

S+ART+

MAGAZINE

2. Business



A BUSINESS HUB FOR THE FUTURE

Media and Advertising Plan

2. Business

Introducing Start2Business Magazine

Start2Business Magazine is thought for all entrepreneurs having innovative business ideas and needing an additional tool for the development of their business. Designed mainly for Small and Medium-sized Enterprises, **Start2Business Magazine** contains projects, events and articles to help entrepreneurs to develop their business projects.

Start2Business Magazine aims at being a tool for all entrepreneurs to reach the development of their business projects in the most successful way. Moreover, **Start2Business Magazine** provides all the useful information about the start up of a business in a foreign country, the participation in the most important scheduled business events, the promotion of innovative business opportunities and all topics concerning business development.

A wide ray of entrepreneurs and companies read **Start2Business Magazine**. **Start2Business Magazine** is created for entrepreneurs all over the world and reaches target companies which are potentially interested in the contents of each issue.

Each issue of **Start2Business Magazine** deals with a main topic, the so called Top Project, around which develop important contributes about business and internationalization. Here are some of the topics covered by **Start2Business Magazine**:

- Legal and tax matters
- Highlights on business opportunities
- Business Key Events
- News from the Swiss Association of SMEs
- Current business affairs program
- Classified Ads

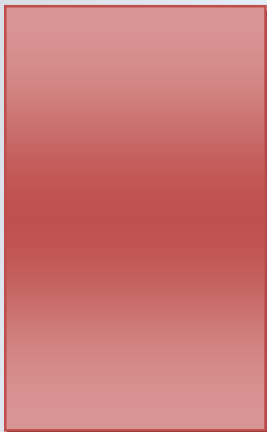
Start2Business Magazine is distributed free of charge to a target business network all over the world, with a circulation of over 15.000 copies per issue. In fact, the important feature of **Start2Business Magazine** is its distribution: according to the so-called Top Project, a part of the issues it is distributed to a customized and target network of contacts, potentially interested in the development of the project itself. This kind of distribution allows to reach an effectively interested audience and enriches the chances of success.

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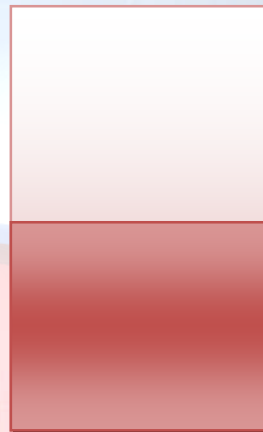
As communication tool for all SMEs, **Start2Business Magazine** reaches directly the wished target for the development of companies' business projects.

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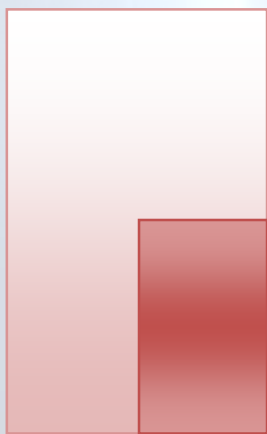
Advertising on Start2Business Magazine



1/1 page 210 x 297 mm



1/2 page 210 x 145 mm



1/4 page 55 x 145 mm



2/6 page 210 x 99 mm

Inner pages

1/1	Page size	210 x 197 mm	CHF	1'800.-
1/2	Page size	210 x 145 mm	CHF	1'000.-
1/4	Page size	55 x 145 mm	CHF	700.-
2/6	Page size	210 x 99 mm	CHF	800.-
	Classified Ads		CHF	100.-

Cover Pages

A BUSINESS HUB FOR THE FUTURE

1/1	Second cover	210 x 197 mm	CHF	2'000.-
1/1	Inside back cover	210 x 197 mm	CHF	2'000.-
1/1	Back cover	210 x 197 mm	CHF	3'000.-

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Advertising Design – by FableDesign

It includes the graphic elaboration of the advertising before printing (images and texts provided by the advertiser)

1/1	Page size	210 x 197 mm	CHF	195. -
1/2	Page size	210 x 145 mm	CHF	105. -
1/4	Page size	55 x 145 mm	CHF	65. -
2/6	Page size	210 x 99 mm	CHF	55. -

Further advertising possibilities

Advertorial: 1 page, 3500 characters (spaces included) CHF 1'500. -

Advertising + advertorial: 1/1 page advertising + 1 page advertorial (3500 characters – space included) CHF 2'500. -

Advertorial + QR Code: 1/1 page advertorial (3500 characters – space included) + QR Code. The QR Code shows the translation of the content of the advertorial in the chosen target language. **Start2Business Magazine** offers the service of translation in the target language of the advertorial. Pricing according to target translation requests

Customized advertising packages: pricing according requests

Technical data

Deadlines: ready-to-print advertising have to be delivered up to 30 days before the date of the issue

Additional costs: possible additional costs for the managing and processing of advertising material, which does not follow technical requirements (further electronic managing of images or layout), shall be charged additionally in the final bill. This costs are intended also for non-issued material

Material delivery: advertising material shall be sent by email in PDF Print Quality format, following the agreed page sizes. Image material which has to be elaborated before printing shall be sent by email in high definition (300 dpi) in jpeg or PDF format. Logos shall be sent in vector format

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Contacting Start2Business Magazine

Publisher Swiss Business Group

Free subscription www.swissinvestmentclub.com

0041 (0)91 913 90 30

info@swissbg.ch

Editor-in-chief

Elena Bulgheroni

elena.bulgheroni@swissbg.ch

0041 (0)91 913 90 31

Advertising

Francesca Sandrini

francesca.sandrini@swissbg.ch

0041 (0)91 913 90 32

Giada Camerino

marketing2@simpex.it

0039 (0)2 92166644

Distribution

Alessandro Marini

alessandro.marini@simpex.it

0039 (0)2 92166644

Graphic Development

FableDesign

info@fabledesign.it

A BUSINESS HUB FOR THE FUTURE

0039 (0)2 92348945

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