

# The Franchise Magazine



**Discover the secret**

of successfully recruiting new franchise owners – month after month

**2012**  
Media Info



# The Franchise Magazine

*The Franchise Magazine* has the **POWER** to help you **COMPLETE** your network of franchise owners

*The Franchise Magazine* has a history and strong reputation for helping franchisors recruit the highest quality franchise owners. As one of the UK's leading franchise publications since 1985, the magazine enables you to generate serious interest in your franchise opportunity.

Every edition is packed with professionally written, well-researched editorial and essential information about franchise opportunities from all sectors. It is this consistent quality and high standard that makes *The Franchise Magazine* such a valuable resource for individuals considering investing in a franchise.

Six editions are published over 12 months to coincide with specific franchise exhibitions and events throughout the UK. These editions provide you with a longer shelf-life, generating a regular flow of high quality candidates.

*The Franchise Magazine* now provides you with an even greater exposure across a number of formats which include online, digital and mobile App, as well as the printed edition.

## PRINT

As a leading publication in the market place, *The Franchise Magazine* has a superior distribution to the audience you need to reach.

*The Franchise Magazine* is distributed through:

- WHSmith and independent news stands nationwide
- Hotels, accountants, business advisors, banks and franchise lawyers across the UK
- Free stands in targeted supermarket chains
- Exhibitions including business and franchise exhibitions

ALSO sent direct to our constantly growing number of subscribers



## ONLINE

All content in each printed edition is uploaded on to [TheFranchiseMagazine.net](http://TheFranchiseMagazine.net), together with regular news articles. The site is visited, on average, by over 19,000 monthly visitors.



## DIGITAL

*The Franchise Magazine* is also available as a digital touch-and-turn version and is distributed to our growing online subscriber base of over 18,000.



## APP

Now available as an App for iPads, iPhones, Android tablets and smartphones, *The Franchise Magazine* can be read by our subscribers wherever they are.

## Star Package Advertising Rates

Star Package rates are for 12 month promotional campaigns and include entry in the *National Franchise Showcase*.

### Front Cover Promotion

Promote your opportunity on the front cover of your chosen edition – subject to availability and limited to six brands in any one year.

Five-page full colour advertising and editorial plus entry in the *National Franchise Showcase*. The Front Cover Promotion consists of either a five-page 'gatefold' cover, or the front cover plus four pages of advertising and editorial inside. Includes four online news uploads per month.

#### Price (per edition):

April/May:	£8,895 + VAT
October/November:	£9,965 + VAT
All other editions:	£7,500 + VAT



### Four Star Package

- Four pages of full colour advertising/editorial.
- An entry in the *National Franchise Showcase*.
- Three online news uploads per month.

Price (per edition): £4,965 + VAT



### Three Star Package

- Three pages of full colour advertising/editorial.
- An entry in the *National Franchise Showcase*.
- Two online news uploads per month.

Price (per edition): £3,995 + VAT



### Two Star Package

- Double page, full colour advertising/editorial.
- An entry in the *National Franchise Showcase*.
- One online news upload per month.

Price (per edition): £2,925 + VAT



### One Star Package

- Full page, full colour advertising/editorial.
- An entry in the *National Franchise Showcase*.
- One online news upload per quarter.

Price (per edition): £1,875 + VAT



### National Franchise Showcase

Quarter page promotion, including up to 50 words describing your franchise opportunity along with an image and your company logo.

Price (per edition): £850 + VAT

## Client Testimonials

"We have used *The Franchise Magazine* for more than 12 years and, as a source of leads for our business, it is one of the best we have."

**Robin Page,**  
Franchise Director  
of Cash Generator



"*The Franchise Magazine* continues to be the single most effective source of not just leads, but actual franchise owners."

**Kevin Lewis,**  
Managing Director  
of Caremark



"ChipsAway maintains a presence in *The Franchise Magazine* as it is the perfect medium for potential franchise owners to research the opportunities available."

**Lloyd Evans,**  
Chief Executive  
of ChipsAway



Non-Package Rates are available for promotions per edition and can be found on the reverse

# Editorial Deadline Dates

Edition	Feb/Mar 2012	Apr/May 2012	Jun/Jul 2012
<b>News Submissions</b>	3rd Jan	17th Feb	20th Apr
<b>Editorial</b>	3rd Jan	20th Feb	23rd Apr
<b>Advertisement/Payment</b>	4th Jan	22nd Feb	25th Apr
<b>On Sale</b>	27th Jan	16th Mar	18th May
<b>Targeted Events</b>	Regional Exhibitions	The British & International Franchise Exhibition (London)	The British Franchise Exhibition (Manchester)
Edition	Aug/Sep 2012	Oct/Nov 2012	Dec/Jan 2013
<b>News Submissions</b>	22nd Jun	31st Aug	2nd Nov
<b>Editorial</b>	25th Jun	3rd Sep	5th Nov
<b>Advertisement/Payment</b>	27th Jun	5th Sep	7th Nov
<b>On Sale</b>	20th Jul	28th Sep	30th Nov
<b>Targeted Events</b>	Regional Exhibitions	The National Franchise Exhibition (Birmingham)	Regional Exhibitions

## Advertising Rates

Per Edition (all prices + VAT)	
4 Pages	£4,965
3 Pages	£3,995
2 Pages	£2,925
1 Page	£1,875
Half Page	£1,125
Quarter Page	£675
3 Page Inside Gatefold	£5,250
Inside Back Cover	£2,665
National Franchise Showcase	£850

## Star Package Prices

For a 12 Month Campaign (includes entry in the *National Franchise Showcase*).

Package	Price (per edition)	Monthly Budget Req.
Four Star	£4,965	£2,482.50
Three Star	£3,995	£1,997.50
Two Star	£2,925	£1,462.50
One Star	£1,875	£937.50

**Reprints** – We will reprint your promotion in *The Franchise Magazine* on a four-page quality handout including a specially designed front cover showing your brand. **Price per 1,000 copies: £950 + VAT**

**Design** – All advert creation and other design work quoted **on request**.

For more information contact us today!



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[www.TheFranchiseMagazine.net](http://www.TheFranchiseMagazine.net)

### Mechanical Data

All supplied advertisements must be high resolution PDFs with fonts and pictures embedded. Please allow sufficient margin space for the magazine's spine. PDFs require a 3mm bleed.

*The Franchise Magazine* is a printed publication and, therefore, requires high-resolution images. They must be 300 dpi and CMYK (not RGB 72 dpi web images).

All image files need to be supplied as TIFF (over 6 MB) or high-res JPEG files (over 1MB).

Software formats accepted: Adobe Indesign, Photoshop and Illustrator (up to CS5.5).

### Terms & Conditions

All Franchisor advertisements must be approved by the publisher. All prices are per edition. Following booking confirmation and final acceptance by the publisher, all payments must be received PRIOR TO PAYMENT DEADLINE DATES AS SHOWN. ADVERTISEMENTS NOT PAID FOR BY THIS DATE WILL AUTOMATICALLY BE WITHDRAWN. This is company policy and there are no exceptions. This is also a safeguard to our readers. Cancellations for advertisements MUST be made 25 (twenty five) working days prior to publication.

### Conditions of Acceptance For *The Franchise Magazine*

Franchise Development Services Ltd (FDS), as publishers, reserve the right to refuse, withdraw, amend or otherwise deal with all advertisements without explanation. Advertisements must comply with the Code of Advertising Practice. The advertiser will indemnify any damage, loss or expense incurred by the publisher as a consequence of the advertiser's editorial or advertisement. The placing of an order does not confer the right to renew on similar terms. The publisher will not be liable for any damage or loss caused by late publication. The advertiser is liable to pay any series discount earned should the publisher receive a cancellation before the termination of the booking. Copy must conform to the publisher's requirements and any additional work will be charged to the advertiser. The advertiser is responsible for all copy and materials sent to the publisher. The publisher takes no responsibility for colour reproduction. All text and designs created on behalf of a client by FDS remain the property and copyright of FDS Ltd and may not be recreated in any other publications, websites or other media without the express permission of the publisher. Permission to the re-use of FDS-owned text or designs in a specific case does not confer the right to re-use this or any other text or designs again without the express permission of the publisher.



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