

# FOCUS ON Business

Created by **Pro Progressio**

modern business media

*[www.focusonbusiness.eu](http://www.focusonbusiness.eu)*

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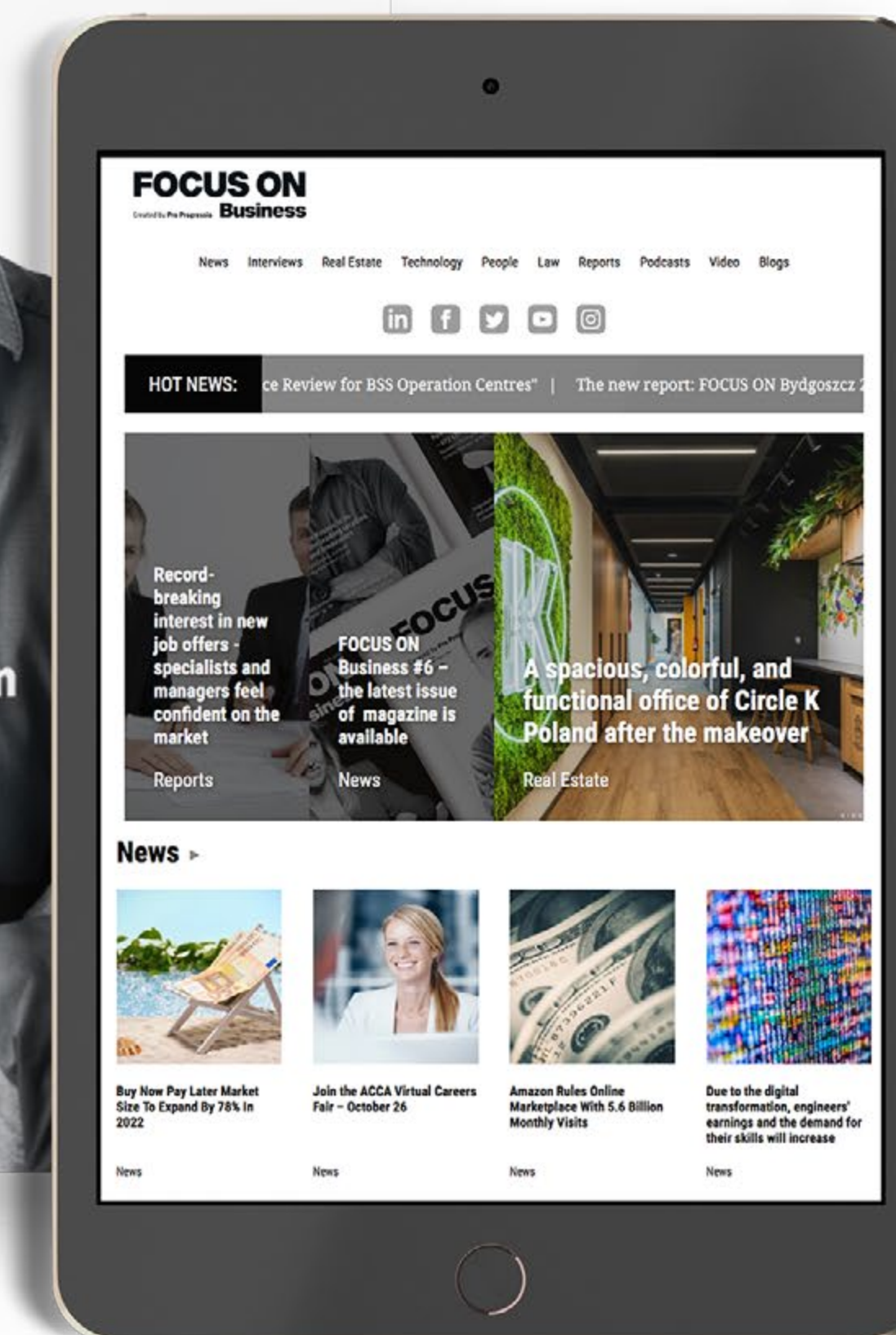
## **20** Contact



**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

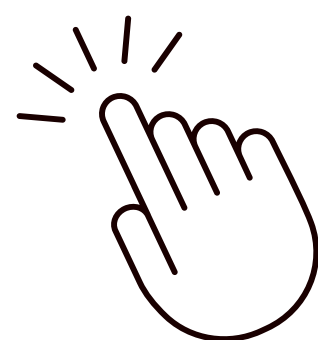




# Why is it worth to advertise in *FoB* Magazine



*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

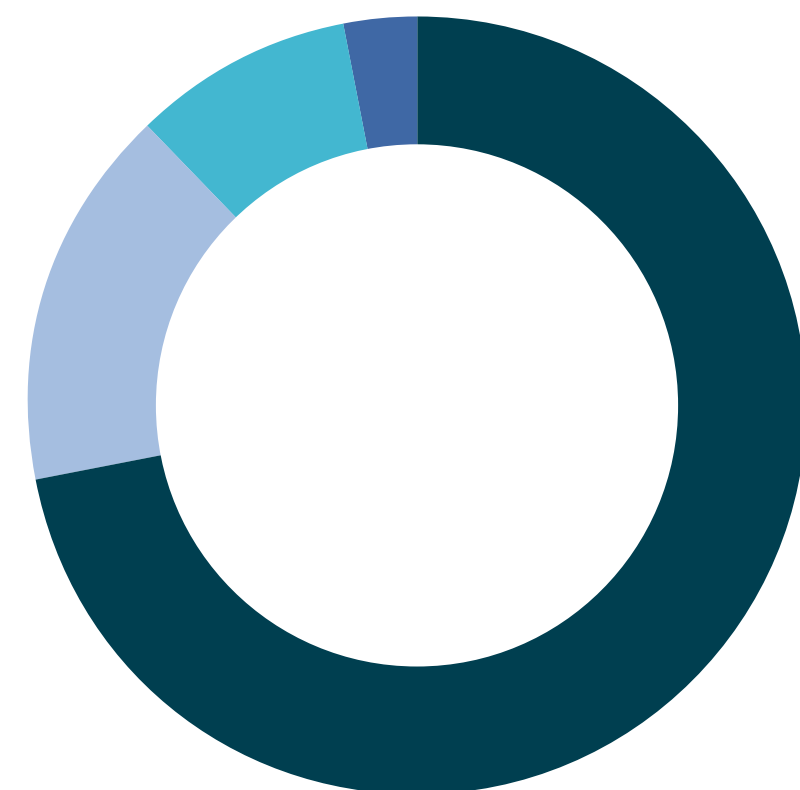
Distribution of printed edition of *FOCUS ON Business* magazine is fully controlled in four areas:

- 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.**

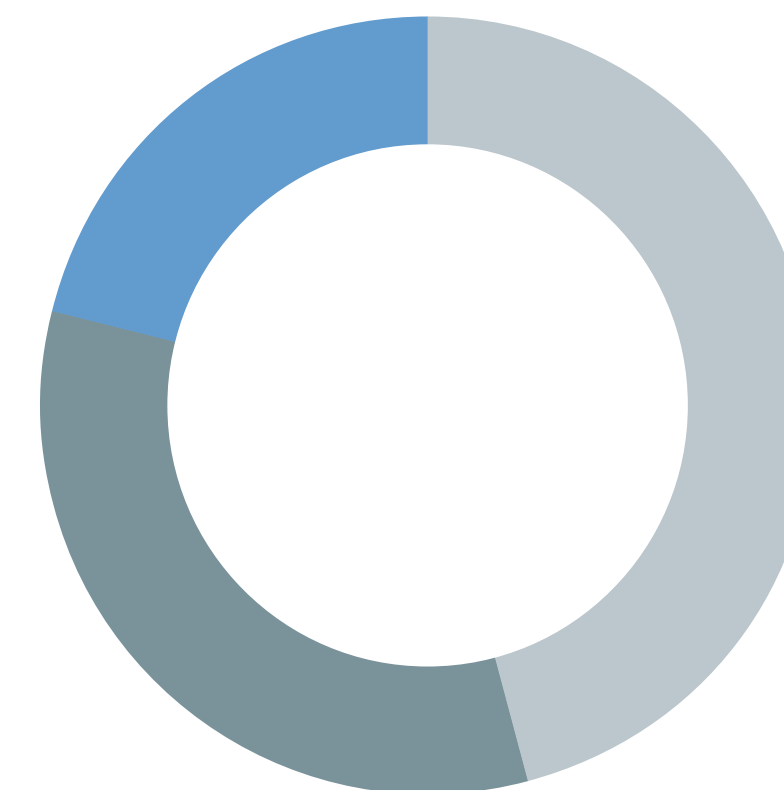
*FOCUS ON Business* magazine can be downloaded from various web pages including [focusonbusiness.com](http://focusonbusiness.com)

**Distribution – by sectors**



- 72%** private
- 16%** universities
- 9%** public (city halls, special economy zones, technology parks)
- 3%** Embassies

**Ways of distribution**



- 46%** subscribers
- 33%** events and workshops
- 21%** other



# 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

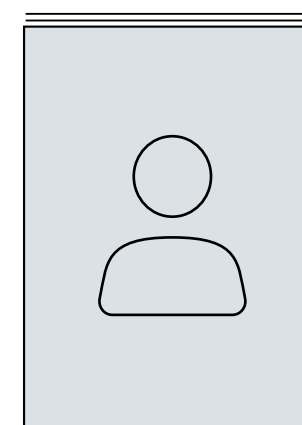
Price: PLN 39/ EUR 8 (printed edition).

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



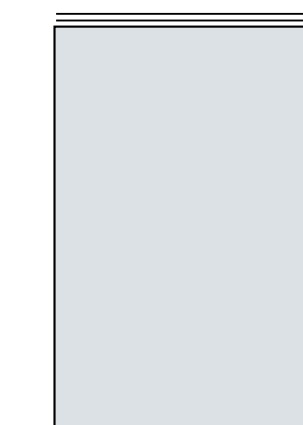
Cover page interview  
**EUR 10 000**  
(PLN 45 000)



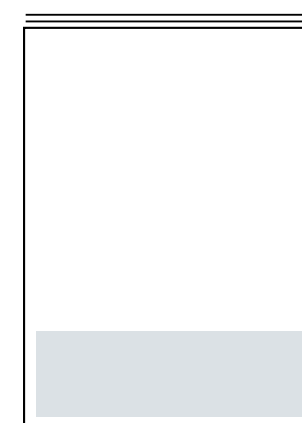
2<sup>nd</sup> cover  
**EUR 5 000**  
(PLN 22 500)



3<sup>rd</sup> cover  
**EUR 4 500**  
(PLN 20 000)



4<sup>th</sup> cover  
**EUR 6 000**  
(PLN 27 000)



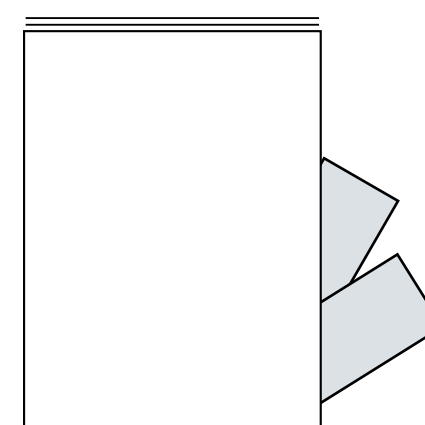
Advert on the 1<sup>st</sup> cover page  
**EUR 2 000**  
(PLN 9 000)



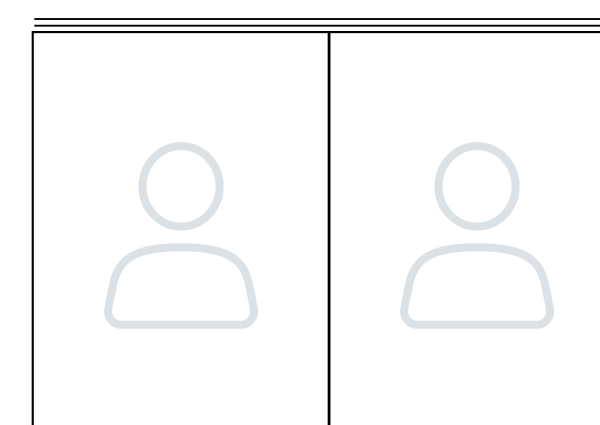
Full page (1 page)  
**EUR 4 000**  
(PLN 18 000)



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**

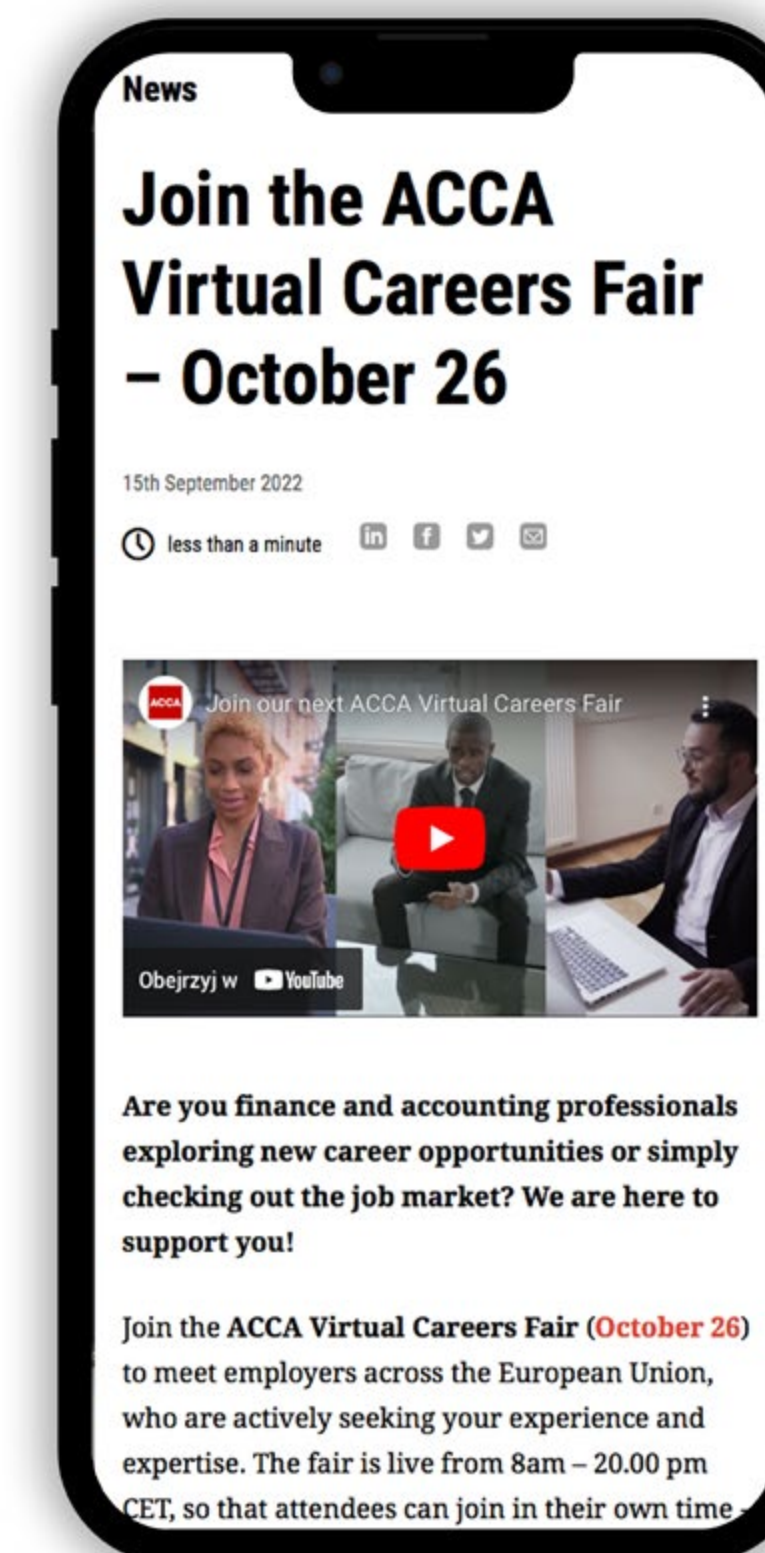
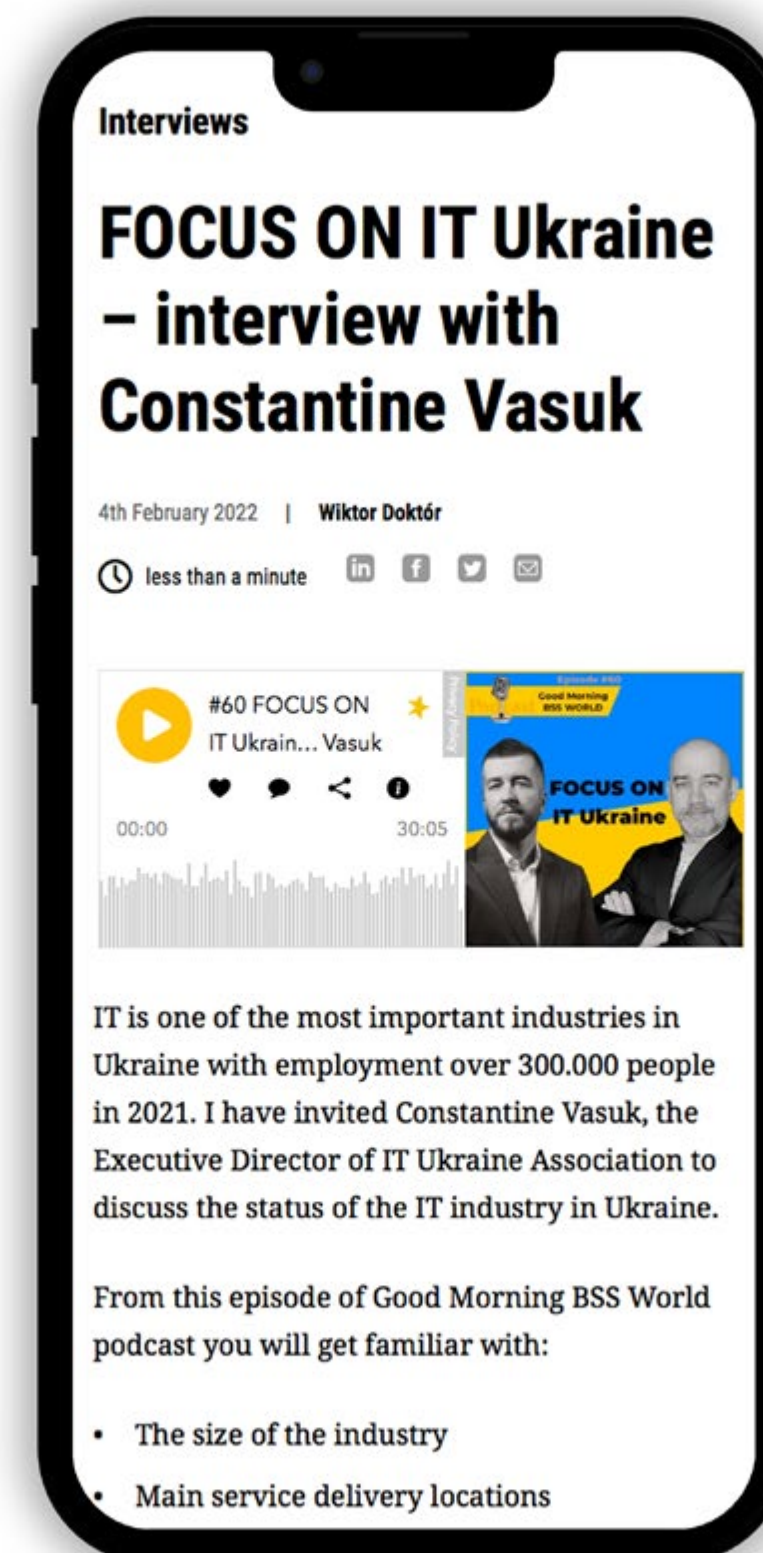
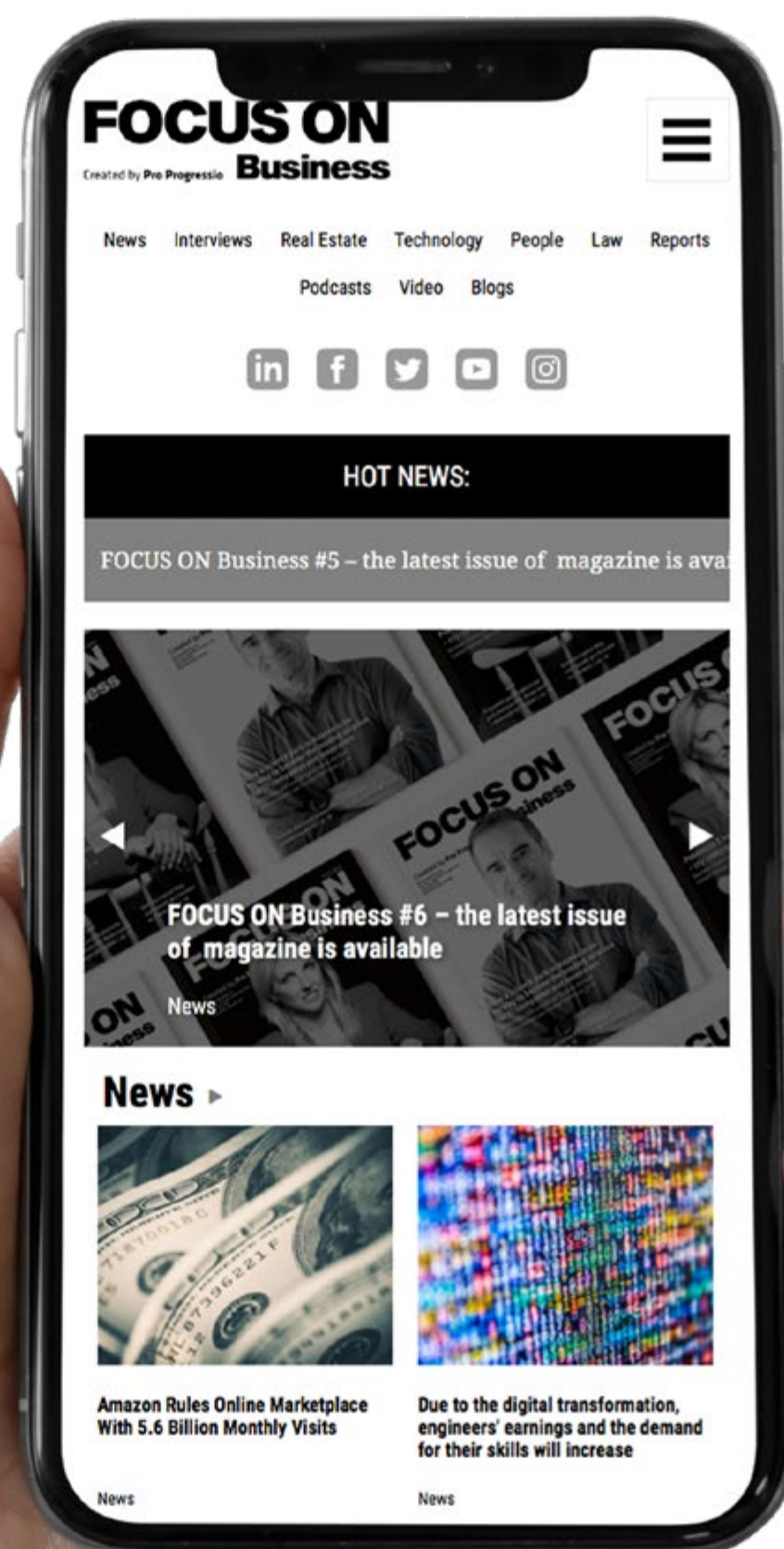
*FOCUS ON Business* is a web platform with wide content focused on economy, politics and business. The portal (earlier known as *OutsourcingPortal*) is present since 2010.





# Content as you wish

Article, blog post, podcast, video





# Premium Content

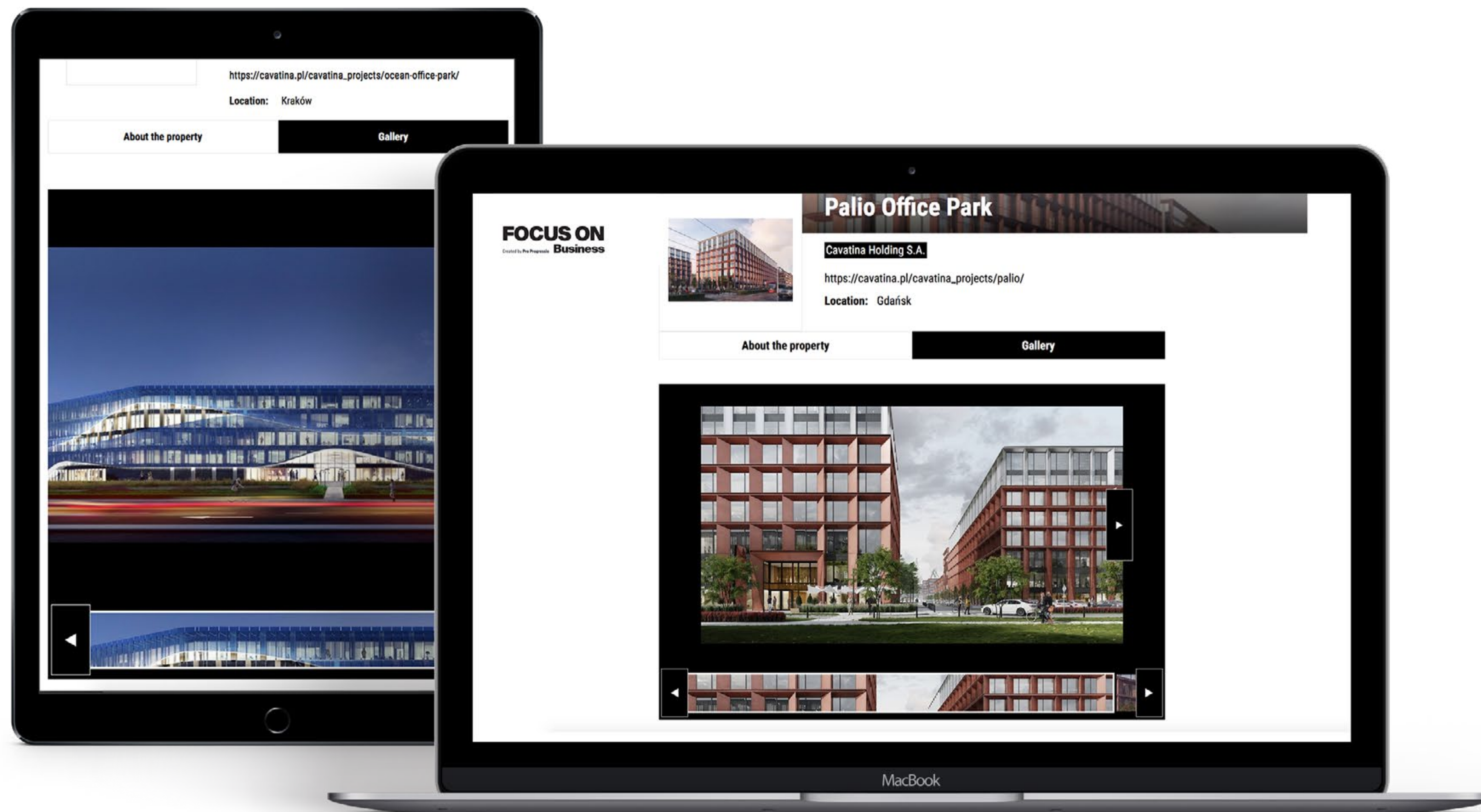
Exclusive background  
Special text formatting





# Photo galleries

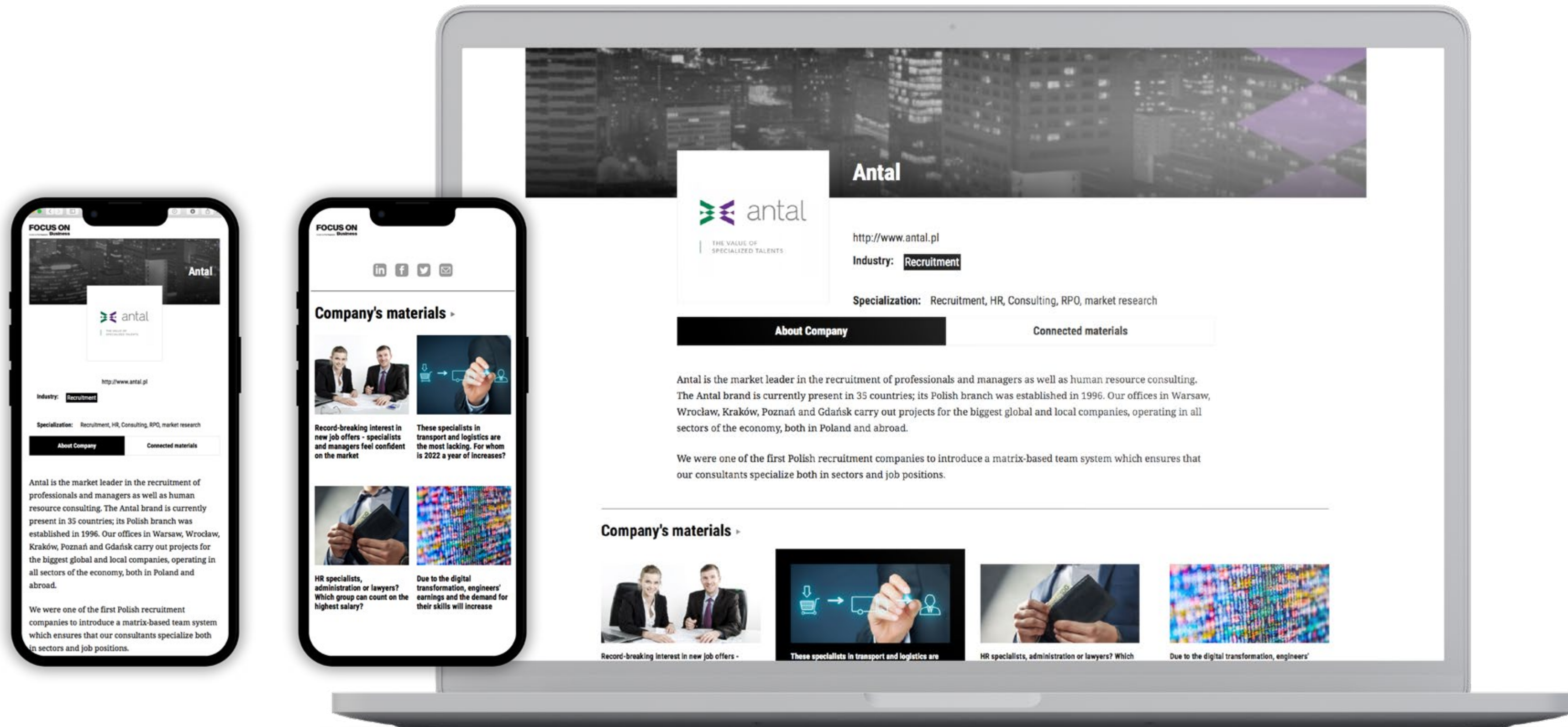
Presentation of as many photos as you require





# Business profiles of firmsv

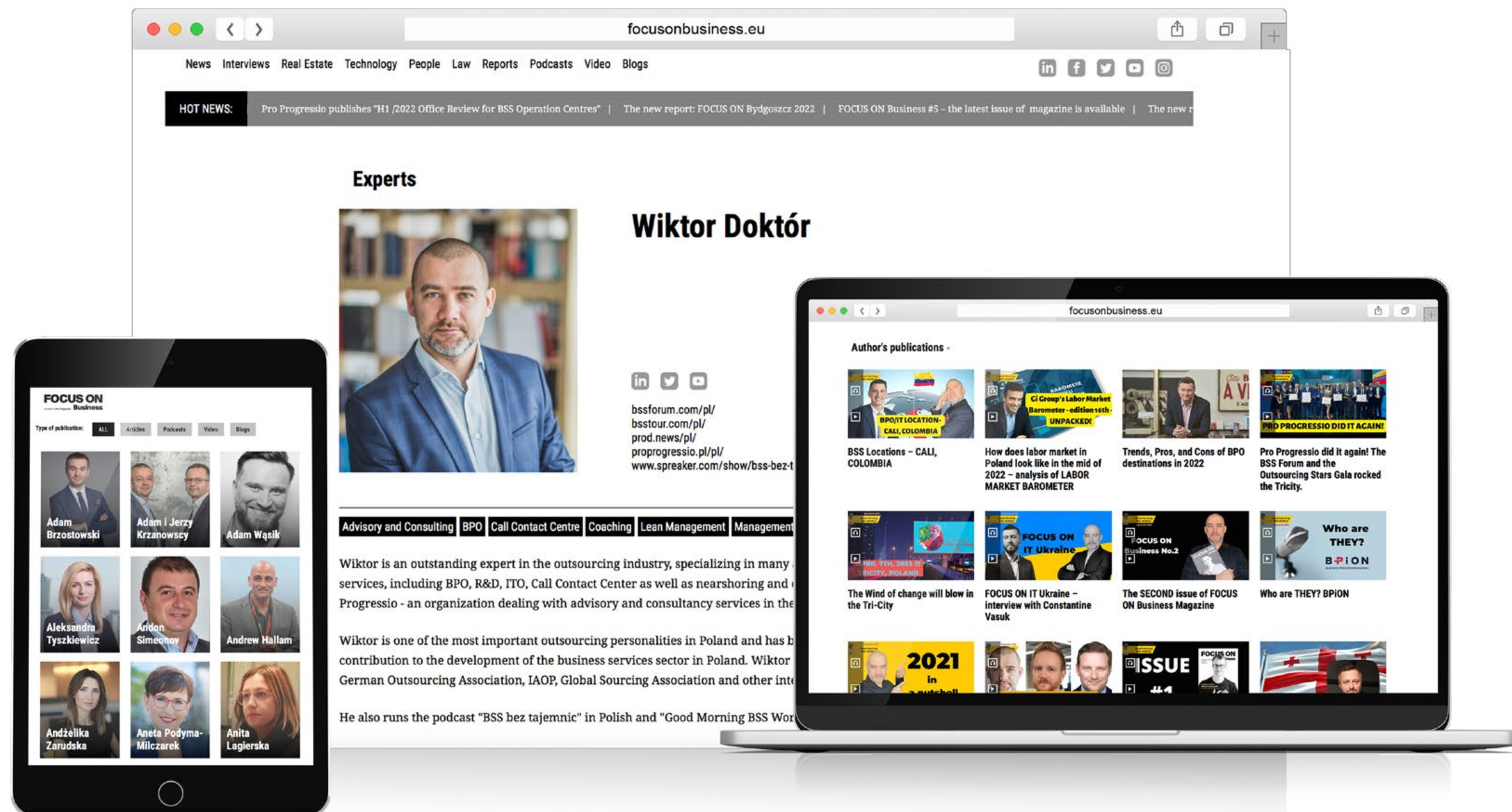
- Presentation of business profiles of firms
- Connection of the profiles with Social Media
- Content connected with the company
- Recruitment announcements





# Profiles of experts and authors

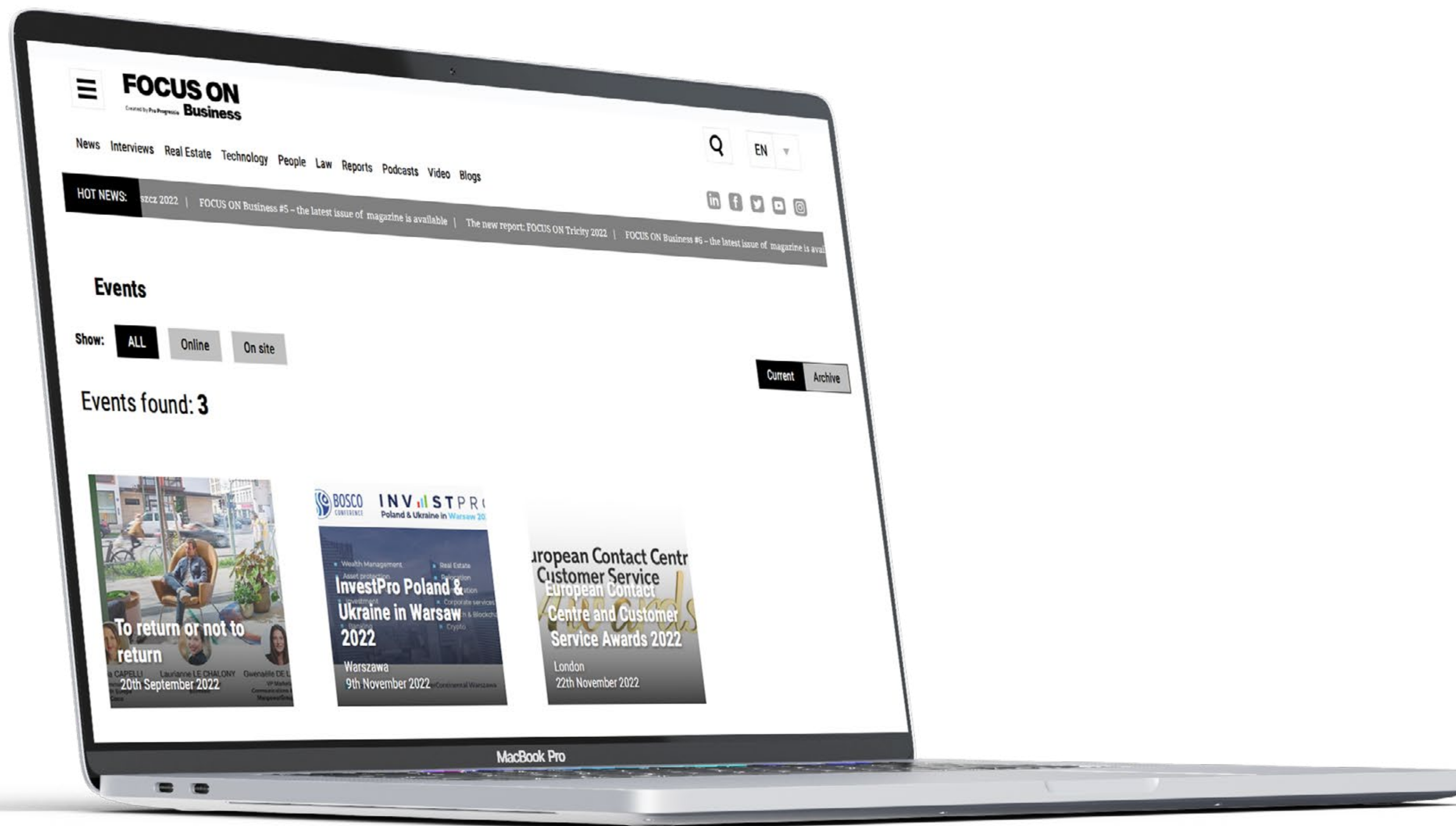
- Profiles of people who have direct impact on business in Poland
- Photos, descriptions, links to Social Media
- Connected articles if an expert is also the author of publications on *FOCUS ON* platform





# 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



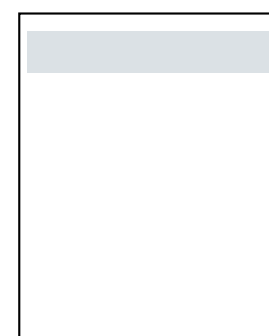


# Price list



## Sponsored article

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

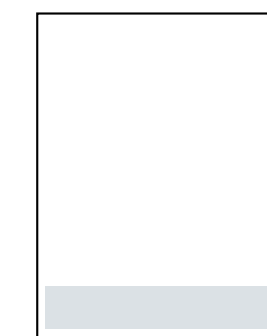


## Baner/Billboard – header

(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)

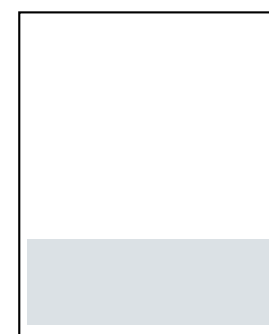


## Doublebillboard+ – header

(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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00-728 Warszawa

*We focus on business every day!*

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

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