

MEDIA PACK

# family business place



**generation**  
magazine

**FAMIQYTIES**  
Annual Conference

**Family Business Place is committed to raising the profile of family-run businesses, celebrating their success and providing support to ensure a productive and profitable future. Hear from family business owners who are prepared to share their insights into the challenges they face, the issues that they have had to overcome, and the drivers that make their family businesses special.**

In today's tough economic and competitive climate, their shared values hold them in good stead; the longevity, integrity, heritage and responsibility of family businesses should not be underestimated. With millions of family businesses in the UK, this tough and resilient market is starting to stand up and be counted and Family Business Place offers a number of advertising

and sponsorship opportunities to get involved and promote products and services to this sector.

Family Business Place is proud to present Generation magazine, the Family Ties annual conference and [www.familybusinessplace.com](http://www.familybusinessplace.com). Use these platforms to meet potential clients, generate publicity and new sales leads, respond to queries and develop relationships with existing customers.

**Family Business Place – at the heart of the family business.**

**3 million  
businesses  
are family run**

Institute for Family Business



### Advertising: see overleaf

[www.familybusinessplace.com](http://www.familybusinessplace.com) is dedicated to building a community for family businesses and their professional advisers whilst offering an online resource of advice, guidance, debates and profiles. There are articles about matters of real concern to family firms, relating to succession, conflict resolution, non-family or non-executive directors, tax and accountancy issues, legal developments, bringing in the next generation and more besides.

Whether you already work within the family business sector, or see it as a vibrant expanding market for your products or services, Family Business Place gives you a perceptive insight into the complicated issues that family enterprises face. The website offers businesses the opportunity to advertise their services and to be top of mind when family businesses are thinking about reviewing their professional services.

### Directory listings: £179

[www.familybusinessspace.com](http://www.familybusinessspace.com) is also a fantastic database of family businesses, all looking for advice and support in the running of their complex and dynamic business. Register on the adviser directory and let family businesses access a full business profile as well as contact details and links through to your own corporate website.

### Event listing: £75

If you've got an event which you need to publicise and get bums on seats, then list on our events calendar and direct people straight through to your booking system.

## Advertising rates

### Home page

		£/Month
Size A	250 x 450 px	500
Size B	250 x 300 px	425
Size C	250 x 150 px	375

### Section home pages - 1 click away from home

		£/Month
Size A	250 x 450 px	325
Size B	250 x 300 px	225
Size C	250 x 150 px	200

### Chapter home pages - 2 clicks away from home

		£/Month
Size A	250 x 450 px	275
Size B	250 x 300 px	200
Size C	250 x 150 px	175

### Specific pages

		£/Month
Size A	250 x 450 px	200
Size B	250 x 300 px	175
Size C	250 x 150 px	150



\* Size option does not correlate to the position of the ad

Advertising with Family Business Place is simple and cost effective. Look at the rate card - there are excellent, competitive, rates to promote your services.

**Contact Paul Andrews**

E [paul@familybusinessplace.com](mailto:paul@familybusinessplace.com)

T 07921 710009

# FAMILY TIES '10

At the heart of the family business



Family Ties annual conference is a must for family businesses and their professional advisers. Hear from family business owners who are prepared to share their insights into the challenges they face, the issues that they have had to overcome, and the drivers that make their family businesses special.

There is also the opportunity to exhibit, meet potential clients, generate publicity and new sales leads, respond to queries and develop the relationship with your existing customers all in one place.

Sponsorship of Family Ties is offered to businesses who recognise the value of this emerging market.

For our headline sponsor, the package includes branded material across the three platforms – Family Ties conference, Generation magazine and [www.familybusinessplace.com](http://www.familybusinessplace.com) in order to build a consistent brand message and expose it to the thousands of family business decision makers who read the magazine, attend the conference and visit the website. Other exciting sponsoring packages are available.

## Headline sponsorship package: £10,000

### Family Ties

- Branding on all conference collateral (invitations, goody bags, signage, Family Business Awards)
- Exhibition stand at conference
- 2 delegate places at conference
- Material in goody bag
- Speaker slot on an agreed topic (20mins)
- Copy of full delegate list

### [www.familybusinessplace.com](http://www.familybusinessplace.com)

- Advertisement on Family Ties page of the website ensuring that all interested delegates recognise your involvement and support of Family Ties.
- Pre-conference coverage on the website which is also where people book their place at the conference and download the information pack.

### Generation magazine

- Branding on the Family Ties advertisement in Generation before the conference
- Coverage in Generation following the conference

## 2nd tier sponsorship: £5,000

Sponsorship packages are also available to businesses who want to raise their profile amongst the family business community but don't need such an extensive package as the headline sponsor. These packages include –

### Family Ties

- Branding on conference collateral (invitations, goody bags)
- Exhibition stand at conference
- 2 delegate places at conference

### www.familybusinessplace.com

- Advertisement on Family Ties page of the website ensuring that all interested delegates recognise your involvement and support of Family Ties.
- Pre-conference coverage on the website which is also where people book their place at the conference and download the information pack.

### Generation magazine

- Branding on the Family Ties advertisement in Generation before the conference.
- Coverage in Generation following the conference.

## Exhibitors: £595 + VAT

Demonstrate your expertise to the family business community by exhibiting your offering at Family Ties in front of 200 delegate including owners of some the most prestigious family businesses. Also included are 2 delegate spaces to the conference ensuring that you always have a representative on your stand whilst the other is free to network and introduce themselves to potential clients.

## Delegates: £249

If you are a professional adviser actively seeking to market yourself to a new community then Family Ties is a must have. 65% of the UK's private sector are family businesses and so the potential for professional advisers

amongst this thriving community is huge. Make sure that you are there and your company doesn't miss out on this opportunity.

## Award sponsorship: £2,500

A highlight of Family Ties 2010 will be the Family Business Awards presentations. The awards recognise family business contributions to a number of categories. Each award sponsor will be given a delegate place, be part of the judging panel, have the opportunity to present the award of their chosen category and receive branding on all Family Business Awards collateral. Award categories are as follows –

- Best small family business
- Best family business for innovation
- Best family business for CSR
- Best family business for community involvement
- Best overall family business
- Family Business Lifetime Achievement

## Lunch sponsorship: £1,000

At the conference the speaker presentations are broken up with networking sessions in the exhibitor halls. Lunch is a crucial time for advisers and family businesses to meet and network with each other. The lunch sponsor will begin the lunchtime networking session with a brief introduction and announce the start of lunch. They will also have branded signage on the lunch tables and an exhibition stand and delegate place allowing them to demonstrate their product or service to over 200 delegates.

## Drinks sponsorship: £750

As well as a wonderful lunch spread, the delegates of Family Ties will be treated to a spread of drinks, both alcoholic and non-alcoholic. The drinks sponsor will have branded signage on the drinks tables as well as an exhibition stand and delegate place to ensure that their company is represented throughout the day.



## Generation



*The UK's  
only bespoke  
family business  
Magazine*

Delivered to over 6,000 family businesses owners in the UK, Generation can provide you with a platform to reach decision makers of both small and large family businesses who are constantly reviewing their professional advisers and looking for ones who truly understand the complexities of a family business. These individuals have the highest level of purchasing power and Generation provides the ideal medium for brands to target this rapidly-growing market.

### Sponsorship: £5,000

Ensure that your brand is recognised across the Family Business Place platforms by placing a banner advertisement in both Generation (twice yearly) and on [www.familybusinessplace.com](http://www.familybusinessplace.com). Send a consistent message to readers of Generation who also use the website as an extended resource and who will recognise your involvement.

### Inserts: £295

Inserts provide you with a way of communicating your own message without the restrictions of conventional advertising sizes/layouts. Your literature can then be passed on and your message transferred beyond the readership of the magazine.

### Subscription: £18.95

Receive two copies per year of the UK's only bespoke family business magazine. Generation draws on the expertise of consultants in the field and features regular insights into some of the UK's most high profile businesses. Topics regularly addressed include family dynamics, succession planning, philanthropy and corporate governance. Make sure you stay up to date with the family business market and be better placed to offer your services to these dynamic firms.

If you already have a family business portfolio then for just £2/copy you can send Generation to these clients and show that you're thinking about them.

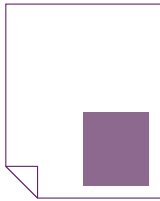
## Panelist: £1,200

Generation is all about offering professional advice to those at the decision making level of family businesses. Each issue features a double page 'Panel' spread giving advisers the opportunity to demonstrate their expertise and to offer their guidance on topical subjects. As a panellist you will raise your own personal profile and your company will be seen as one which can soundly advise family businesses on issues and challenges they are facing. As well as being featured on the 'Panel' page, you will receive a profile on the Professional Advisers Directory on [www.familybusinessplace.com](http://www.familybusinessplace.com) and receive an advertisement in each of the two issues of Generation.

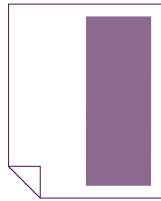
## Classifieds



**SMALL CLASSIFIED**  
90mm x 50mm  
**One off:**  
£50 + VAT  
**Series booking:**  
£40 + VAT



**MEDIUM CLASSIFIED**  
90mm x 100mm  
**One off:**  
£95 + VAT  
**Series booking:**  
£85 + VAT



**COLUMN**  
71mm x 262mm  
**One off:**  
£275 + VAT  
**Series booking:**  
£225 + VAT

## Advertising Rates & Sizes



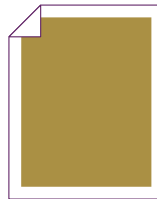
**FULL PAGE AD**  
**One off:**  
£695 + VAT  
**Series booking:**  
£595 + VAT



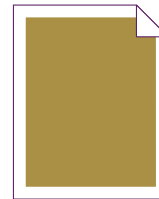
**1/2 PAGE AD**  
**One off:**  
£495 + VAT  
**Series booking:**  
£395 + VAT



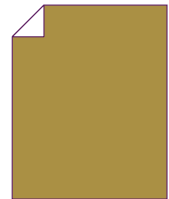
**1/4 PAGE AD**  
**One off:**  
£275 + VAT  
**Series booking:**  
£225 + VAT



**INSIDE FRONT COVER**  
£895 + VAT



**INSIDE BACK COVER**  
£795 + VAT



**BACK COVER**  
£995 + VAT



## Generation



**The digital format allows the magazine to be forwarded, downloaded and printed meaning a greater reach than printed media and all with your own branding throughout. Full statistic reports are also available helping you to tailor the magazine and make it work to full potential for your business.**

### Digital magazine: £5,000

Showcase your family business with Generation - now available in digital format. Easy to email and distribute to your own database without having to share information, Generation are offering family businesses the opportunity to partner the digital magazine and have their own editorial and advertising included. Any input from your competitors will be removed and you will have exclusivity throughout the magazine.

Digital magazines are at the leading edge of web today and offer a combination of traditional reader values plus flexibility in distribution, statistical reports and interactivity with the reader. Use Generation as part of a highly targeted campaign to your audience and allow them to access the magazine anytime, anywhere.

## Advertising Rates & Sizes



### FULL PAGE AD

**One off:**

£695 + VAT

**Series booking:**

£595 + VAT



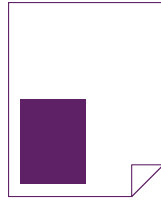
### 1/2 PAGE AD

**One off:**

£495 + VAT

**Series booking:**

£395 + VAT



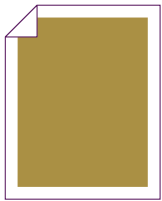
### 1/4 PAGE AD

**One off:**

£275 + VAT

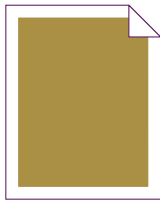
**Series booking:**

£225 + VAT



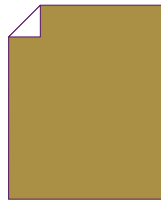
### INSIDE FRONT COVER

£895 + VAT



### INSIDE BACK COVER

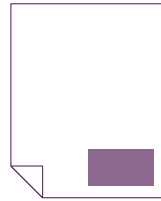
£795 + VAT



### BACK COVER

£995 + VAT

## Classifieds



### SMALL CLASSIFIED

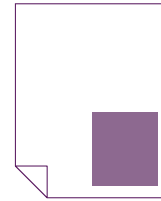
90mm x 50mm

**One off:**

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**Series booking:**

£40 + VAT



### MEDIUM CLASSIFIED

90mm x 100mm

**One off:**

£95 + VAT

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£85 + VAT



### COLUMN

71mm x 262mm

**One off:**

£275 + VAT

**Series booking:**

£225 + VAT

[www.familybusinessplace.com](http://www.familybusinessplace.com)

For further information please contact

**Paul Andrews**

Director of Business Development

**Family Business Place**

Number 1A, The Chandlery, 50 Westminster Bridge Rd, London SE1 7QY

**T** 07921 710009 **E** [paul@familybusinessplace.com](mailto:paul@familybusinessplace.com)