

Lepszy Biznes

■ Advertising Offer



Let's Do
Better Business



Editorial

LepszyBiznes (BetterBusiness) is a quarterly on how enterprises can leverage IT solutions, particularly SAP systems, to improve their business.

The magazine is targeted at professionals – senior executives and managers – involved in development of IT solutions across large enterprises.

LepszyBiznes is published by BCC company for both its existing and prospective clients. The purpose of the magazine is to educate the market and build the publisher's image but without any aggressive marketing. Most of the articles are written as a guide. For many readers, it is the primary, and sometimes the only, source of information on such solutions.

The magazine has been published regularly since 2000 to 2006 under the name **DobryBiznes**.

Facts

LepszyBiznes is circulated in 4500 copies. Some 3000 copies are delivered to designated individuals in companies through postal mailing. The remainder copies are distributed during seminars, meetings, and everyday contacts between the company and its clients.

LepszyBiznes is published by BCC company which specialises in implementation, development, and outsourcing of the SAP system. SAP is the most popular enterprise management system both in Poland and worldwide. BCC is the leader on the Polish market of SAP related services. The company clients recruit mainly from large Polish and international corporations, such as Antalis, Grupa Żywiec, PKN Orlen, Grupa Metro, Volkswagen, Opoczno, Hortex, Ferrero. BCC (along with its 7milowy daughter company) employs nearly 200 people. In 2006, both BCC and 7milowy generated a revenue of PLN 43.4m from their services.

► Find more about BCC at www.bcc.com.pl

Advertising in **LepszyBiznes** is a unique alternative to postal mailing. The low Cost Per Thousand proves that this is a highly attractive advertising offer.

We reach your target group precisely on target!

We welcome your business.

Let's do **BetterBusiness** together!

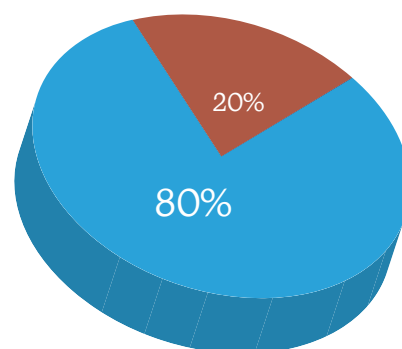
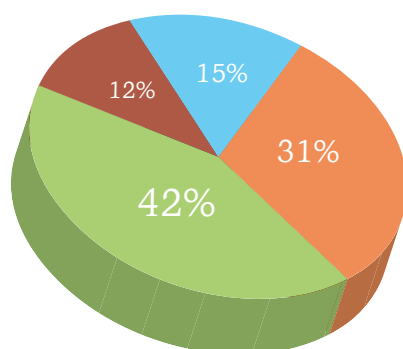
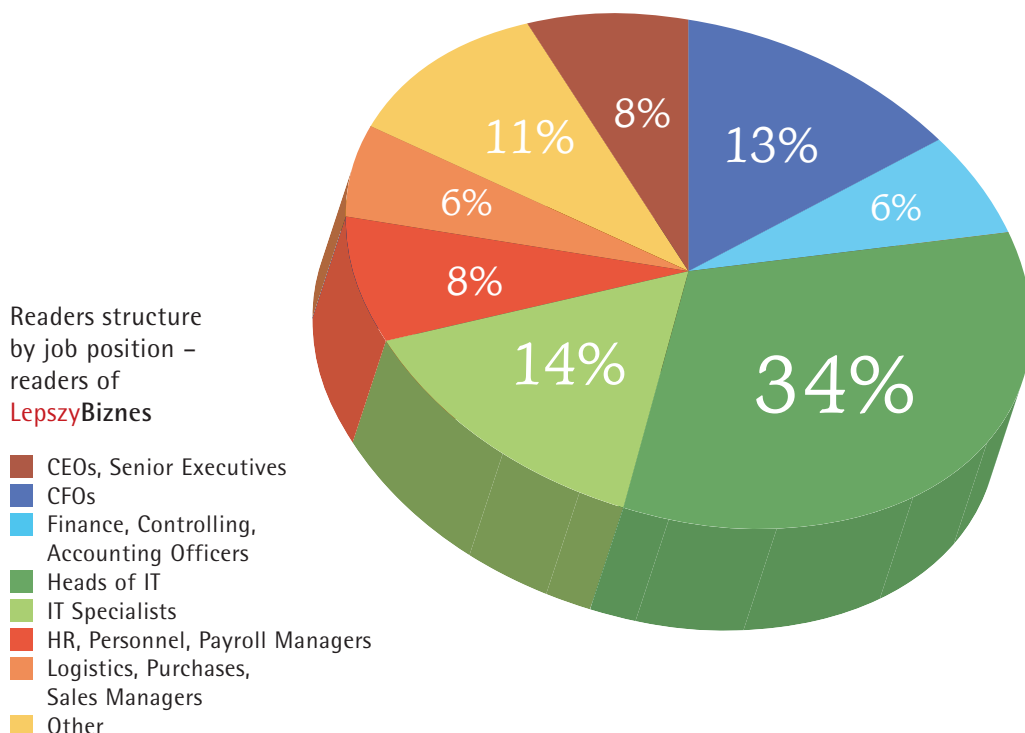
Who are **LepszyBiznes** readers?

▶ As many as 73% of **LepszyBiznes** readers are employees of companies with the annual revenue of over PLN 50m. In most cases, these are key decision makers who decide on IT purchases and procurement of services for their business.

▶ **LepszyBiznes** is targeted at senior executives and managers, dynamic and active individuals.

▶ **LepszyBiznes** readers are an ideally matched target group for products and services offered in the Premium segment.

▶ **LepszyBiznes** is a nationwide publication, 38% of its readers come from the Mazowieckie Province and 2 % are residents of the Wielkopolskie Province.



Advertising Rates

Module rates

Format	Size (width x height)	Price (net)
Full page (left)	210 x 297 mm	PLN 5 900
Full page (right)	210 x 297 mm	PLN 6 200
Spread	420 x 297 mm	PLN 10 000
Cover (back)	210 x 297 mm	PLN 10 000

Additional charges and rebates

Additional charges:

10% for guaranteed positioning near editorial material

Rebates:

10% for payment before placement

2-3 placements – 5%

4-5 placements – 10%

Technical Parameters

- Format: A4 (210 x 297)
- Average number of pages: 50-60
- Paper: cover – coated gloss 150 g/m²
Inside – coated gloss 115 g/m²
- Colour: 4+4
- Binding: adhesive

Advertising materials specification for the LepszyBiznes quarterly

Ad sizes:

Single page
Trim size: 210 x 297
Bleed size: 218 x 305

Spread
Trim size: 420 x 297
Bleed size: 428 x 305

Note: Please prepare ad materials for the centre spreads as 2 separate pages.

File formats:

We accept files prepared on Macintosh platform in the following formats:

- pdf – composite generated from Postscript file using Adobe Acrobat Distiller and Creo PDF Pages.joboptions settings
- eps – in Illustrator or Freehand formats – we do not accept files prepared in CorelDraw!

Detailed requirements:

- files should account for 4 mm bleed
- files should include trim lines and registration marks to clearly indicate the trim area
- fonts should be converted into curves
- files should use CMYK colour palette without any additional Pantone colours
- files should not contain any objects with embedded ICC profiles
- maximum total of the four CMYK values should not exceed 300%
- raster objects should be in minimum 300 dpi resolution
- significant elements such as logo or text should be positioned 10 mm from the trim line
- black text and lines should be overprinted (“overprint” option enabled)
- to ensure that deep black tint is produced, we recommend using the following colour values: C=50, M=40, Y=40, K=100

Proofs:

All files must be accompanied by an analogue proof or a certified digital proof with colour bars.

Note!

The Publisher reserves the right to refuse to print any ad if the advertised services and products are competitive to BCC.

Orders

Horsefield – creative marketing communications
LepszyBiznes Advertising Bureau

Contact: Karolina Dymek

Mob. tel. 502 208 322

Tel. 061 650 46 43; fax 061 650 46 47

e-mail: karolina.dymek@horsefield.pl