



Advertising Rate Card & Audience Data

www.businessmagnet.co.uk

The UK's leading online Business to Business directory

EFFECTIVE JANUARY 2011

www.businessmagnet.co.uk is one of the largest Business directories in the UK, achieving over 3 million page views per month and viewed by many as the UK's premier directory. Our customers range from one-man businesses to some of the best known SMEs and organisations in the world.

Enhanced Listing

Over 1600% more effective than a complimentary listing

- Priority positioning within search results - providing maximum visibility
 - 50 Product / Service categories
 - Keywords linked to your website (vital to further increase ranking within the major Search Engines)
 - 500 word company description / profile
 - iTraka™ performance monitoring and reporting, including telephone request monitoring
- £299 annually** + VAT (Equivalent to less than £25 per month + VAT)

Additional Product / Service Categories

Multiples of 10 - Maximum 100
£99 annually + VAT (Equivalent to less than £9 per month + VAT)

Image Showcase

Includes up to 5 enlargeable images and gallery function (only with ELP)
£199 annually + VAT (Equivalent to less than £17 per month + VAT)

Enhanced Listing Plus

Delivering unrivalled value for money and return on your investment

- Full company description with up to 1,000 words and 5 images
 - Logo / Product image with 'view supplier website' link
 - Priority positioning within search results - providing maximum visibility
 - 100 Product / Service categories
 - Elevation to Recommended Supplier status with mini description in all specified Product / Service categories
 - Keywords linked to your website (increasing your ranking within the major Search Engines)
 - Professionally designed advert
 - SMS service
 - Email enquiry submit form
 - iTraka™ performance monitoring and reporting, including telephone request monitoring
- £499 annually** + VAT (Equivalent to less than £42 per month + VAT)

Sponsorship Banners

The best and most visual way to attract browsers to your website

- Exclusive and 100% relevant to 1 Keyword or Product and Service Category
 - Positioned at the top of 1 Product / Service category and 1 Index section
 - Bespoke animated design featuring your desired message and company branding
 - Linking directly to your website
 - Professionally designed
 - Industry standard 468 x 60dpi format
- £499 annually** + VAT (Equivalent to less than £42 per month + VAT)

Magnet Links

Extremely powerful and unique to Businessmagnet, our Magnet Links are key to the success of your Search Engine optimisation strategy.

- Minimum 50,000 impressions per month - guaranteed!
 - 100% exclusivity for your chosen term
 - Your chosen terms are anticipated to appear far higher in natural search engine results
- £699 annually** + VAT (Equivalent to less than £59 per month + VAT)



ENHANCED LISTING PLUS

To discuss your individual requirements and to find out how to attract the right results for your business, call **0870 350 7767** or email **sales@businessmagnet.co.uk**

AUDIENCE DATA

Delivering the perfect combination of quantity and quality, businessmagnet is viewed by more visitors per advertiser than any other Business-to-Business directory in the UK.

Businessmagnet contains content catering exclusively for the b2b sector in the UK and Ireland.

HOW WE DETERMINE WEBSITE USAGE

Structured in-line with ABCe's guidelines, the audited statistics have been filtered to remove robotic activity. Our dedicated software ensures that only human user activity is recorded to compile this data, enabling us to provide reliable reporting of our monthly page impressions.

PAGE IMPRESSIONS

This is the 'volume' metric - at Businessmagnet we use page impressions to record and verify our website traffic. Page Impressions refer to the number of times a web page has been requested by the browser's web server.

UNIQUE USERS

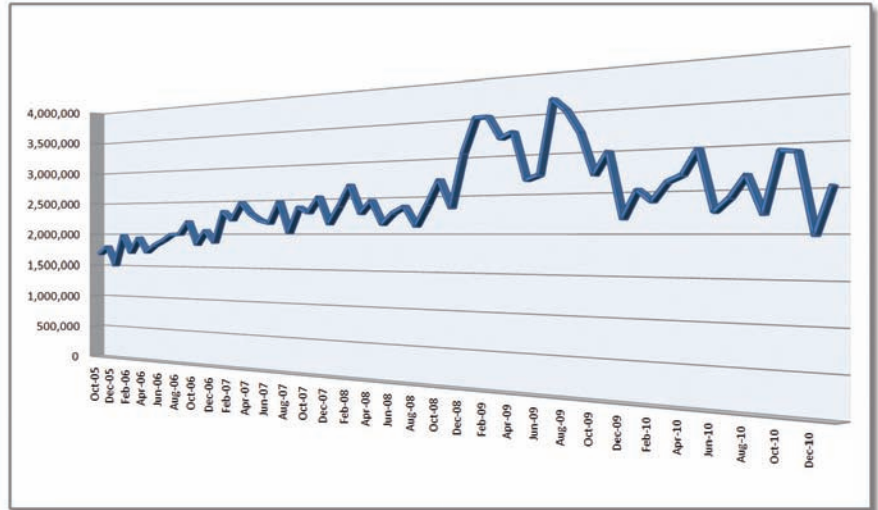
This is the 'how many' or 'audience reach' metric. The Businessmagnet Directory is viewed by over 1,000,000 Unique Users each month, this impressive performance is key to achieving the business objectives of our advertisers.

IN-DEPTH CASE STUDIES

Businessmagnet has published a number of detailed case studies which illustrate the success experienced by advertisers from various business sectors, these can be downloaded at: www.businessmagnet.co.uk/advertise

Audience profile source: Businessmagnet Visitor and Industry Associations Program (IAP) Survey 2010 - 1633 respondents.

For more information visit www.businessmagnet.co.uk/advertise



Page Views - May '10 to January '11

• May '10	2,977,294	• Aug '10	2,664,101	• Nov '10	2,900,113
• June '10	2,251,047	• Sept '10	2,216,548	• Dec '10	1,982,761
• July '10	2,441,992	• Oct '10	2,920,027	• Jan '11	2,525,788

Consistent Performance

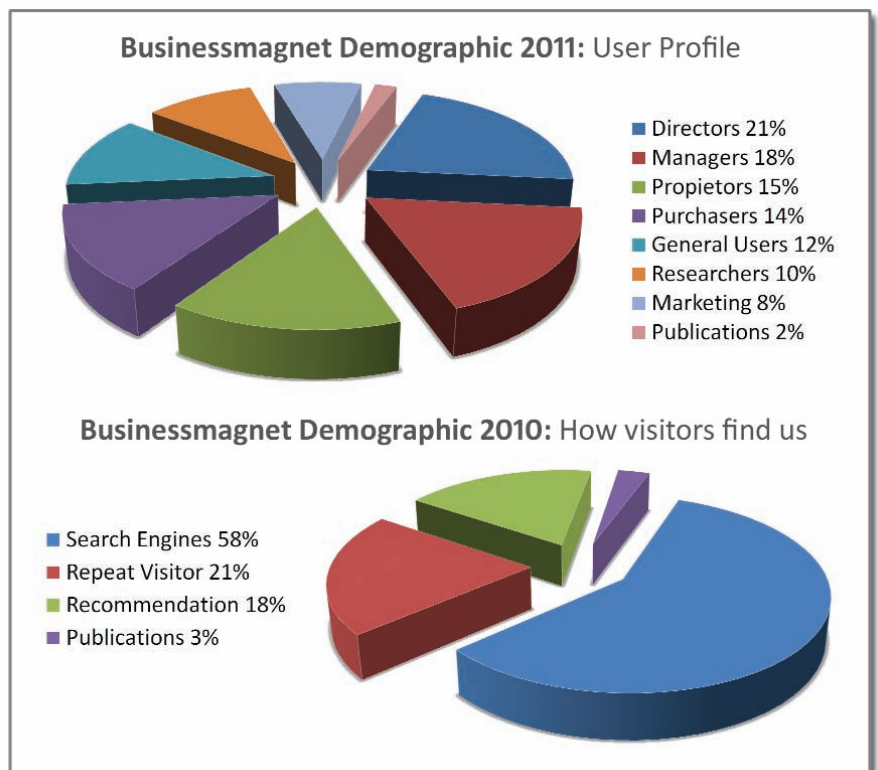
Since launching in 2004, Businessmagnet has delivered consistently high volumes of page impressions and unique users, creating business opportunities for advertisers and delivering an unrivalled return on their advertising investment.

Delivering the Right Audience

As the preferred b2b directory resource, Businessmagnet is used by decision makers and purchasing influencers throughout industry and business sectors. Over 81% of Businessmagnet's visitors are located in the UK with a further 5% describing themselves as European and 13% as International.

Search Engine Exposure

Businessmagnet is precisely optimised to elevate advertisers positioning in the natural search results with the World's leading search engines.



“Take advantage of the 3 million page views and 1 million unique users who visit the directory each month and join some of the best known and most respected associations in the UK”

There is no charge for associations or their members to take part in Businessmagnet’s Industry Associations Program.

Businessmagnet Industry Associations Program (IAP)

A new initiative to acknowledge and promote the membership and accreditation status held by our customers

Launched in early 2010, the Program visually identifies to our visitors the various accreditations and memberships held by organisations featured on the directory. Each Association is also featured, allowing the browser to fully understand what membership or accreditation means and why they should consider a member organisation as a potential supplier.

Benefits for Associations and their members include:

- Membership or accreditation logo or icon will be added to the listings of member companies on the directory.
- The opportunity for member firms to visually highlight their status within their sector to potential customers and create a point of difference between them and their competitors.
- We will encourage our visitors to understand that membership (or accreditation) could matter to them as a potential customer.

Some of the numerous Associations, Societies, Federations and Industry Bodies participating in the Program include:



For more information and details of how the Associations in your industry sector can take part, call 01438 310299 or visit www.businessmagnet.co.uk/associations.htm



Businessmagnet Limited, 9 Meadway Court, Meadway Technology Park, Stevenage, Hertfordshire SG1 2EF.
Industry Associations Program: 01438 310299 General Enquiries: 0870 350 7767 www.businessmagnet.co.uk