

# CHOICES

BUSINESS LIFESTYLE  
WELLBEING GROWTH

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For the next generation  
of entrepreneurs



## Media Information Kit

## RESEARCH FACTS

“There were an estimated **4.8m businesses** in the UK at the start of 2008. The **vast majority of these (99.3 per cent) were small businesses** (with fewer than 50 employees) and they provided 47.9 per cent of the UK private sector employment and 36.5 per cent of turnover”. (Department for Business Innovation & Skills)

“3 million self employed people in the UK”. (National Statistics website)



**CHOICES SPEAKS  
DIRECTLY TO THIS  
AUDIENCE**

# NEW & NICHE

**Choices is a new glossy business and lifestyle magazine launching in Jan 2011, specifically developed for new and growing businesses.**

Choices content focuses on four main areas: business, lifestyle, wellbeing and personal growth.

A fascinating brand developer, providing essential, cutting edge information for today's entrepreneur. The Choices brand thrives on fresh talent and new ideas, providing compelling features, cutting edge information and inspiring articles, with the total focus on entrepreneurial and business success.

Contributors to the magazine include but are not limited to; business owners, industry leaders, brand creators, business strategists, speakers, coaches, consultants, authors, financial advisors and specialists in health and wellbeing.

# READER PROFILE

- **Adults 25 – 45, male and female.**
- **Women with young children looking for alternatives to returning to work.**
- **Working, ambitious, forward thinking people wanting to start their own business.**
- **Income levels of between £20,000 and £45,000.**
- **Educated between standard and degree level, career minded, but open to opportunities.**
- **Brand conscious.**
- **Recognises the value of having mass media support.**
- **Welcomes joint ventures.**
- **Seeking relatable strategies and techniques that get results from reliable sources.**

Choices readers are the next generation of Industry leaders and entrepreneurs. They are the big dreamers, the forward thinkers, today's self starters and tomorrows entrepreneurs. The next gigantic global brand. These people are innovative. They want advice that is relevant, simple and gets results, and they want information from trusted sources with a proven track record.

Some already run a small business and others have a great idea which requires a catalyst to see it develop into a brand.

**Readers are aged between 25-45, with one main priority;**

1. Time and money choices that enable them to have a successful business and a future they control.

**The Choices reader is ultimately looking for lifestyle – they require enough money and time to enjoy it with family and friends.**

Monthly articles in the form of tips, practical training, interviews and case studies will directly handle the issues facing our readers – giving them the edge, focus and qualities necessary to deliver their best and be a brand leader in their field.



# DISTRIBUTION

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Choices magazine is available on subscription only, sold via direct sellers and affiliates.

The combination of subscription sales, word of mouth advertising, affiliate marketing and viral campaigning, guarantees that our message, articles and advertising directly reaches our niche targeted audience.

With no competition from magazine stands and with 3 million self employed people in the UK, the next few years will be very exciting times in media history as Choices Magazine positions itself to become the market leader for entrepreneurs and business owners.

# INSIDE CHOICES

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## REGULARS

### FEATURES

Topics affecting the small business owner and entrepreneurs covered monthly, researched and verified by world leaders, providing practical strategies for success in all areas of life.

### INSPIRATION

Monthly write up of the world's most interesting events / stories, guaranteed to ignite a 'do it' attitude.

### BOOKS

Monthly review of the best books for personal growth and business success. Reviewed by staff and readers.

### TRAINING

A regular what's on guide for training and development.







All about creating and living the ultimate ‘work life balance’. Working and playing hard. Enjoying life to the full.

Reviews and roundups of top gadgets and office equipment that suit the budding entrepreneur and established business owner.

**Luxury and Lifestyle:** Features on products and services including, cars, property, travel, watches and gadgets for the affluent connoisseurs.

# 3. WELLBEING

# INSIDE CHOICES

All about mind, body and soul, and how this directly effects performance in business and life.

Our wellbeing section looks at the ongoing trend toward healthy lifestyles, with enlightening features on ways to look after our bodies to achieve holistic balance and happiness.





# EDITORIAL CONTRIBUTION

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Choices accept editorial contributions and press releases from business owners, industry leaders, entrepreneurs, business strategists, speakers, coaches, consultants, authors, financial advisors and specialists in health and well being.

Articles must meet editorial guidelines and are published at the discretion of the editor.

**Please submit via email to:**

**[editorial@choicesmagazine.co.uk](mailto:editorial@choicesmagazine.co.uk)**

# ADVERTISING

## ADVERTISEMENT OPTIONS (POA)

Full page (FP)

Full page advertorial

Double page spread (DPS)

1/2 page

1/4 page

### Special Positions

Inside front cover DPS

Inside front cover FP

Inside back cover FP

Outside back cover FP

### Inserts

Bound in

Loose inserted

## ADVERT SPECIFICATIONS

	TYPE AREA (H) x (W)	TRIM SIZE (H) x (W)	BLEED SIZE (H) x (W)
DOUBLE PAGE SPREAD	270 x 400mm	297 x 420mm	303 x 426mm
FULL PAGE	270 x 190mm	297 x 210mm	303 x 216mm
HALF PAGE VERTICLE	270 x 93m	297 x 103mm	303 x 106mm
HALF PAGE HORIZONTAL	132 x 190mm	146 x 210mm	149 x 216mm
QUARTER PAGE	132 x 93 mm	135 x 96mm	138 x 99mm

# ADVERTISING

## SPONSORSHIP OPPORTUNITIES

Various opportunities are available including sponsoring monthly columns and the editor's letter page. To discuss possibilities, please contact Lisa Charles:

[lisa@choicesmagazine.co.uk](mailto:lisa@choicesmagazine.co.uk)

**Advertising copy must be supplied electronically on CD or Emailed as a High Resolution PDF or JPEG**

**Email: [ads@choicesmagazine.co.uk](mailto:ads@choicesmagazine.co.uk)**

## CLASSIFIEDS OPTIONS (POA)

(H) x (W)

1 Box	(75mm x 60mm)
2 Boxes	(75mm x 125mm)
3 Boxes	(75mm x 190mm)
4 Boxes	(154mm x 125mm)
6 Boxes	(154mm x 190mm)

**FOR ALL ADVERTISING QUERIES:**

**Tel: 020 8889 5363 | email:**

**[lisa@choicesmagazine.co.uk](mailto:lisa@choicesmagazine.co.uk)**

# DEADLINES

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**Please contact us  
for issue deadline  
dates**

**Deadlines for all issues is 8 weeks before  
the publication date.**

**The features list will be released shortly.**

# CONTACT

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