

Advertising rate card

The Business Mum's Journal Autumn 2009

The UK's only magazine produced for mums running businesses from home.

Using industry experts and professionals and inspiring case studies, The Business Mum's Journal is a must have for any aspiring mumpreneur. It provides sound business advice, with particular emphasis on the unique issues facing a working mother.

Distribution:

20,000 copies

Outlets:

- Selected Mothercare stores
- Various UK baby shows
- Also available online

Size	Cost Per issue	Cost (Per month)	Ad dimensions (width x height)
1/8 page	£63	£10.50	65mm x 45mm
Qtr Page	£118	£19.60	65mm x 93mm
Half page	£224	£37.33	132mm x 93mm
Full Page	£447	£74.50	132mm x 190mm
Double page spread	£787	£131.16	
Inside back cover	£559	£93.16	
Inside front cover	£599	£99.83	
Outside back cover	£659	£109.83	bleed 154 x 216
Opportunity Listing	£55	£9.16	35mm x 62mm h

Please send text in email body or word document. Please ensure images are sent as separate files, high resolution Jpeg preferred. We want your advert to look its very best so please contact us for technical support.

The Magazine Advertising

Our advertising rates are extremely competitive to accommodate all budgets. The Journal is printed twice a year and is designed to be available in **Mothercare stores for 6 months**. Our rates start at just £63 which is just **£10.50 per month!**

We are happy to produce a basic listing: artwork, design and proofing service free of charge.

Preferred positions are available at no extra cost but are allocated on first come first serve basis.

There is no vat payable for Business Mum's Journal advertising.



Mumsclub is a **unique free service** designed to offer information, advice and support for **all mothers who work from home**, juggling business with family life.

We strive to **reach more women**, with the end goal of inspiring them into business and **supporting the growth** of their businesses. The Business Mum's Journal is just one of our successes.

All Advertising Options:

• Magazine:

The Business Mum's Journal

• mumsclub.co.uk:

Business Opportunities

Marketplace/premium

Sponsorship opportunities

newsletter

Business Mum Week

Mumpreneur Conference & Awards

Please contact admin@mumsclub.co.uk for all enquiries.