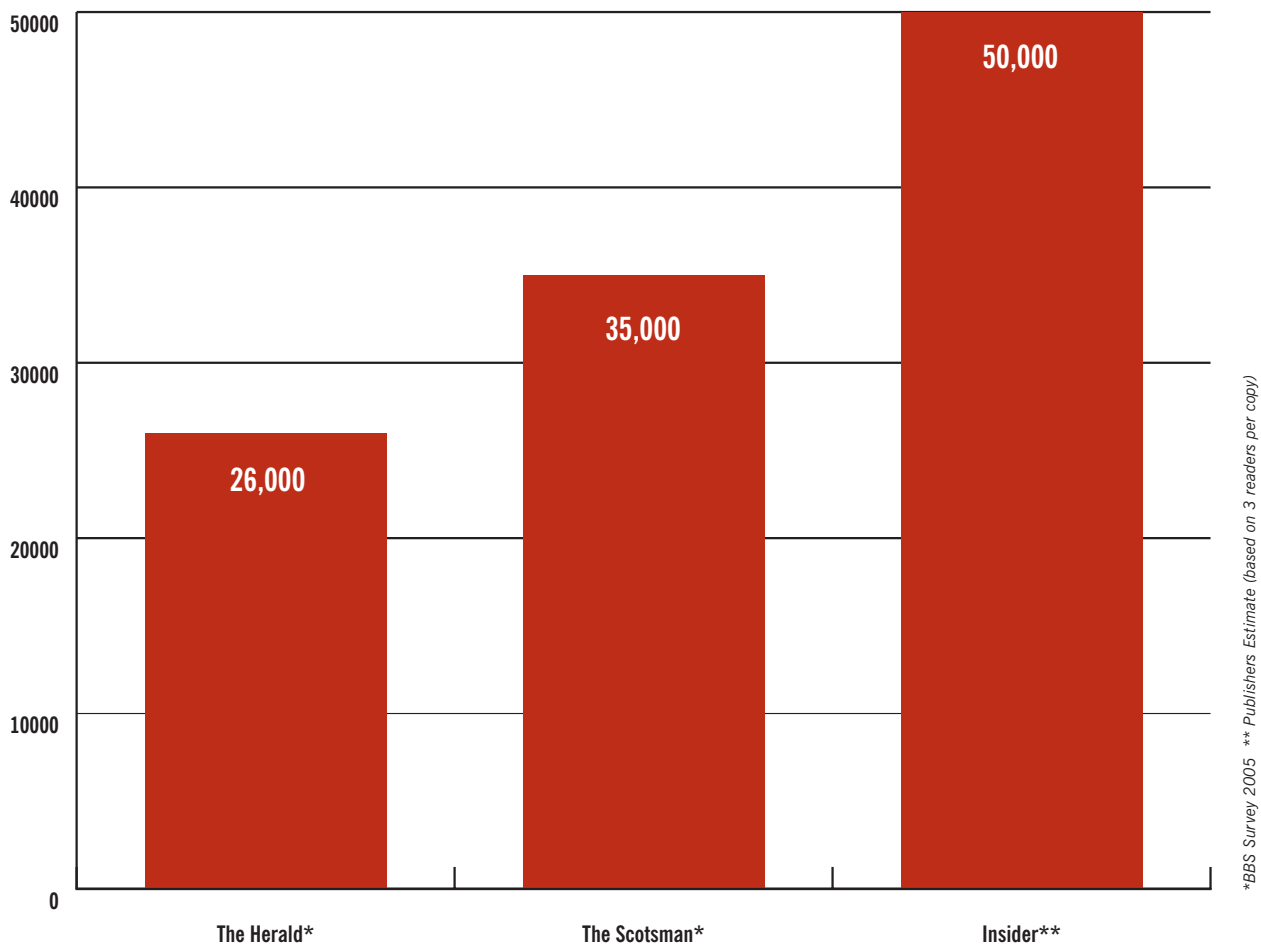
Both CD Roms make ideal databases for direct marketing purposes



Senior Business Decision Makers

Insider Readership v Quality Scottish Dailies (in Scotland)

Insider is Scotland's leading Magazine for Business Decision Makers

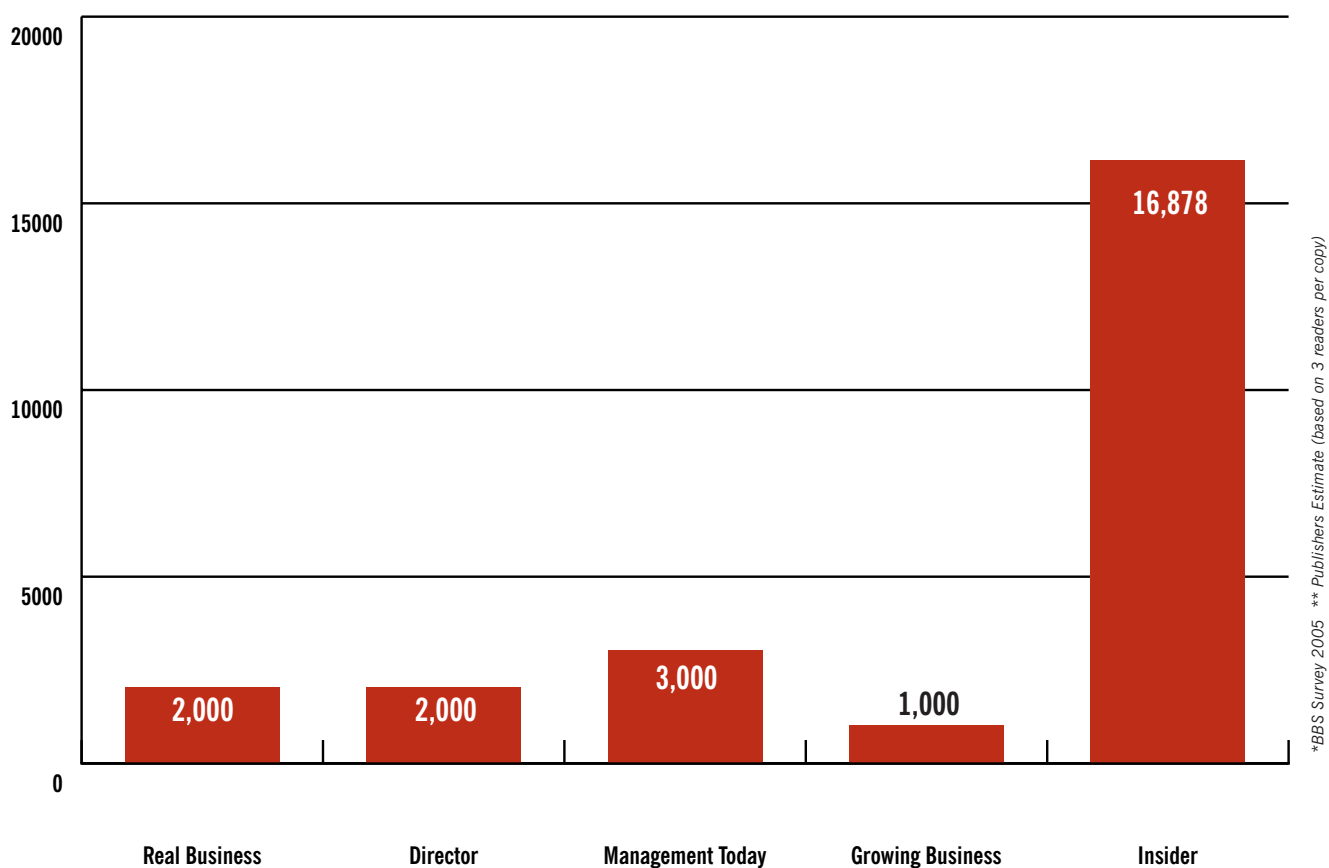


- Insider has 50,000** readers in Scotland, making it a dominant Scottish market leader.
- Insider reaches 50,000 top Scottish business decision makers – with no wastage.

Senior Business Decision Makers

Insider Circulation v UK National Magazines (In Scotland)

Insider is Scotland's leading Magazine for Business Decision Makers



- Insider has 50,000** readers in Scotland, making it a dominant Scottish market leader.
- National Business Magazines only skim the surface of the Scottish market, reaching just a fraction of Insider's readers.

Rate Card

Colour display rates

Full Page	£2600
Half Page	£1735
Half Page Double Page Spread	£3055
Quarter Page	£1145
Quarter Page Horizontal Strip (Solus on editorial page)	£1275
Double Page Spread	£4335

Special positions

Outside Back Cover	£3165
Inside Back Cover	£2965
Inside Front Cover	£2965
Inside Front Cover DPS	£4720
Other Positional Guarantees	10% extra

Announcements

Single (80 words, picture and logo)	£185
Double (165 words, picture and logo)	£370
Triple (275 words, picture and logo)	£499

Inserts

(minimum charge £700)

Under 10grams	£95 per 1,000
Over 10grams	£3 per gram per 1,000
Bound in inserts	price on application

Sponsorship

All sponsorships are tailor-made to meet customer requirements. Please contact the sales team for further information and availability.

Advertising profile

This involves the publication of text and illustration solely about you and your company. To maximise the impact of the profile we strictly limit the number of advertising profiles in an issue.

- Profiles must be headed up "Advertising Profile"
- Typeface used must be san serif
- Text to be set in two columns

We are happy to organise and commission the copy and artwork. The designs and layout must be approved by you. The editor will wish to ensure that the treatment and by-lining are consistent with the magazine's presentational policy.

Colour profile/Design/Copy

Single Page Profile	£3125
Design Layout	£375
Writers Fee	£220
Double Page Spread	£4955
Design Layout	£590
Writers Fee	£330

Website

Banner (small)	£450 per month
Banner (large)	£600 per month
Button	£400 per month

Copy deadlines

It is advisable to check with the advertising department. The deadline is the 15th of the month preceding publication date.

Unique platforms

Bellybands	
Glued to wrap around magazine	
Glued to open at a DPS	
Bookmarks 17,000	
Tip-ons (ie front cover CD ROMs) 17,000	
Barn Door front cover	
Roll Folds – 6 or 8 pages	
DPS Inside front cover	
Inserting Newsletters 14,000 copies (depending on weight) or broken down to specific areas or by job titles, (minimum spend may apply)	

All prices quoted exclude VAT at 17.5%

Contact Details

Scottish Business Insider, Sales Department, onesixty, 160 Dundee Street
Edinburgh EH11 1DG
Tel: 0131 535 5504
E-mail: sales@insider.co.uk

Advert Specifications

Advertiser: _____ Issue: _____ Copy deadline: _____

Advert Sizes

All text must be set within the type area.

We cannot accept responsibility for any cropping that may occur due to text being outwith the type area.

Full page

Type Area:	273mm x 178mm
Trim Size:	297mm x 210mm
Bleed Size:	4mm (305mm x 218mm)

Half page horizontal: 131mm x 178mm

Half page vertical: 273mm x 85mm

Quarter page: 131mm x 85mm

Quarter page horizontal strip: 60mm x 178mm
(on editorial page)

Double page spread: Artwork must be supplied as single pages

Type Area:	273mm x 390mm or 273mm x 178mm (per page)
Trim Size:	297mm x 420mm
Bleed Size:	4mm (305mm x 428mm)

Half page double page spread: 131mm x 388mm

Please do not place type 4mm either side of the midpoint as this will get lost when the magazine is bound.

Advertising Profiles:

- Profiles must be headed up "Advertising Profile"
- Typeface used must be san serif
- Text to be set in two columns

Contact Details

Daily Record & Sunday Mail, Imaging & Operations,
Insider Copy, One Central Quay, Glasgow, G3 8DA.

Copy Enquiries - Dianne Boe 0141 309 1405

Technical Enquiries - Robert Connell 0141 309 3865

Fax: 0131 220 1203

E-mail: adcopy@insider.co.uk

ISDN: 0141 309 4890 / 4891 / 4892

General requirements

All artwork should be CMYK

All images must be 300 dpi

Please send a proof of your ad; to ensure colour match a cromalin or equivalent must be supplied

All ads must be sent electronically

I will be sending copy as:

Hi-res PDF is preferred for complete copy

1: Complete copy

Hi-res PDF (300dpi) to the ADFAST delivery system
www.adfast.co.uk listed under Insider (Daily Record)

ensuring all printer & screen fonts and high resolution images are included

NB: PDF profile is on ADFAST for downloading.

If you have any questions about ADFAST please call 0141 309 3865

It is important when sending artwork via Email or Adfast that the subject box is completed starting with SBI then the advertisers name and issue date of publication.

If you cannot supply a hi-res PDF please send:

Quark collect for output (v.5 or earlier)

Illustrator Eps

Freehand Eps

on disc to Insider or via ISDN

2: Copy for layout by Insider

Text: Microsoft Word file via e-mail/disc

Images/Logos: electronically as specified above. If sending by e-mail, save images as JPEG

Inserts

Send printed inserts directly to our printers: Emma Carroll, Headley Brothers, The Invicta Press, Queens Road, Ashford, Kent, TN24 8HH

NB: Please ensure all boxes are labelled for SBI with the insertion issue and advertiser specified. The printer will not accept unlabelled packages.

Copy contact: _____