

FOCUS ON Business

Created by **Pro Progressio**

modern business media

www.focusonbusiness.eu

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FOCUS ON Business are media channels fully dedicated to business content with special focus on modern business services content. Media channels include Internet Platform (earlier known and edited as *OutsourcingPortal*) and bimonthly magazine (earlier titled *Outsourcing&More*). Both of media channels are edited in Polish as well in English and due to wide distribution reach readers all over the World.

Each language version is different due to readers profile, however some of the content is equal and presented both in Polish and English.

FOCUS ON Business media channels are mainly acting as education and information channels by sharing professional tips, hints, advices, publishing interesting articles connected directly or indirectly with modern business services industry. **FOCUS ON Business** media are also informing about valuable business events.





FOCUS ON Business Magazine

FOCUS ON Business Magazine (previous title *Outsourcing&More*) is regularly published since 2011 and from the very beginning is focusing mainly of modern business services industry. The magazine is available in two titles – *FOCUS ON Business*, which is edited in English and due to its content is dedicated mainly to International readers, and – *FOCUS ON Business Polska*, which is edited in Polish and dedicated mainly to Polish market.

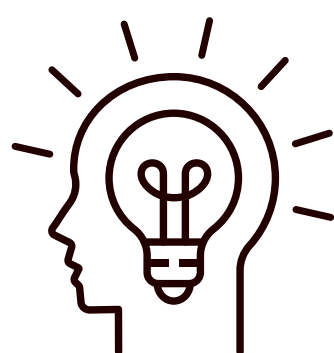
The magazine has opinion generation role, shares newest business trends and describes the most up to date topics related to modern business services in Poland and Worldwide.

- We promote solutions and products which makes the business better and more optimized
- We educate and inspire managers
- We build the communication platform between services suppliers and receivers
- We help to find business partners

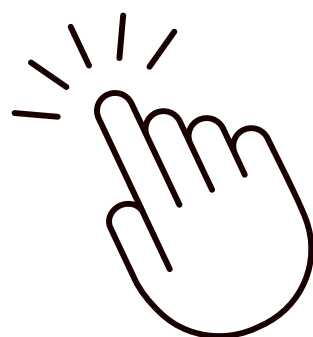




Why is it worth to advertise in *FoB* Magazine



FOCUS ON Business is delivered to experienced readers who are looking for business inspirations and solutions.



Advertising in *FOCUS ON Business* is one of the most valuable options to promote your business – large printed quantity and unlimited access to PDF edition make the cost of reaching the reader relatively low.



Distribution of the magazine is fully controlled and the database of the readers is regularly verified and updated.



FOCUS ON Business is well known, valuable and well recognized press title. Thanks to the wide cooperation with large group of partners (including for example Invest in Poland Agency, Deutscher Outsourcing Verband, City Halls, Investment Promotion Agencies), we are present on the most important industry events in Poland and abroad.





Target group and readers

- High and middle level managers: CEOs, CFOs, COOs, board members, managing directors, finance directors, marketing departments, finance departments, sales departments
- Industries: BPO/SSC, HRO/RPO, Call Contact Centre/CX, ITO, R&D, LPO, KPO, TSL, Facility Management, Real Estate
- Additionally: Polish and International investors, services suppliers, public sector, students (economy, IT, management, language philologists), as well as Embassies and Chambers of commerce.





Distribution

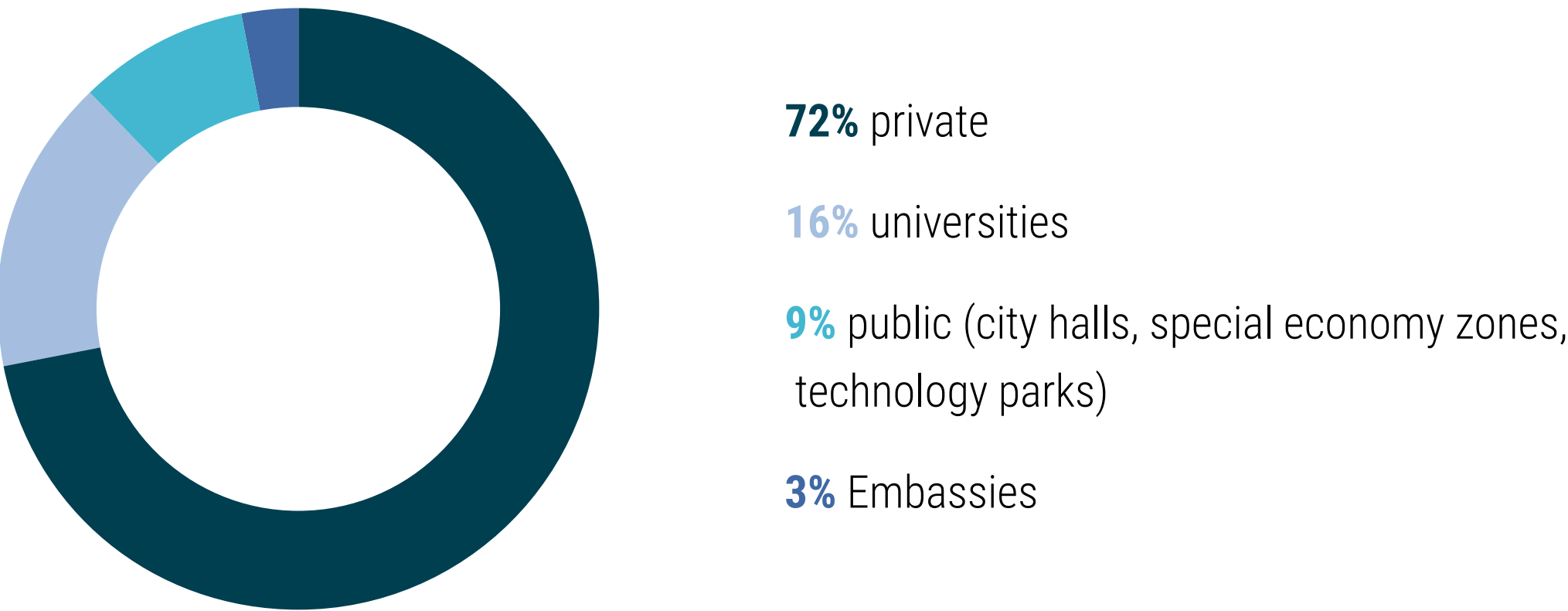
Distribution of printed edition of FOCUS ON Business magazine is fully controlled in four areas:

- Corporations and public organizations
- Colleges and universities
- Business events (conferences, summits, fairs)
- Selected restaurants, coffee shops and 4* & 5* hotels

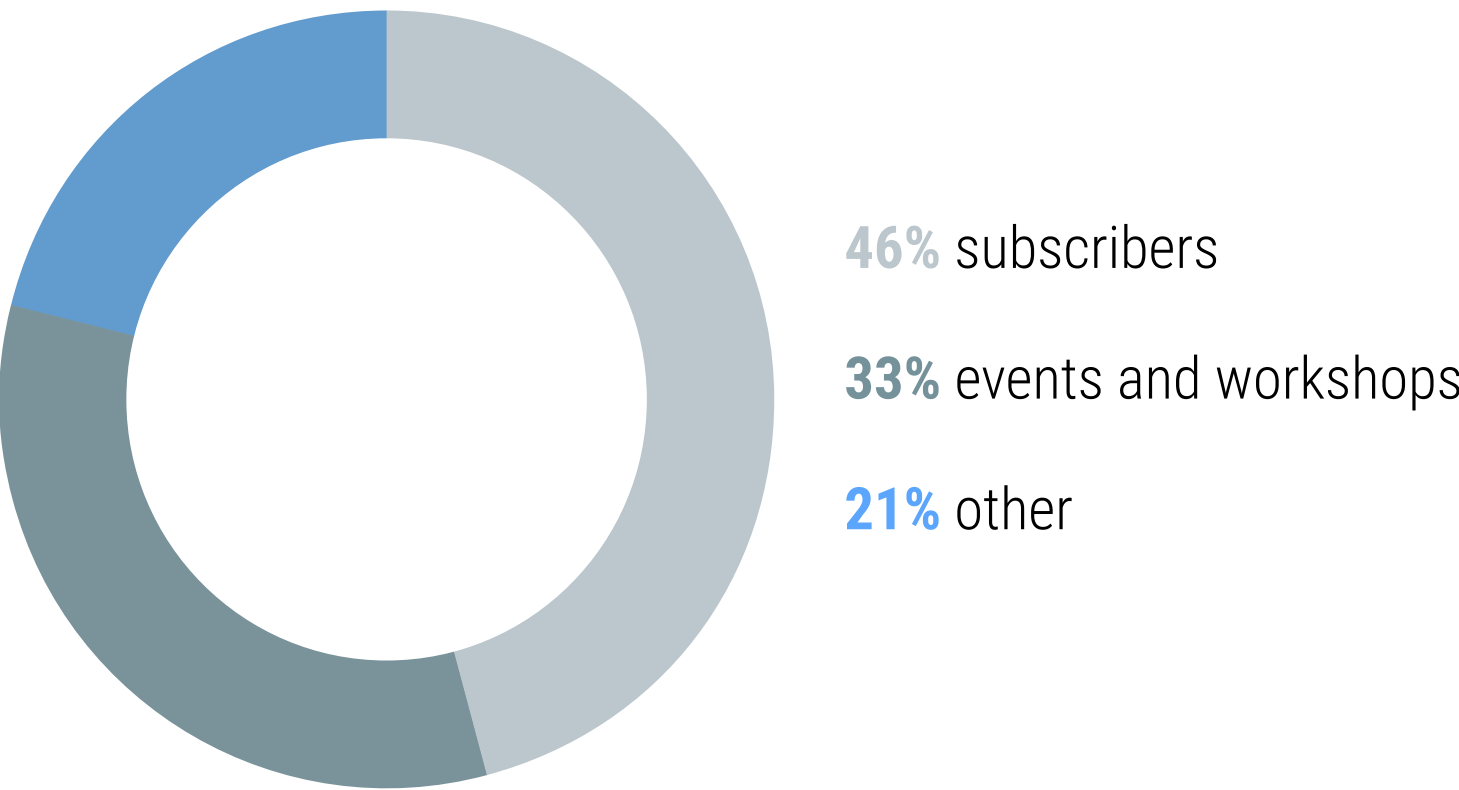
Electronic version of the magazine reaches **over 200 000 readers Worldwide.**

FOCUS ON Business magazine can be downloaded from various web pages including focusonbusiness.com

Distribution – by sectors



Ways of distribution





Magazine's specification

First year of editorial: 2011

Printed cycle: bimonthly

Format: 297x210 mm (A4)

Cover: glued

Number of copies: 3000 copies (printed) + unlimited PDF version

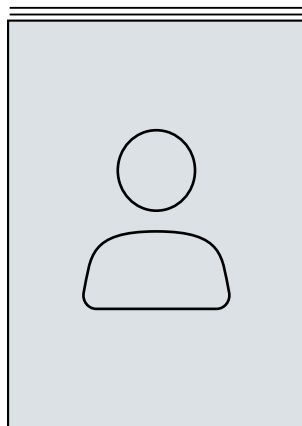
Price: PLN 26/ 6 EUR (printed edition).

Free of charge – PDF version

Cover page: Alto 1.3 Blanc / offset 240g + mat foil 1+0

Inside pages: Alto 1.3 Blanc / offset 100g

Price List



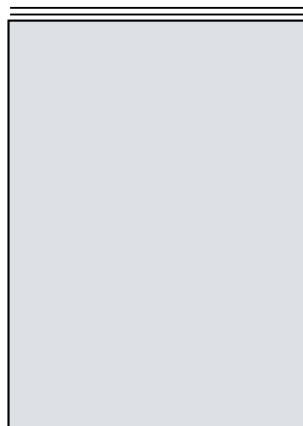
Cover page
interview
EUR 10 000
(PLN 45 000)



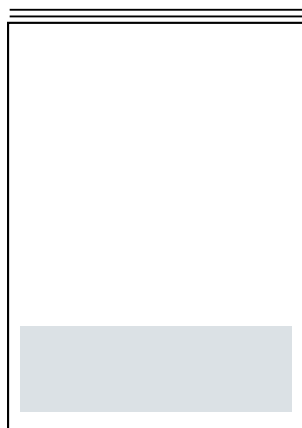
2nd cover
EUR 5 000
(PLN 22 500)



3rd cover
EUR 4 500
(PLN 20 000)



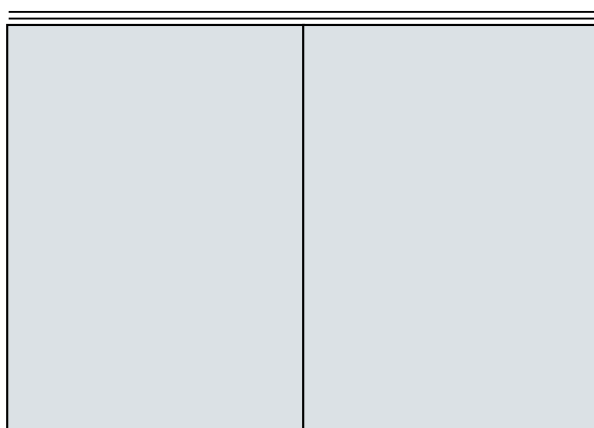
4th cover
EUR 6 000
(PLN 27 000)



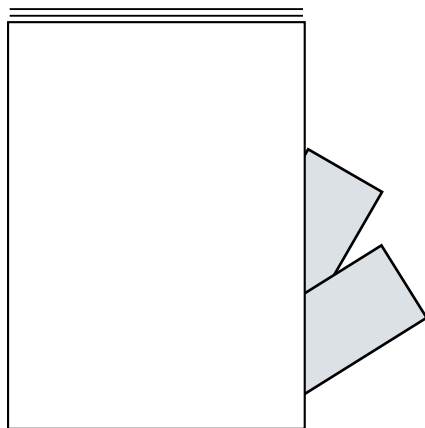
Advert on
the 1st cover page
EUR 2 000
(PLN 9 000)



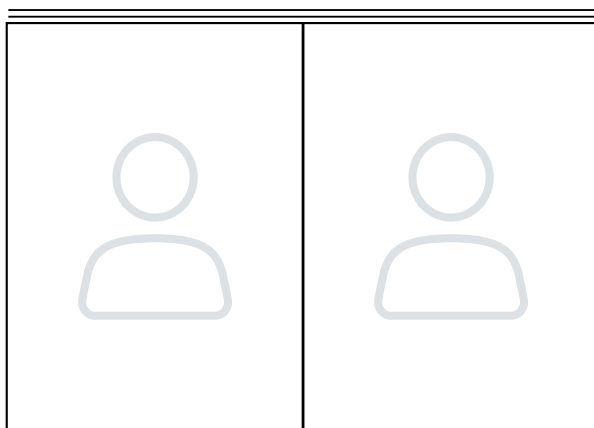
Full page (1 page)
EUR 4 000
(PLN 18 000)



Side-by-side (2 x Full Page)
EUR 6 000
(PLN 27 000)



Insert
EUR 1 000
(PLN 4 500)



Section Patronage
EUR 4 000
(PLN 18 000)



Sponsored article (1 page)
EUR 1000
(PLN 4 500)

FOCUS ON Business Web Platform

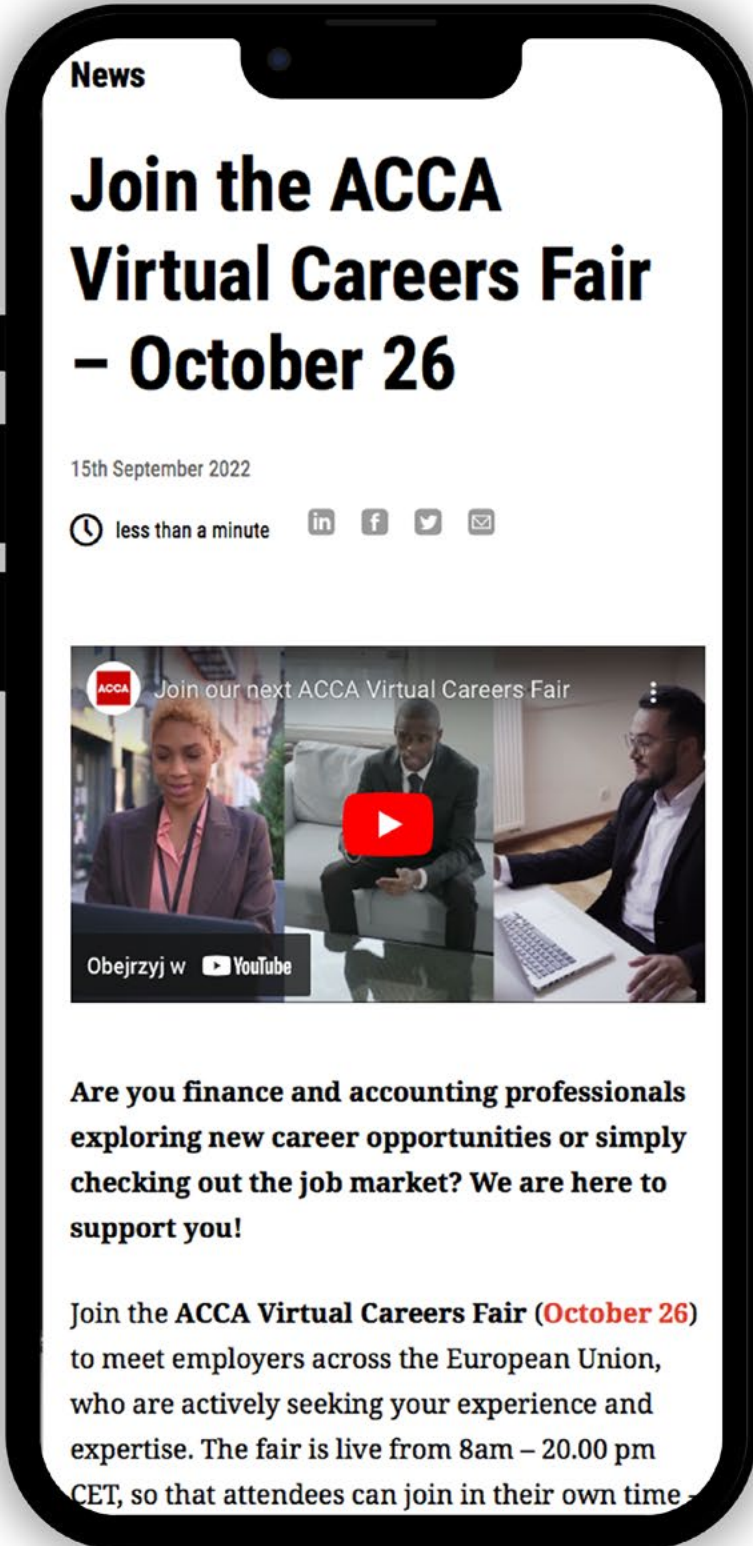
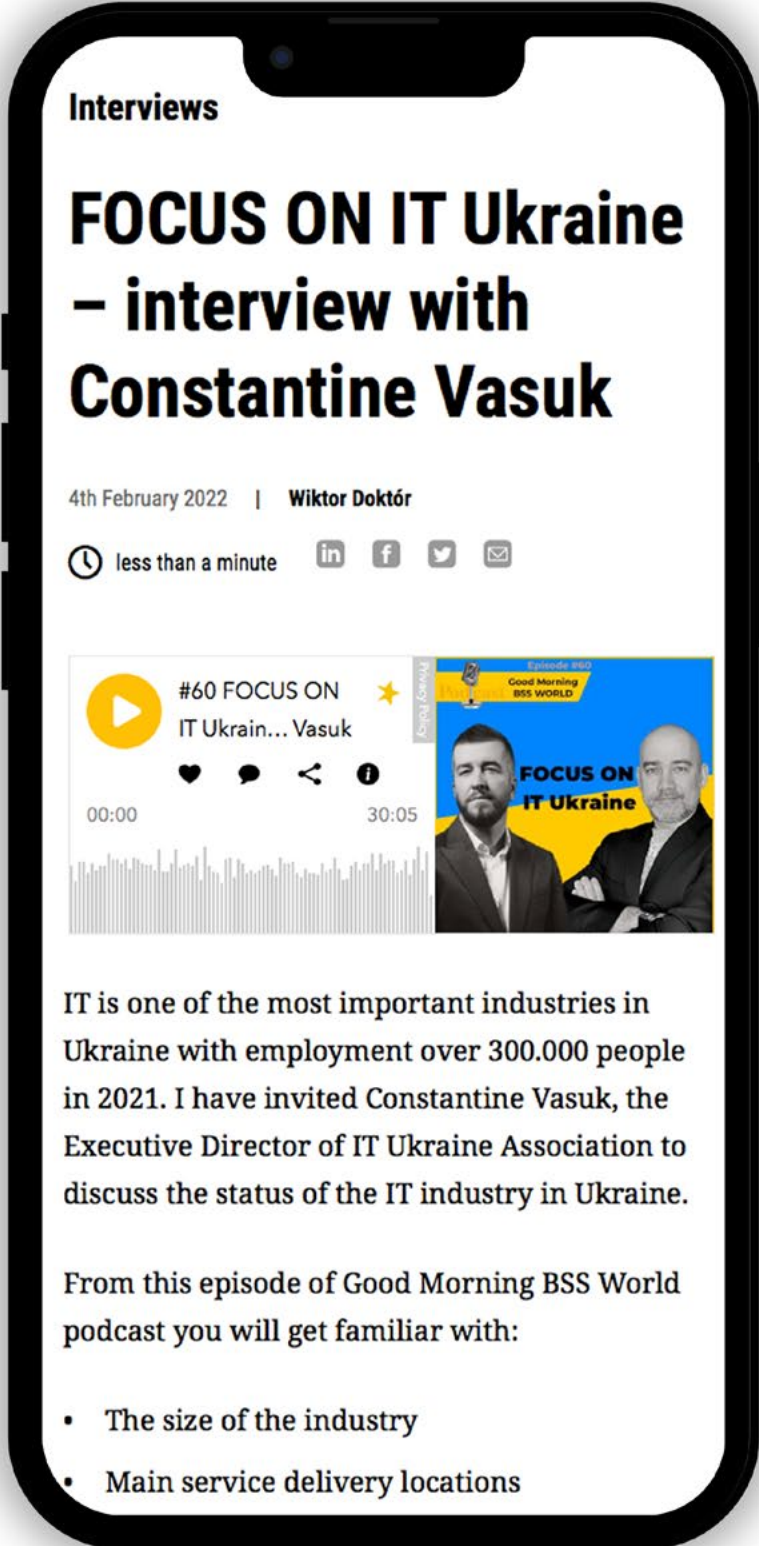
FOCUS ON Business is a web platform with wide content focused on economy, politics and business. The portal (earlier known as *OutsourcingPortal*) is present since 2010.





Content as you wish

Article, blog post, podcast, video





Premium Content

Exclusive background
Special text formatting

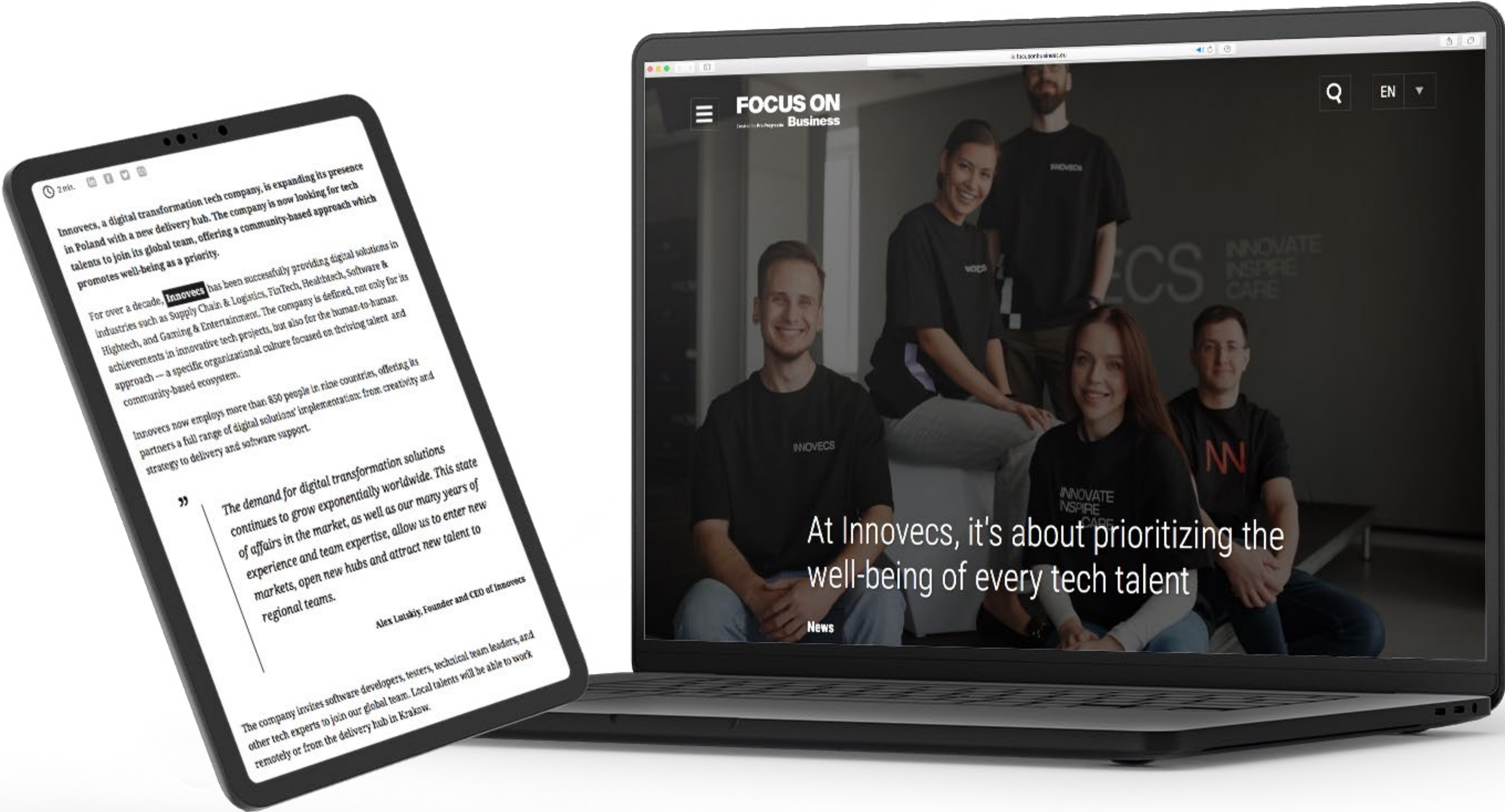
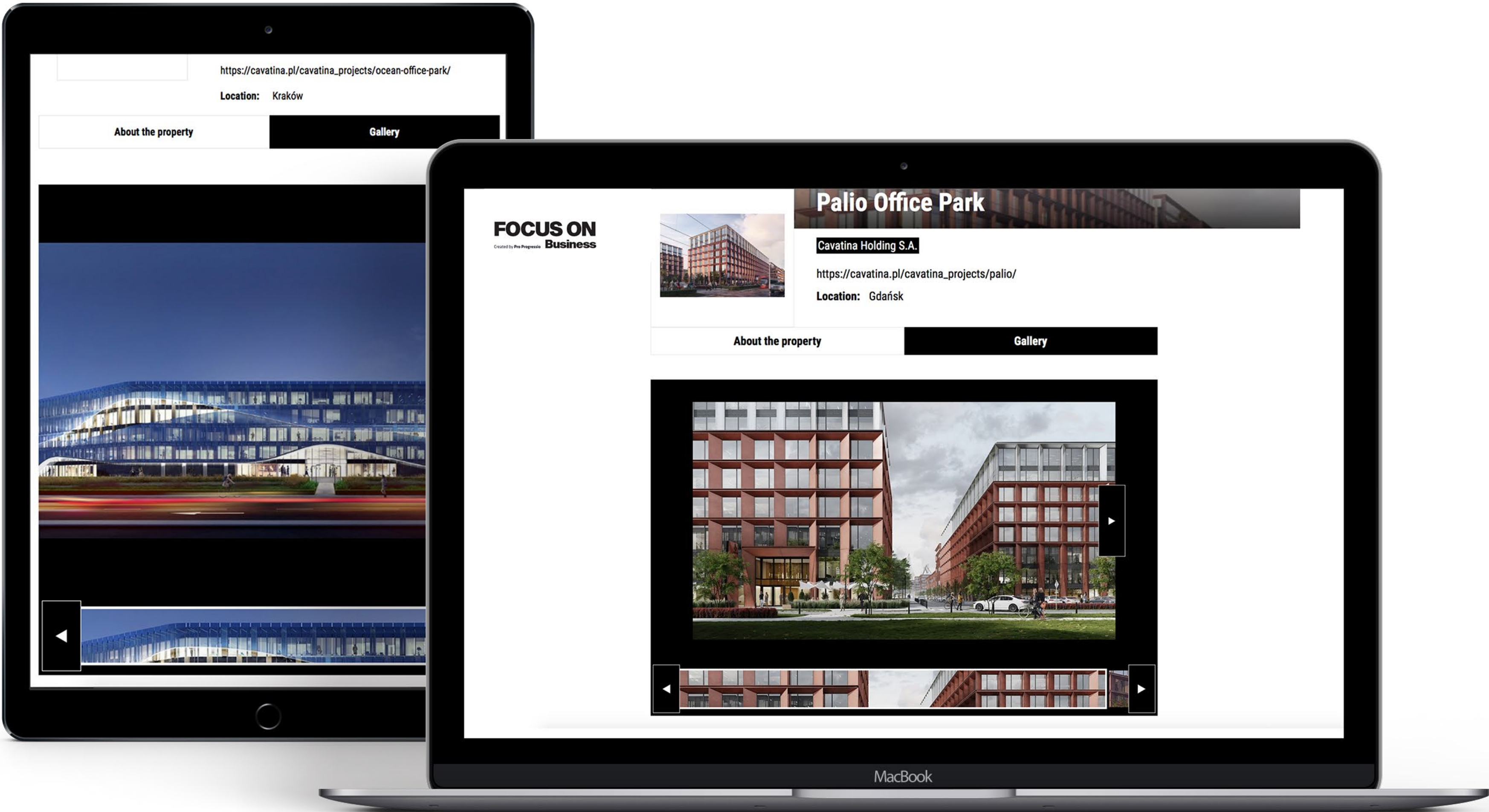




Photo galleries

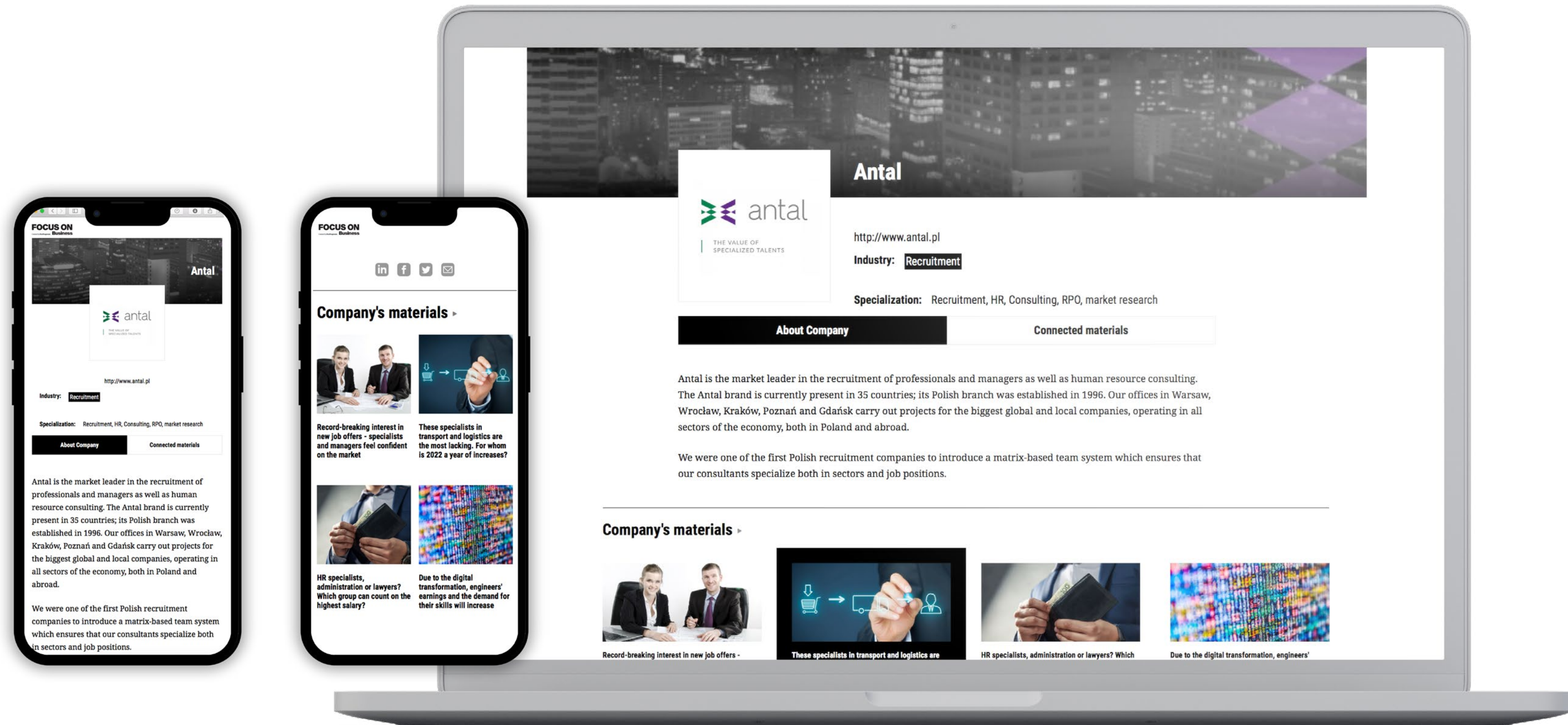
Presentation of as many photos as you require





Business profiles of firms

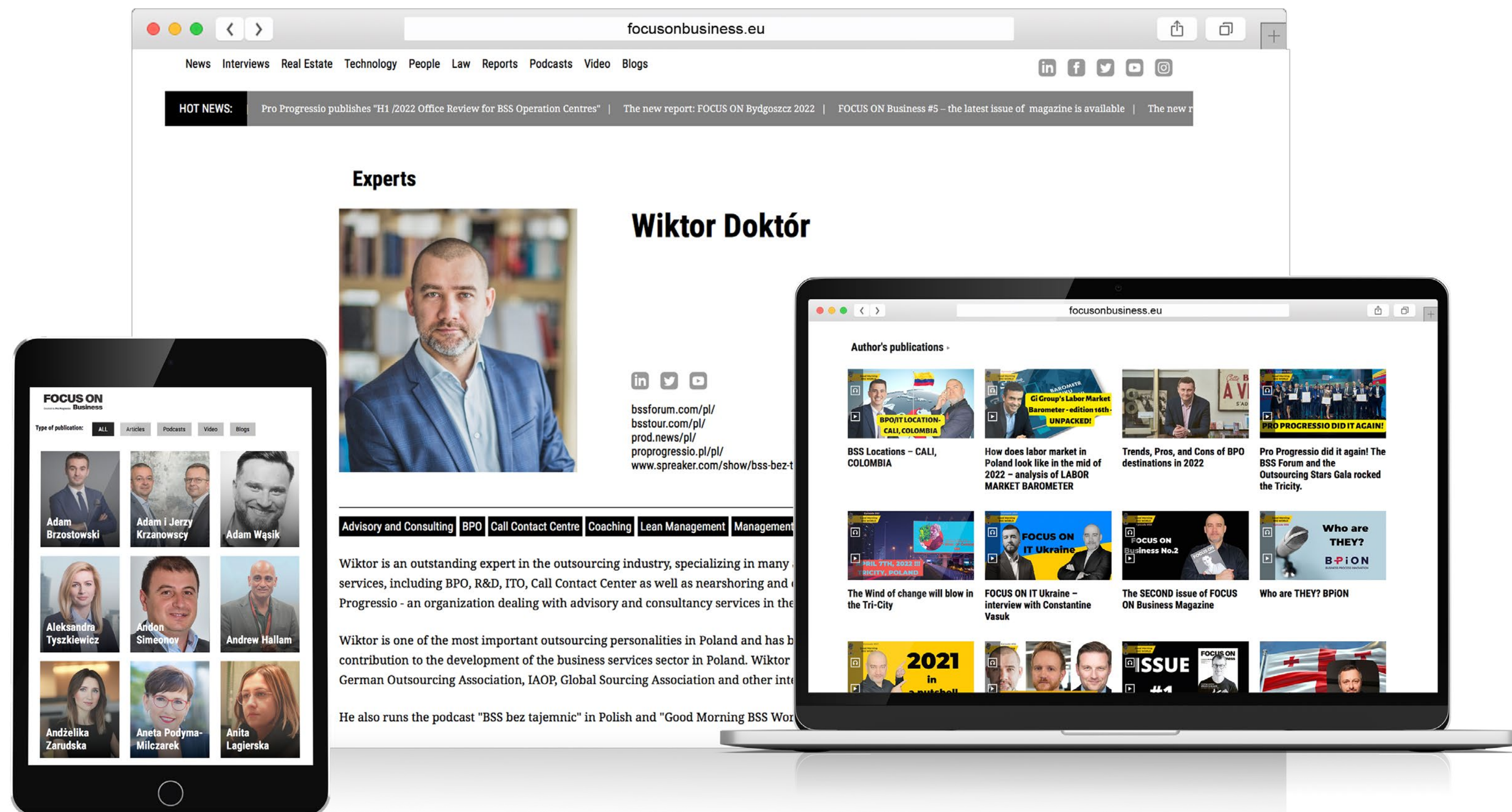
- Presentation of business profiles of firms
- Connection of the profiles with Social Media
- Content connected with the company
- Recruitment announcements





Profiles of experts and authors

- Profiles of people who have direct impact on business in Poland
- Photos, descriptions, links to Social Media
- Connected articles if an expert is also the author of publications on *FOCUS ON* platform





Calendar of events

List of business events





Banners

- Banners exposition on the Top and at the Bottom of the portal
- Banners presentation in various business sections of the portal





FOCUS ON Business Magazine

- Access to all issues of *FOCUS ON Business* and *Outsourcing&More* magazines
- Online reading available



Who reads *FOCUS ON Business*?

- Business
- City Halls
- Students
- Polish and English readers
- Over 70.000 views per month
- Dozens of new articles and publications presented each week
- Social Media support: Facebook, LinkedIn, Twitter, Instagram



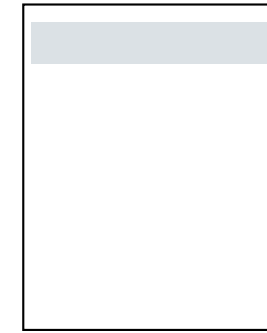


Price list



Sponsored article

one week in one language version: **EUR 1 000** (PLN 4 500)

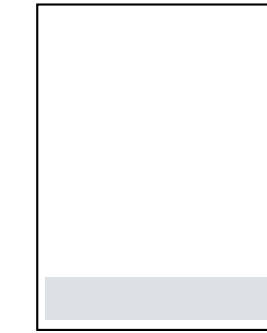


Baner/Billboard – header

(750x100px, JPG, GIF, PNG, <50kb)

one week on all pages: **EUR 300** (PLN 1 300)

one week in selected section: **EUR 100** (PLN 450)



Baner/Billboard – footer

(50x100px, JPG, GIF, PNG, <50kb)

one week: **EUR 200** (PLN 900)

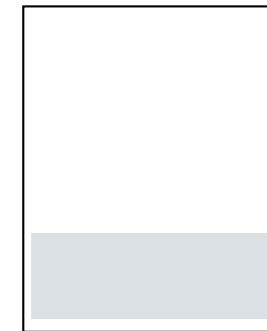


Doublebillboard+ – header

(from 750x100px to 1260x300px, JPG, GIF, PNG, <100kb)

one week on all pages: **EUR 500** (PLN 2 250)

one week in selected section: **EUR 200** (PLN 900)



Doublebillboard+ – footer

(from 750x100px to 1260x300px, JPG, GIF, PNG, <100kb)

one week: **EUR 300** (PLN 1 300)



Event's promotion in calendar of events

(graphics and description)

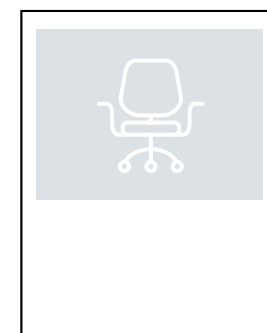
all period till the date of the event: **EUR 400** (PLN 1 800)



Business profile of a company/city

(including access to blogs and pressroom)

price per year from activation: **EUR 1 500** (PLN 6 500)



Profile of an office building/ coworking office

price per year from activation: **1 000 EUR** (4 500 PLN)

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We focus on business every day!

FOCUS ON
Created by **Pro Progressio** **Business**

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