

20TH
ANNIVERSARY YEAR
1985-2005

THE FRANCHISE MAGAZINE

www.franchise-group.com



The publication that has already helped Business Format Franchisors award over 10,000 Franchises throughout the UK

MEDIA INFORMATION 2005

“The Franchise Magazine to me is the granddaddy of the Franchise industry publications. A place where if you are a Franchisor you need to be, and if you’re seeking a genuine Franchise opportunity you need to look.”



*Ron Hutton
Franchise Director,
Rainbow International*

“The Franchise Magazine has always been an excellent source of high quality leads for Snack-In-The-Box Ltd. 70% of the Franchisees we recruit year on year come to us via the advertorials in The Franchise Magazine. As a Franchisor, we are always looking to maximise our advertising budget and the results prove that The Franchise Magazine is a real winner, and helps quality Franchisors recruit quality Franchisees.”



*Matthew O’Neil
Business Development Manager,
Snack-In-The-Box*

“The Franchise Magazine is second to none for Franchisee recruitment and obviously read and acted upon by the country’s most serious prospects. Jani-King invest heavily in The Franchise Magazine and receive quality leads every day without exception.”



*Paul Haworth
Managing Director,
Jani-King*

“Over the years we have always supported The Franchise Magazine as a good source of information to prospects and therefore leads for Kall Kwik.”



*Derrick Simpson
Director of Franchise Development,
Kall Kwik Printing (UK)*

THE COMPLETE SOLUTION TO FRANCHISEE RECRUITMENT

Britain's most successful Franchisee recruitment publication

Since its launch in 1985, *The Franchise Magazine* has recognised that distribution is the key to success. Fourteen nationwide distribution channels include major promotions at Retail Newsagents, JobCentres, Redundancy & Resettlement Advisers, Banks, Accountants, Solicitors, Business Links, Franchise and Business-to-Business Exhibitions, Online promotions, Hotels plus support through direct mailing to subscribers and the Hot Prospect Database. An estimated 250,000 people are at any one time looking to own a franchise, and the vast majority will read *The Franchise Magazine* before making an investment decision. Ensure that your Franchise opportunity is seen by the country's most serious Franchisee investors.

Innovative Schedules

Franchise Development Services, the publishing organisation, was established in 1981 and is dedicated to facilitating National and International Franchising, assisting both Franchisor and Franchisee. Eight editions of *The Franchise Magazine* allow for a maximum return on Franchisee recruitment investment. Experience indicates that daily, weekly and monthly publications are often too costly, while bi-monthly and quarterly are too infrequent. The solution: eight targeted editions to cover the year and published to coincide with specific exhibitions.

PRICES PER EDITION+ 1-2 3-5 6-8

5 PAGE PROMOTION	Editorial Services Copy supplied	£8,345 £6,675	£7,720 £6,175	£7,095 £5,675
4 PAGE PROMOTION	Editorial Services Copy supplied	£6,920 £5,535	£6,420 £5,135	£5,920 £4,735
3 PAGE PROMOTION	Editorial Services Copy supplied	£5,470 £4,375	£5,095 £4,075	£4,720 £3,775
2 PAGE PROMOTION	Editorial Services Copy supplied	£3,995 £3,195	£3,745 £2,995	£3,495 £2,795
FULL PAGE	Editorial Services Copy supplied	£2,495 £1,995	£2,370 £1,895	£2,245 £1,795
HALF PAGE (Landscape or portrait available)	Editorial Services Copy supplied	£2,055 £1,645	£1,680 £1,345	£1,305 £1,045
INSIDE FRONT COVER (3 page spread)	Editorial Services Copy supplied	£6,370 £5,095	£5,995 £4,795	£5,570 £4,495
INSIDE BACK COVER	Editorial Services Copy supplied	£3,940 £3,150	£3,560 £2,850	£3,190 £2,550
OUTSIDE BACK COVER	Editorial Services Copy supplied	£7,815 £6,250	£7,035 £5,625	£6,645 £5,050
NATIONAL FRANCHISE SHOWCASE Entry cost: £995 Subsequent: £795				
Attractively designed quarter page promotion in full colour with 150 words to describe your opportunity. This high-profile service links to our database and provides a continual flow of qualified prospects from our readership. Upon registration, a backlog of prospects meeting your profile is normally available.				
FRONT COVER PACKAGE	Edition and price	NFE BIRMINGHAM: £9,500	NEW OLYMPIA: £8,500	ALL OTHER EDITIONS: £7,950
Consisting of five pages: Double page gatefold cover and three full colour pages of editorial and advertising. The front cover package design and production is entirely in the control of the Publisher. Single bookings only. Details of cover availability on request.				
ALL RIGHT HAND PAGES +10%				*ALL PRICES EXCLUDE VAT

NB: Should bookings be made for space only and subsequent design & editorial work be required, companies will be invoiced for the extra work prior to publication

DEADLINES

Deadlines	JAN/FEB	MARCH	APRIL/MAY	JUNE	JULY/AUG	SEPTEMBER	OCT/NOV	DECEMBER
News	22 NOV	10 JAN	21 FEB	4 APR	23 MAY	11 JULY	29 AUG	10 OCT
Editorial	1 DEC	19 JAN	2 MAR	13 APR	1 JUNE	20 JULY	7 SEPT	19 OCT
Advertisement/Payment	3 DEC	21 JAN	4 MAR	15 APR	3 JUNE	22 JULY	9 SEPT	21 OCT
On Sale	21 DEC	11 FEB	25 MAR	6 MAY	24 JUNE	12 AUG	30 SEPT	11 NOV
Special Reports	COMMERCIAL CLEANING	FOOD & DRINK	WHITE COLLAR CONSULTANCY	AUTOMOTIVE	HOME CARE	CHILDREN	RETAIL	VEHICLE BASED SALES & DIST.
Exhibitions Distributed	British & International Franchise Exhibition, MANCHESTER	Convenience Retailing Show, NEC B'HAM Int. Food Expo, LONDON	NEW OLYMPIA EXPO	Business Startup, BIRMINGHAM SCOTTISH FRANCHISE EXPO	Royal Highland Show, EDINBURGH	Irish Franchise Exhibition, DUBLIN	National Franchise Exhibition, BIRMINGHAM	Business Startup, LONDON

FIVE STAR PACKAGE



Promote your brand on the cover!

Five page, Full Colour Advertising and Editorial in each edition, plus National Franchise Showcase. Cover package consists of 2 page gatefold cover promotion plus 3 pages editorial/advertising inside.

Designed to provide the maximum response from our readership over a 12 month period. Included in the package is a front cover promotion for the next available edition. These programmes are limited to eight clients per annum. Companies that experience the benefits of the five star programmes continually renew. Clients recruit the vast majority of their Franchisees through this package. We recommend this programme to Franchisors that are well structured, organised and can recruit and train on a continual basis.

COVER PRICES

National Franchise Week & NFE edition	£9,500
Olympia edition	£8,500
All other editions	£7,950

SPACE, DESIGN & EDITORIAL

ratecard price	£7,890
special price	£7,095

COPY SUPPLIED

ratecard price	£6,470
special price	£5,675

FOUR STAR PACKAGE



Four page, Full Colour Advertising and Editorial in each edition, plus National Franchise Showcase.

Ideal for the Franchisor seeking to receive a constant flow of well-qualified leads throughout a 12 month programme to provide a regular number of new Franchisees into their network. Profiling different successful Franchisees in every edition ensures the greatest possible response.

SPACE, DESIGN & EDITORIAL

ratecard price	£6,715
special price	£5,920

COPY SUPPLIED

ratecard price	£5,530
special price	£4,735

THREE STAR PACKAGE



Three page, Full Colour Advertising and Editorial in each edition, plus National Franchise Showcase.

Highly recommended for branding and high profile marketing to ensure that the highest calibre of prospects read and understand the opportunity. Detailed interviews with successful Franchisees from different profiles recommended for each edition.

SPACE, DESIGN & EDITORIAL

ratecard price	£5,515
special price	£4,720

COPY SUPPLIED

ratecard price	£4,570
special price	£3,775

TWO STAR PACKAGE



Double page, Full Colour Advertising and Editorial in each edition, plus National Franchise Showcase.

The most popular investment for many Franchisors and capable of producing a regular flow of quality leads throughout the year.

SPACE, DESIGN & EDITORIAL

ratecard price	£4,290
special price	£3,495

COPY SUPPLIED

ratecard price	£3,590
special price	£2,795

ONE STAR PACKAGE



Single page, Full Colour Advertising and Editorial in each edition, plus National Franchise Showcase.

Providing Franchisors with dual marketing in the main magazine and National Franchise Showcase.

SPACE, DESIGN & EDITORIAL

ratecard price	£3,040
special price	£2,245

COPY SUPPLIED

ratecard price	£2,590
special price	£1,795



*ALL PRICES EXCLUDE VAT.

EDITORIAL SERVICES

Our 12 month Advertising and Editorial Programmes continually provide the best returns for Franchisors actively recruiting Franchisees nationwide.

By taking advantage of the experience and expertise of our Editorial Team, you can be sure of the very best results.

The Franchise Magazine has a well-organised and extremely professional team that specialise in creating Franchisee recruitment campaigns that continually produce excellent results. Their experience in interviewing existing franchisees and identifying the key factors that influence all readers is second-to-none, so that readers are reassured that your opportunity can deliver to their expectations.

The Franchise Magazine provides:

- Star Package Programmes specifically designed to target the exact Franchisee profile required
- Complete and accurate presentation of your Franchise opportunity
- Responses from the country's most highly qualified prospective Franchisees
- Nationwide distribution through newsagents plus 14 other channels
- Every edition covers a major 6-7 week promotion



MECHANICAL DATA

- All advertisements must be supplied on disc and accompanied by a digitally generated proof with approval signature.
- When significant alterations are needed to be made by *The Franchise Magazine* to any submitted materials, a charge will be incurred.
- Please allow a total of 10mm in the centre and sufficient overlap for binding.
- Formats accepted: Macintosh QuarkXpress, Photoshop and Illustrator. All scans to be saved as EPS or TIFF files, CMYK.
- Discs accepted: CD, DVD, Zip100.

	Double Page Spread		Full Page Spread		Half Page Portrait		Half Page Landscape	
Bleed (mm)	426	x 303	213	x 303	108	x 303	213	x 151.5
Trim (mm)	420	x 297	210	x 297	105	x 297	210	x 148.5
Type (mm)	400	x 270	190	x 270	92	x 270	190	x 132

IMPORTANT INFORMATION

Terms & Conditions

All Franchisor advertisers 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, 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 publisher reserves the right to increase advertisement rates and to amend the terms with regard to space and frequency of insertion. 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. Discs will not be returned unless requested and the publisher reserves the right to destroy any discs after they have been in their custody for a period of over 3 months. The publisher takes no responsibility for colour reproduction. A copy of these terms in larger print is available on request from: