

THE BUSINESS MAGAZINE FOR THE FOOTBALL INDUSTRY

www.fcbusiness.co.uk

fcbusiness

MEDIA & ADVERTISING INFORMATION 2012



AN ESSENTIAL SOURCE OF REFERENCE FOR DECISION MAKERS IN
THE FOOTBALL INDUSTRY

...because football is no ordinary business

ABOUT US

fcbusiness is no ordinary magazine

Informative

Influential

Authoritative

Unique

>>Industry Insight//Football Finance// Exclusive Interviews
//Marketing//Fan Engagement//Tax//Stadia & Facilities// Product Reviews//
Ticketing//Wealth Management//Football Governance//Player & Coach
Development//Comment//Management<<

READERSHIP

The boardroom

45,000 football business decision makers read fcbusiness Magazine every six weeks.

A key feature in boardrooms up and down the football pyramid and read by Chairman, Chief Executives, Directors and all Senior Managers, fcbusiness provides companies the perfect vehicle to showcase their goods and services.

Our readers are responsible for an industry which the top four divisions alone generate around £1.2 billion in annual broadcasting revenue and capital expenditure totalled £179m in 2009/10. They also invested around £3.5 billion in stadia and facilities over the last 20 years.*

But with UEFA's Financial Fair Play rules on the horizon and the UK Government pressing the football authorities for change, there is a real need for increased awareness and resolutions to the problems our readers face.

Our readership

- Chairman
- CEO
- Director (Executive/Non-Executive)
- Club Secretary
- Finance Director
- Marketing Director
- Stadium Manager
- Safety Manager
- 1st Team Manager
- Assistant Manager
- Academy Director/Manager
- Club Doctor/Medical Staff
- Physiotherapists

*Figures from Deloitte Annual Review of Football Finance 2011



MAGAZINE

Eye catching design

fcbusiness magazine's focus on profile and visibility will ensure our readers take notice of your product or service.

Our approach to page design and lay-out ensures maximum visibility for any marketing campaign.

Key benefits:

- Strengthen the market awareness of your products and services as well as highlighting your position as a key industry leader.
- Place yourself at the heart of the debate and ensure your solutions, services or products are at the forefront of the reader's attention and consideration.

We can help design your advert, ask our commercial team for more information.

RETAIL COMMENT

Profit by design

The start of this season represents a different kind of feel for the football industry.

The new legal and operations are still there but looking to the improvement, is a potential big black cloud ready to rain down on the financial environment & finally the industry has moved over the fence from disaster. Financial Fair Play enters UEFA closing their accounts this season and the advent of the Football League's transfer plan emerge this August too.

The up-down of a lot of various revenues and manage this August too.

The reverse charge can be left unmanaged, retail retail, although supposedly 'voluntary' in economic terms, Doug Barber, MD of retail store specialists Barber Design, explains how to overcome retail revenue.

Barber Design's retail design specialists have a wealth of physical stores, the internet has reduced the ability to buy what they want from whenever they want and at whatever time they want in today's crowded market. A customer who is constantly asked by leading retailers to leave their mobile phones in their shops, there is a huge retail movement that can be applied to the physical side of these things, and also become great retail solutions.

The advantage of sports, where you do a final fan base who come back time and time again to help us to know this regular limited of thousands of people passing through their retail space. So how can you improve the customer experience and? Many solutions include:

- Managing environments to create attractive and contemporary stores with up-to-date materials, textures and colours, well designed, easy to navigate layouts, well thought out signage and customer communications and habits that creates an experiential story and highlights, graded to its own status, whilst ensuring a change in pace across the store allows plenty of space for changing and to avoid a cluttered staff from who are able work harder to create inspired experiences.
- Customers need to take more time for their store, a more regular atmosphere for or more to investigate the business in themselves. Why not create an exciting space a visual anchor to your store environment, a more effective store that changes more frequently to encourage customers to visit only those in your store that they know your website. It is very easy to generate your website in store on both, sections, merchandise and merchandise customers, to sign up to it for special offers, social offers and build great relationships. This is how can be used to provide to visit the store for 'special offers' or new product launches. This encourages what we call a '360' visit the store via any approach that can be used to maintain and create a destination where 7 days a week.
- We are seeing a huge increase in the use of its store technology to enhance product or create from your store. For example, if the customer's eye is not in stock, it can be ordered and delivered to their home for next day, a safe you might not have previously achieved.
- Create a well thought out store that changes frequently to keep customers interested and drive your customers and into your store. Inspire your customers and into your store.

DOG BARBER OF BARBER DESIGN

On top of your retail game?

At Barber we're passionate about retail design and committed to improving your business performance. We believe if you connect with your fans through a unique retail experience you'll maintain their loyalty and their business.

If you'd like to maximise your clubs retail performance please get in touch.

144 (0) 207 732001
hello@barberdesign.co.uk
barberdesign.co.uk

barber
design retail

RETAIL

PAGE 22 FCBUSINESS

DIGITAL MAGAZINE

Digital innovation

Taking the print magazine one step further, fcbusiness is also available in digital format. Taking our reach far beyond the boundaries of print, the digital magazine allows much more flexibility, interactivity and convenience to both you and our readers alike.

Fully iPad compatible, the digital magazine features direct hyper-links to your website and email addresses. Not only that it allows you to enhance your pages with rich media options including video, audio and flash objects that enrich the reader experience bringing the publication to life.



WEBSITE

Increased visibility

The ability to choose from banner advertising, directory listings, video or regular PR news service makes using www.fcbusiness.co.uk a flexible and highly interactive tool to help increase your market awareness.

Attracting over 25,000 unique visitors a month the fcbusiness website is the perfect accompaniment to any marketing campaign.

Working with a football company? Released a new product or service which you want to tell the football world about? Our PR news service will provide your product or service with unrivalled exposure via our daily news section. Syndicated through NewsNow network, our subscribed RSS feed and picked up on Google news means your message will be seen by thousands of football industry executives on a daily basis.

Banner Advertising – Home Page

Banner (Top) – Size 468 x 60 pixels

£1000 per month

Square Banner (Right Hand Side) – Size 120 x 120 pixels

£600 per month

Video Advertising

£2000 per month

Banner Advertising – Excluding Home Page

Banner (Left Hand Side) – Size 180 x 180

£500 per month

Other Sections

Online Directory

Static Brand Logo (180 x 180) + 200 word description + Contact Details.

+ Inclusion in annual print directory
12 months - £700

Job Listings

Static Logo + Job Description + Contact Details
£150 each

fcbusiness News Sponsorship

Banner (End of every news story) – Size 468 x 60
£800 per month

Regular PR updates

Up to 1000 words + Pictures + Links (each release)
£200 per month

TESTIMONIALS

Working for you

“fcbusiness is one of the most widely known and respected publications in their industry. Their knowledge and extensive contact network has provided us with the opportunity to develop our profile and build long term relationships within the football industry.”

Haydn Carr-Pollock, Product Manager, Standard Life

“fcbusiness is one of the key publications in the football industry and our partnership with the magazine over the last couple of years has helped G4S Events to highlight its experience in this marketplace. We see it as a great channel for contributing to the debate on the big issues that affect our business and those of our customers and prospects.”

Catriona Townsley, Marketing Manager, G4S Events (Stewarding and Security Services provider)

Standard Life

Who we worked with in 2011



PARTNERSHIPS

Industry links

Football is now a multi-billion pound industry and fcbusiness has forged long standing relationships with some of industry's leading trade bodies, events and conferences.

Our wide range of partnerships with high level conferences such as Soccerex and Leaders in Football to our continued support of the grassroots through the Football Foundation, Northern Grassroots Football Exhibition and Grassroots Football Live, will ensure that whatever level, you are kept at the forefront of the industry.

In 2011 we worked with:

- Soccerex
- Leaders in Football
- SMMEEX
- Grass Roots Show
- Professional Players' Federation
- Football Foundation
- Supporters Direct
- Homeless World Cup

For 2012 we will have forged partnerships with SAPCA, the sports construction body, Northern Grassroots Football Exhibition, Sports CRM Summit plus many more to be announced over the next 12 months.

Talk to our commercial team to find out more about the benefits of a media partnership with fcbusiness.





MONEY MATTERS

Finance

Full Colour Display Advertising

Double Page Spread £6,995

Full Page £3,995

Half Page £2,395

Quarter Page £1,295

Special Positions

Inside Front Cover (IFC) £4,995

Inside Back Cover (IBC) £4,995

Outside Back Cover (OBC) £4,995

Inserts: £200 per 1000

Artwork design: £50

Ask our commercial team how we can make the most of your marketing budget. We can tailor a package that suits your needs.

TECHNICAL DETAILS

Technical specifications

We require high resolution, print ready Adobe Acrobat pdf files with all fonts embedded and all images 300dpi and CMYK. Artwork must be supplied on DVD/CD along with a colour proof showing the finished advert and addressed to:

Design Department, fcbusiness Magazine, Baltic Publications Ltd, Baltic Business Centre, Saltmeadows Road, Gateshead, Tyne & Wear NE8 3DA

Alternatively, artwork can be sent via email to: phil@balticpublications.co.uk with a colour proof of the finished advert to the above address. Please contact our production department for additional information on 0191 442 0198.

We accept high resolution PDF, JPEG, TIFF and EPS files. All images must be 300dpi and CMYK.



<p>Double Page Spread 426 mm wide x 303 mm deep (Including 3 mm bleed all around)</p>	<p>Full Page 216 mm wide x 303 mm deep (Including 3 mm bleed all around)</p>	<p>Half Page 190 mm wide x 130 mm deep</p>	<p>Quarter Page 90 mm wide x 130 mm deep</p>
--	---	---	---

**To find out how we can help your company
Contact our commercial team
Email: tdeedigan@fcbusiness.co.uk
Tel: +44 (0)191 442 4014 Fax: +44 (0)191 442 4002
www.fcbusiness.co.uk
@fcbusiness**