

fbm

FIFE BUSINESS MATTERS

fifebusinessmatters.co.uk

FIFE BUSINESS MATTERS (fbm) is Fife’s premier business publication. Published on behalf of Fife Economy Partnership and funded by Fife Council Economic Development, it offers a regular insight into the extensive range of eclectic businesses operating in Fife. It showcases the drive, determination and passion of local businesses - large and small - as well as acting as a source of information, as a means of inspiring, stimulating and motivating local entrepreneurs, business owners and start-up organisations.

fbm is published quarterly and has a controlled circulation, distributed only to named individuals at key Fife businesses, local councillors, MSPs and MPs by post as well as online, which hosts the current issue of fbm, as well as some back copies.

Approximately **2,500** copies of fbm are printed and distributed each quarter, with readership estimated to be around **12,500**. In addition, fbm has a strong online following.

“fbm is an invaluable tool for the Chamber for knowing what is going on within the local economy. We see fbm as the key business publication in Fife.”

Alan Mitchell, Fife Chamber of Commerce

“We’ve been featured in fbm a number of times over the years, and it’s always an extremely positive platform in which to share news with local businesses. It’s also a great read!”

John Penman, Fife Fabrications

“Having appeared in FBM a few times, I am always amazed at how many people come up to me and comment on what they have read. This far-reaching, well-read publication has undoubtedly increased awareness of my brand across the region and has prompted customer enquiries and orders.”

Lindsey Anderson, The Little Herb Farm

“Appearing in fbm has led to a good few enquiries from local businesses that we didn’t know existed. Most of these enquiries have turned into orders. I enjoy reading fbm as it lets me know what is happening in Fife and lets me see if I can use any of the companies mentioned for my business. I am a believer in keeping things local as much as I can.”

Alistar Williamson, AGS Electronics Ltd

ADVERTISEMENT RATES

PRICE PER ISSUE	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
FULL PAGE	£500	£400	£320	£300
HALF PAGE	£250	£200	£180	£160

FULL PAGE*

190mm wide
x 267mm high

HALF PAGE

190mm wide
x 130mm high

There is a fee of £95 should the advert need to be designed. This is a one off charge, on the basis that the advert remains the same.

* We will also accept the full page advert to be 210mm wide x 297mm high with an additional 3mm bleed all round (216mm wide x 303mm high)

TO PLACE AN ADVERT OR FOR MORE INFORMATION PLEASE CONTACT

Jay Todd
01592 204755 | jay@multiprint.tv

Jennifer Symington
07813 673604 | jen@jasper-comms.co.uk