

Generation

Media Information Pack



The Magazine

Family businesses are at the heart of the UK economy and are being increasingly recognised for the successful contribution that they make to many aspects of the local, national and international community.

GENERATION is the essential magazine for anyone involved with family business and the only bespoke family business magazine in the UK. Distributed to owners of UK family businesses and their professional advisers, GENERATION is packed with news, features, advice, research and debates.

Readership comprises key decision makers of family businesses representing a diverse range of industries but all with one common ground. All businesses face challenging situations but the family business brings with it its own specific issues. Produced in association with The International Centre for Families in Business, GENERATION is a valuable source of expert knowledge, a useful forum for debate and a great communication tool for a community which represents over 75% of companies in the UK.

Editorial Content

GENERATION began in 2006 and is a 64 page magazine published twice a year. Distributed to over 6,000 readers including owners of some of the most dynamic family businesses in the UK, it is a magazine that takes the family business seriously. GENERATION draws on the expertise of consultants in the family business field and features regular insights into some of the UK's most high profile businesses, as well as the lesser known but equally successful SMEs too.

Topics regularly addressed include family dynamics, succession planning, philanthropy, corporate governance, dealing with conflict and more. The content is carefully chosen to ensure that it is relevant to its readership whilst covering a broad range of subjects – from the professional to the personal, the economic to the emotional.

This breadth is essential in order to reflect the unique reality of working in or with a family business today.

Issues of GENERATION will regularly include:

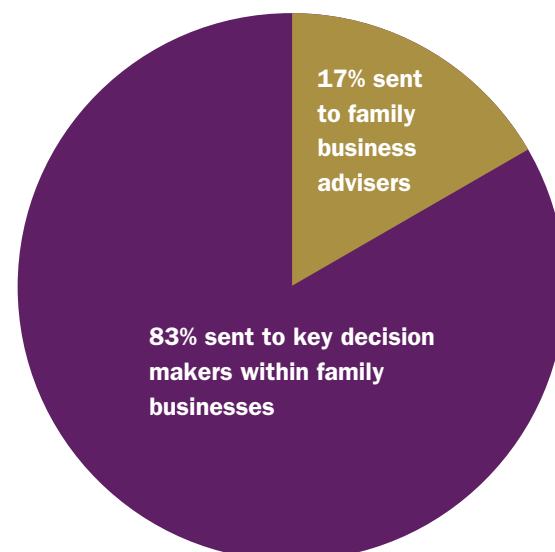
- Interviews with prominent family business people
- Revealing case studies
- Professional perspectives: law, finance, HR etc
- Succession planning
- Corporate governance
- Leadership
- Conflict resolution
- Book and product reviews
- Family Business Surgery
- Classifieds

The UK's only bespoke family business Magazine

Distribution & Schedule

GENERATION is published quarterly and is distributed to over 6,000 readers using a regularly updated database.

North & Midlands	1,702	29.94%
South West	1,555	27.35%
South East	1,330	23.39%
East Anglia	575	10.11%
Central	266	4.68%
Scotland	149	2.62%
Wales	66	1.16%
Northern Ireland	23	0.40%
Channel Islands	15	0.26%
Isle of Man	4	0.07%
Total	5,685	100.00%



“... a great communication tool for a community which represents some 75% of companies in the UK.”

Advertising Rates & Sizes



FULL PAGE AD

One off:

£695 + VAT

Series booking:

£595 + VAT



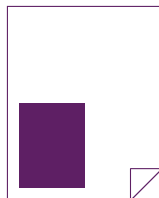
1/2 PAGE AD

One off:

£495 + VAT

Series booking:

£395 + VAT



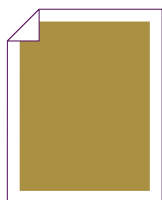
1/4 PAGE AD

One off:

£275 + VAT

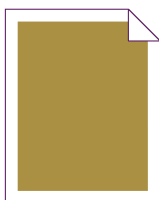
Series booking:

£225 + VAT



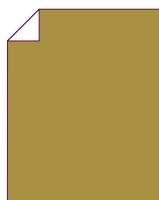
INSIDE FRONT COVER

£895 + VAT



INSIDE BACK COVER

£795 + VAT



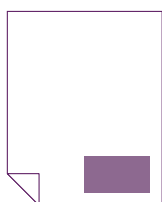
BACK COVER

£995 + VAT

Sponsorship of magazine/feature: price on application

To place an advert in GENERATION please send an email to advertising@generation-online.co.uk and we will get back to you.

Classifieds



SMALL CLASSIFIED

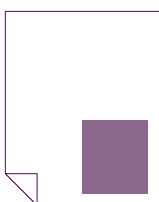
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One off:

£50 + VAT

Series booking:

£40 + VAT



MEDIUM CLASSIFIED

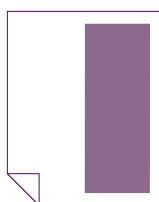
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One off:

£95 + VAT

Series booking:

£85 + VAT



COLUMN

71mm x 262mm

One off:

£275 + VAT

Series booking:

£225 + VAT

To place a classified advert in the Family Business Directory in GENERATION please send an email to paul@familybusinessplace.com and we will be in touch.



CONTACT GENERATION

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