FOCUS ON Business

modern business media

Created by Pro Progressio

www.focusonbusiness.eu

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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 siness Created by Pro Prog

G focusonbusiness.eu No. 5 (6) | September-October 2022

ISSN 2720-3549 PRICE EUR 6 (INCL. 8% VAT)

How a science park in Kosovo is on ts way to become the leading location for IT-companies and innovators

interview with Hans-Juergen Cassens, the Head the Innovation and Training Park Prizren | p. 34

How to effectively protect company secret? | p. 10

EV chargers

in f y 🖸 🖸 riew for BSS Operation Centres" | The new report: FOCUS ON By

FOCUS ON

News >







2022

Monthly Visits

earnings and the demand for their skills will increase

News









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.







modern business mer



FOCUS ON



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.









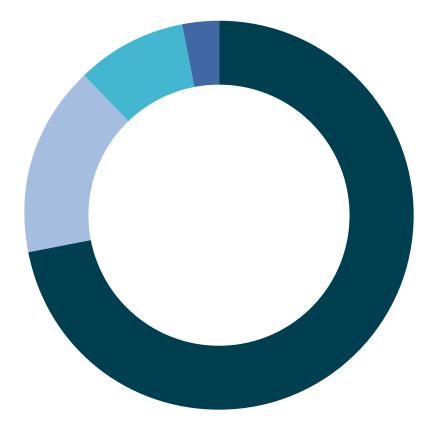


Distribution

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



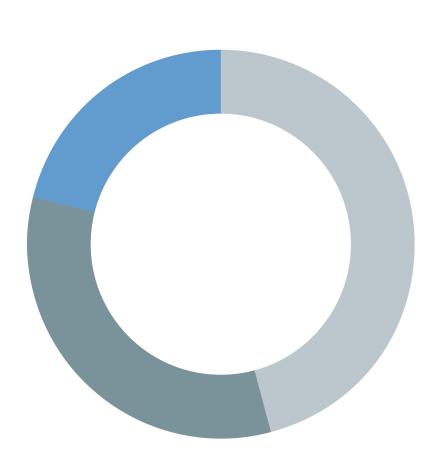
Distribution – by sectors

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

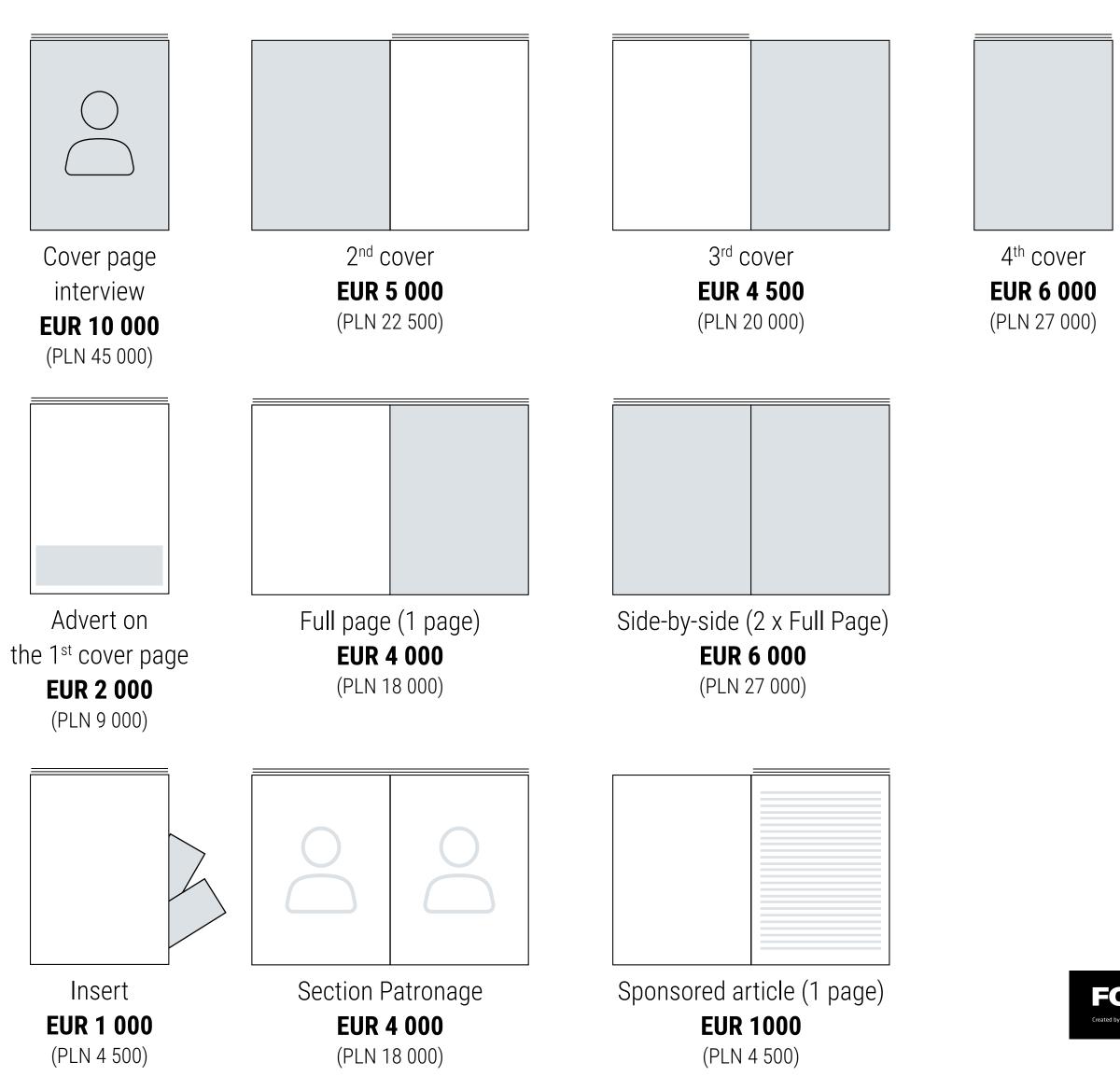
Number of copies: 3000 copies (printed) + unlimited PDF version

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





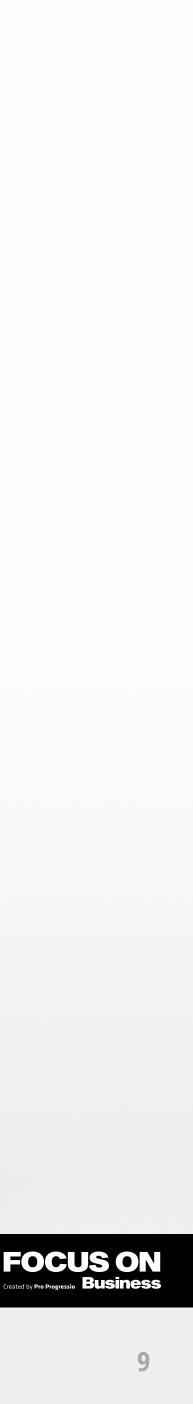




FOCUS ON Business Web Platform

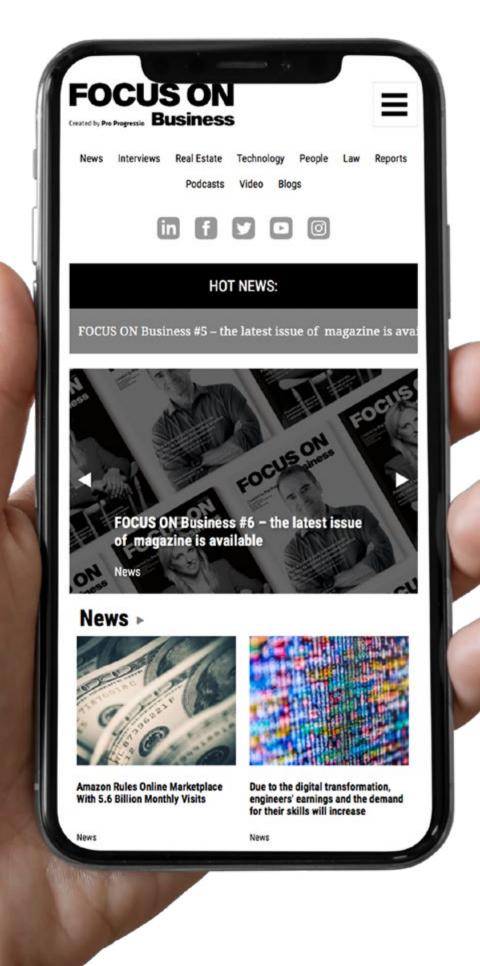
FOCUS ON Business is a web platform with wide content focused on economy, politics and business. The portal (earlier known as *OutsourcingPortal*) is present since 2010.





Content as you wish

Article, blog post, podcast, video





From assessment through motivation to internal audits. Employees as the key drivers of change in an enterprise

15th October 2021 🕚 6 min. 🔘 731 🖬 🖬 💟 🖾



The recent months have clearly shown that the only certain thing in business is change. A company that wants to survive the crisis and emerge without harm must learn to react quickly to new conditions. An effective change requires the commitment of not only the management board, but of employees in

FOCUS ON IT Ukraine - interview with **Constantine Vasuk** 4th February 2022 | Wiktor Doktór 🕔 less than a minute ท f 💟 🖾 #60 FOCUS ON 😕 IT Ukrain... Vasuk FOCUS ON • • < 0 30:05

Interviews

IT is one of the most important industries in Ukraine with employment over 300.000 people in 2021. I have invited Constantine Vasuk, the Executive Director of IT Ukraine Association to discuss the status of the IT industry in Ukraine.

From this episode of Good Morning BSS World podcast you will get familiar with:

- The size of the industry
- Main service delivery locations

Join the ACCA **Virtual Careers Fair** - October 26

15th September 2022 🕚 less than a minute 🛛 🖬 💟 🖾



Are you finance and accounting professionals exploring new career opportunities or simply checking out the job market? We are here to support you!

oin the ACCA Virtual Careers Fair (October 26) to meet employers across the European Union, who are actively seeking your experience and expertise. The fair is live from 8am – 20.00 pm CET, so that attendees can join in their own time,

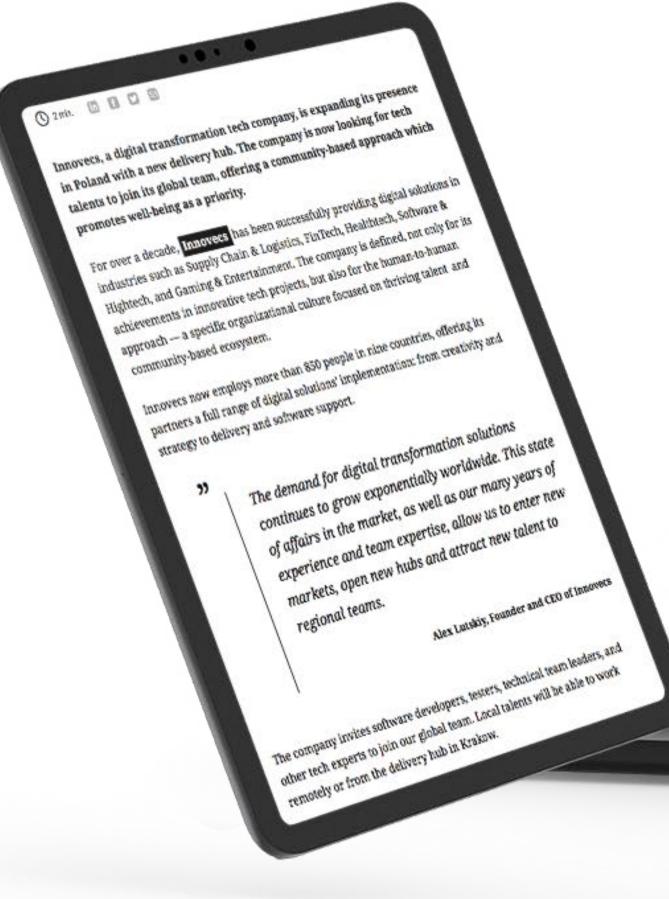




Premium Content

Exclusive background

Special text formatting



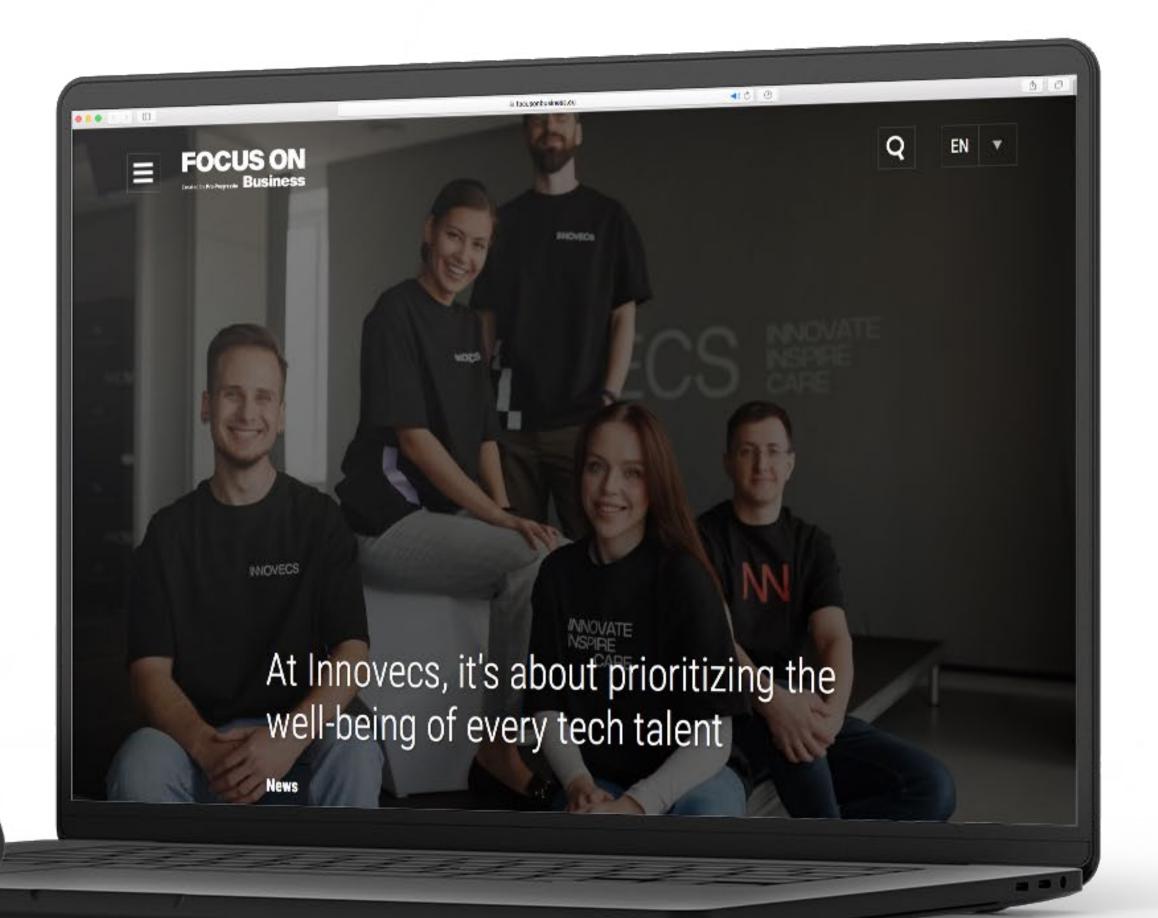
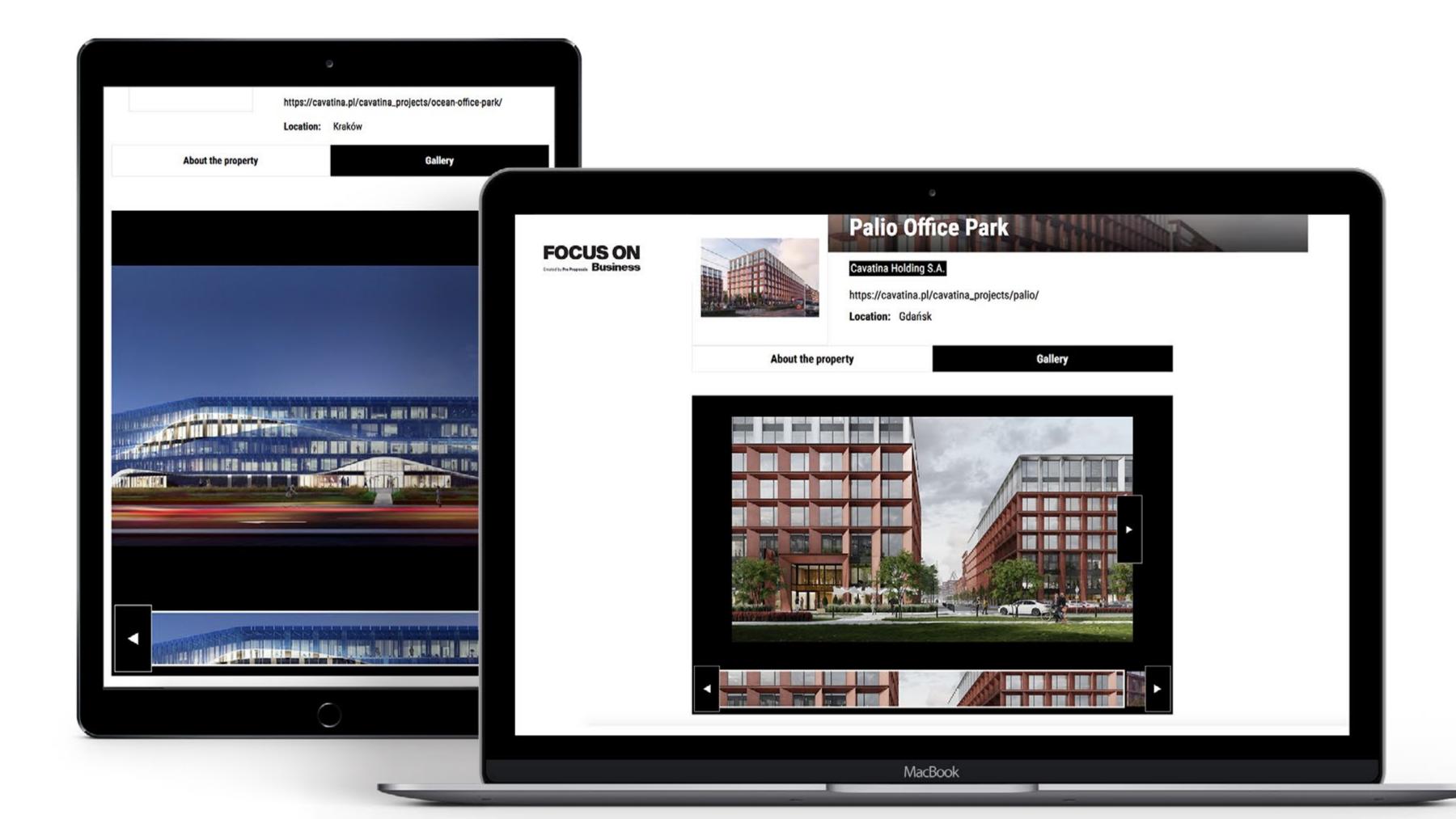






Photo galleries

Presentation of as many photos as you require





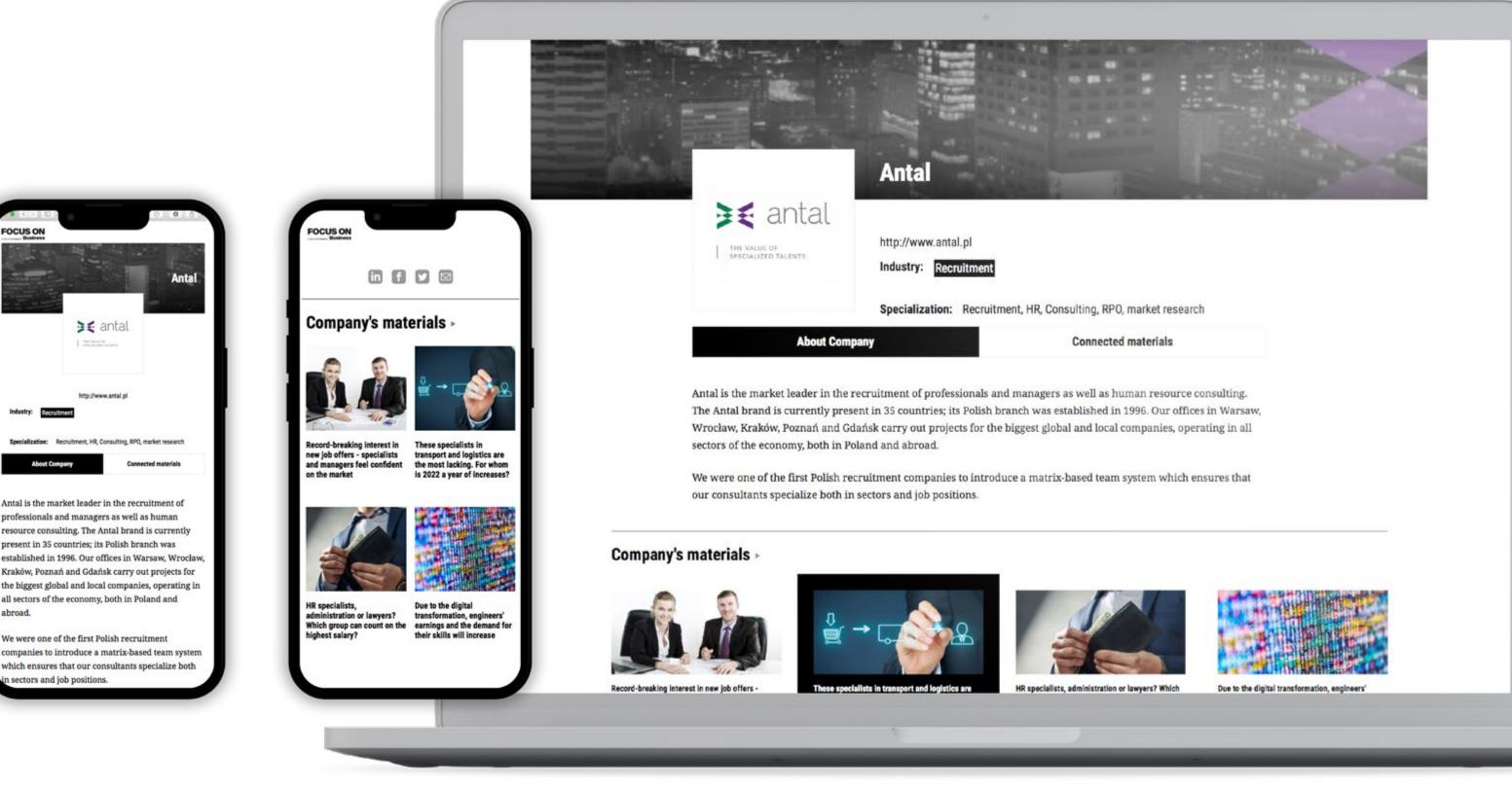


Business profiles of firmsv

- Presentation of business profiles of firms
- Connection of the profiles with Social Media

abroad.

- Content connected with the company
- Recruitment announcements

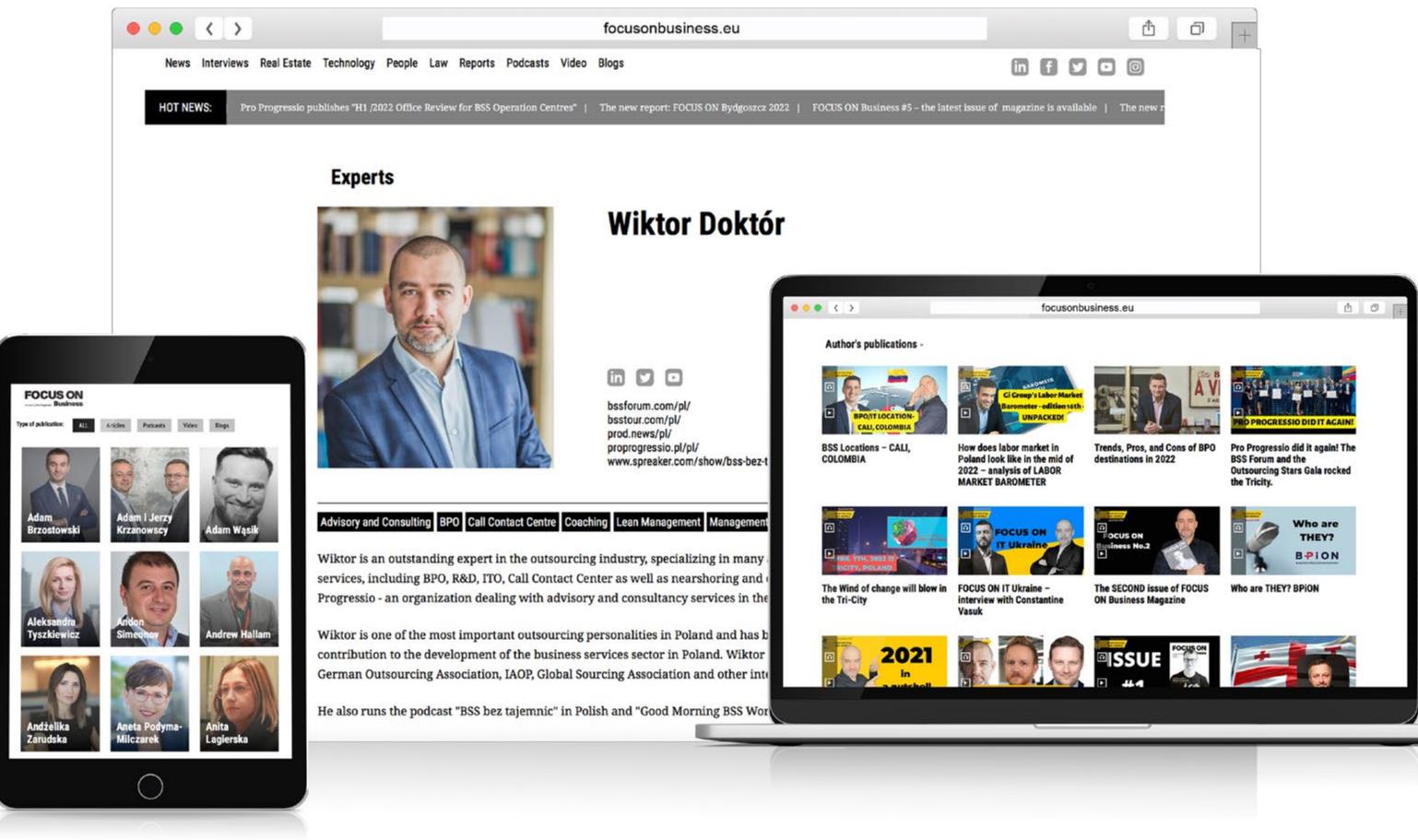






Profiles of experts and authors

- 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

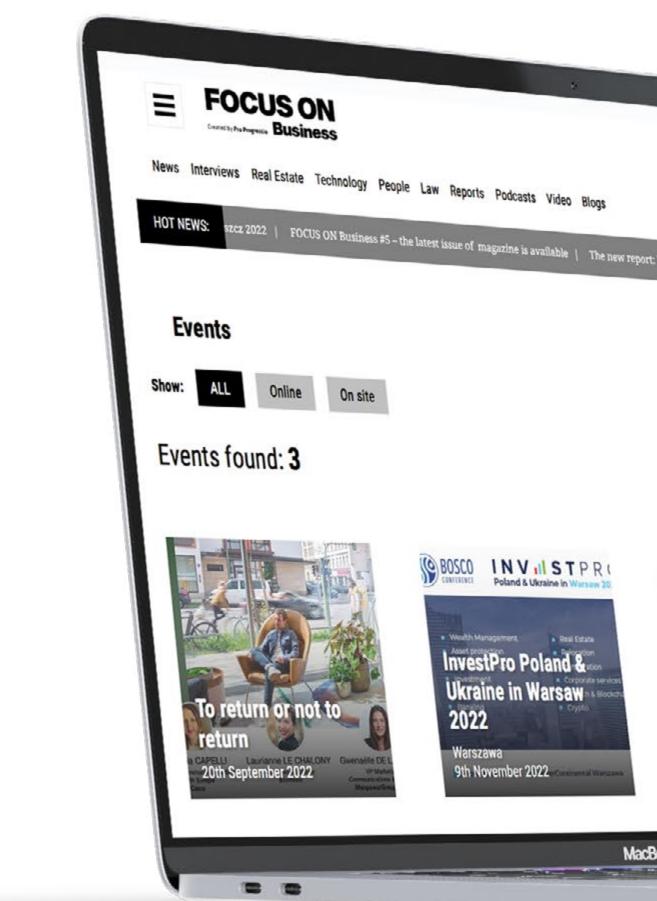






Calendar of events

List of business events



	Q EN V
report: FOCUS ON Tricity 2022 FOCUS ON Business #6	i- the latest issue of magazine is avai
MacBook Pro	





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



Nonexa Reiness HOT NEWS CUS ON Triday 2 CUS ON Triday	#5 July-August 4/2022		wiow with Mr. Amr
	#4 May-June 3/2022 Main interview: The strongest bridges are built toge of Lionbridge Poland Pages: 82 Details	ther - Interview with Marek Szu	ul, Vice President
The manufacture of the second se	ć		





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





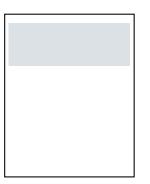
Price list

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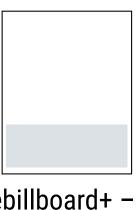
Sponsored article one week in one language version: **EUR 1 000** (PLN 4 500)



one week in selected section: **EUR 100** (PLN 450)



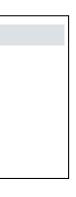
Doublebillboard+ – header (from 750x100px to 1260x300px, JPG, GIF, PNG, <100kb) one week on all pages: EUR 500 (PLN 2 250) one week in selected section: **EUR 200** (PLN 900)





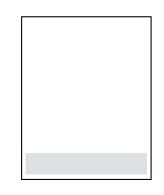
Business profile of a company/city (including access to blogs and pressroom) price per year from activation: **EUR 1 500** (PLN 6 500)

Profile of an office building/ coworking office price per year from activation: **1 000 EUR** (4 500 PLN)



Baner/Billboad – header (750x100px, JPG, GIF, PNG, <50kb) one week on all pages: **EUR 300** (PLN 1 300)

Doublebillboard+ – footer (from750x100px to 1260x300px, JPG, GIF, PNG, <100kb) one week: **EUR 300** (PLN 1 300)



Baner/Billboad - footer (50x100px, JPG, GIF, PNG, <50kb) one week: **EUR 200** (PLN 900)

Event's promotion in calendar of events (graphics and description) all period till the date of the event: **EUR 400** (PLN 1 800)









Editor:

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We focus on business every day!



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