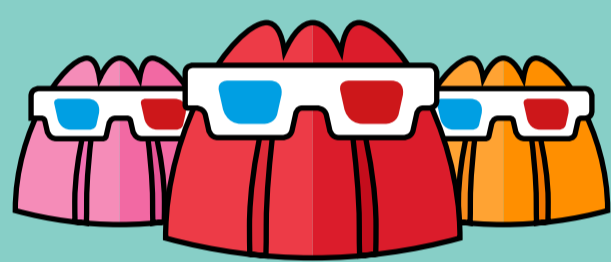


Bitesized Best Bits



We have a successful formula that makes us stand out in a crowded market and offer you the best possible exposure to key purchasing decision-makers

A captive audience



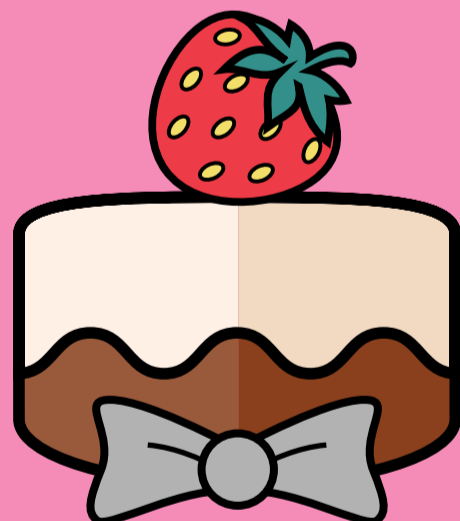
We are passionate about editorial. Our in-house editorial team works very hard to ensure that all content is original, engaging, targeted and informative for our readers. Put simply; we write the best editorial possible, which ensures the attention of our readers and increases the impact of your advertising.

Editorial vs advertising

We limit our advertising to a maximum of 30% in any given issue. This means our content isn't swallowed up by endless pages of adverts and your advertising message isn't lost.



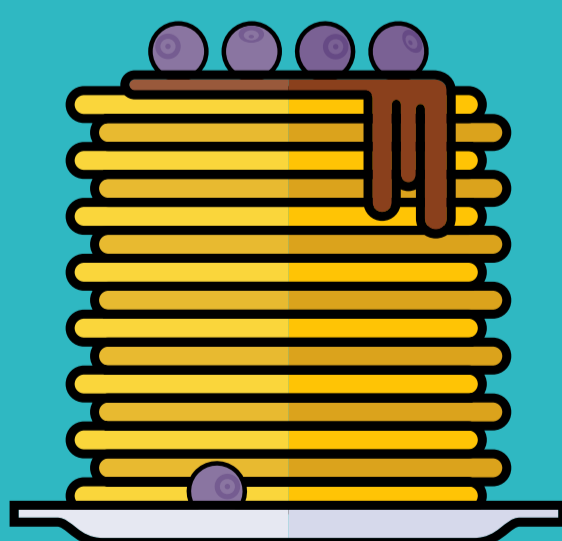
Reputation & goodwill



Providing what our audience needs to succeed builds an enviable good will between us and our readers. We are a trusted source with a proven track record, because we recognise new and evolving roles, never forget existing readers and specifically target our audience.

Long term relationships

We have a business retention rate with our clients of more than 85% and work hard to deliver for both advertiser and reader, thus offering true value to a client's marketing plans. Plus, it helps we offer a varied portfolio for them to select from.



Circulation



Why do we use 'circulation' not 'readership'? Easy, so you always know you are getting an honest number. Our circulation is larger than that of most of our counterparts and we ensure all our readers are key decision makers and targeted audiences within their sector.