

MEDIA PACK

family business place



generation
magazine

FAMIQTYTIES
Annual Conference

FAMILY TIES '10

At the heart of the family business



'Family Ties' annual conference is a must for family businesses and their professional advisers. In today's tough economic and competitive climate, the value of face-to-face networking and exhibition exposure should not be underestimated. No other marketing platform can match the results of an effective exhibition presence. 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 those businesses who recognise the value of this emerging market and see the benefits of raising their profile as a company with substantial involvement in the family business marketplace.

Headline sponsorship package: £10,000

For our headline sponsor, the package includes branded material across the three platforms – Family Ties conference, Generation magazine and 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.

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

- 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 which 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

What better way to demonstrate your expertise to the family business community than to exhibit your offering at Family Ties in front of 200 delegates including owners of some of the most prestigious family businesses? Exhibition stands will be displayed throughout the entire day and will be at the centre of the networking sessions. 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 family business actively seeking to market yourself to this dynamic community then Family Ties is a must have. 65% of the UK's private sector are family

businesses and so the potential for trading 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 in 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 array 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.



The world is a treasure trove of successful family businesses. Family Business Place gives you the key to this private world with features and profiles on, amongst others – The Morgan Motor Company, The Goring Hotel, Bales Worldwide, Boodles, Pimlico Plumbers, Bremont and English Lakes Hotels.

News and features are included from around the world which clearly demonstrate the reach of the family business community extends to.

Advertising: see overleaf

www.familybusinessplace.com is committed 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.

As a family business yourself, you will know that it is a vibrant and expanding market and www.familybusinessplace.com offers an ideal platform for building your profile amongst this community and trading with other family businesses who share common goals and values.

The website offers family businesses the opportunity to advertise their products or services and to be top of list when other family businesses are reviewing their suppliers.

Event listing: £75

If you're holding an event, which you need to publicise, then list it on our events calendar and direct would-be participants 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

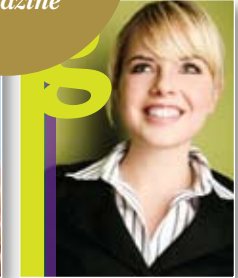
E paul@familybusinessplace.com

T 07921 710009

Family Business



Generation



*The UK's
only bespoke
family business
Magazine*

Delivered to over 6,000 family business owners and professional advisers in the UK, Generation can provide you with a platform to showcase your business to decision makers of both small and large family firms who are constantly reviewing and looking to trade with other businesses 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. 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 these issues and ensure a productive future for your family business.

What better way to get back in touch with clients than to promote your involvement with the family business community? For just £2 for every extra 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 individuals 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 family business will be seen as one which can soundly advise others on issues and challenges they are facing. As well as being featured on the 'Panel' page, you will receive a profile on the Family Business Directory on www.familybusinessplace.com and receive an advertisement in each of the two issues of Generation.

Advertising Rates & Sizes



DOUBLE PAGE

One off:
£995 + VAT



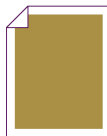
FULL PAGE AD

One off:
£695 + VAT
Series booking:
£595 + VAT



1/2 PAGE AD

One off:
£495 + VAT
Series booking:
£395 + VAT



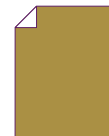
INSIDE FRONT COVER

£895 + VAT



INSIDE BACK COVER

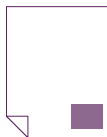
£795 + VAT



BACK COVER

£995 + VAT

Classifieds



SMALL CLASSIFIED

90mm x 50mm
One off:
£99 + VAT



LARGE CLASSIFIED

90mm x 100mm
One off:
£179 + VAT

Advertising Rates & Sizes



DOUBLE PAGE

One off:
£995 + VAT



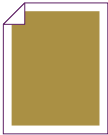
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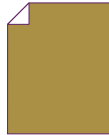
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90mm x 50mm
One off:
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LARGE CLASSIFIED

90mm x 100mm
One off:
£179 + VAT

Rate Card • Generation Digital Magazine



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.