

BUSINESS START-UP GUIDE >>>



national
enterprise
network

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MEDIA



Dear Advertiser

The National Enterprise Network is delighted to announce that we are working with King Lion Media to publish an exciting new business start-up guide and a series of GREEN business magazines.

Distributed through National Enterprise Network members and other channels, these guides will respond to the many queries made by those aiming to start up and run their own businesses each year, as well as fulfilling their increasing desire to read more about environmental news, products and services within the UK.

National Enterprise Network is working in partnership with King Lion Media who will produce these guides and manage their advertising sales.

King Lion Media brings together an outstanding editorial and commercial team with proven experience in the business and environmental arenas and we are confident that these guides will be extremely well-received by our members and their clients.

We hope that you will enjoy working with the sales team at King Lion Media.

Yours faithfully

Dawn Whiteley, Chief Executive

IN ASSOCIATION WITH THE NATIONAL ENTERPRISE NETWORK, IN MARCH 2012 KING LION MEDIA (KLM) WILL PUBLISH AND LAUNCH AN A-Z BUSINESS START-UP GUIDE AND DISTRIBUTE COPIES TO MEMBERS ACROSS ENGLAND.

AS TITLE SPONSOR OF KLM'S PEOPLE AND ENVIRONMENT ACHIEVEMENT BUSINESS (PEABS) AWARDS IN ASSOCIATION WITH LLOYDS TSB WHICH WILL TAKE PLACE IN JANUARY 2012 (WITH LEO JOHNSON AND DEBORAH MEADEN, ENTREPRENEUR AND DRAGONS' DEN INVESTOR, AS LEADING JUDGES)



in association with

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WWW.PEABUSINESSAWARDS.COM

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ABOUT NATIONAL ENTERPRISE NETWORK

National Enterprise Network is the membership body for those committed to the support and development of enterprise. Main activities of the organisation include representing the sector with key stakeholders in central government, official agencies and the private sector, providing unique membership products and services to members and managing national business support contracts.

- The Network's members provide an array of services to new and emerging businesses. Services include independent and impartial advice, training and mentoring as well as broader support in terms of managed workspace, finance packages and other commercial activities.
- The Network's members is unique in representing those people who are starting, developing and growing businesses.
- Last year alone, the Network's members supported over a quarter of a million pre-start, start-up and early stages businesses in their commitment to start, run or grow their enterprises.
- Formed in 1992 the network currently has a membership of over 120 organisations, represented in more than 250 offices.
- Members maintain a core service – independent and impartial advice, training and mentoring.
- Many members are able to support their core services with the provision of incubation and managed workspace where they support over 2000 businesses at any time, and with tens of millions of pounds of loan and investment capacity.

For more information please go to www.nationaenterpsienetwork.org



DISTRIBUTION

BUSINESS START-UP GUIDE DISTRIBUTED THROUGH THE NATIONAL ENTERPRISE NETWORK MEMBERSHIP CENTRES, 250 OFFICES NATIONWIDE, LLOYDS TSB COMMERCIAL BUSINESS START UP PACKS AND 600 BUSINESS CENTRES NATIONWIDE

CIRCULATION

350,000 TOTAL

250,000 NATIONAL ENTERPRISE NETWORK

100,000 LLOYDS TSB BUSINESS START-UP

QUARTERLY DISTRIBUTION WILL START IN MARCH 2012

READERSHIP

1.4 MILLION NATIONWIDE

ADDITIONAL DISTRIBUTION

- INDEPENDENT DISTRIBUTION VENUES AND OUTLETS THROUGH GOLD KEY MEDIA
- 600 CORPORATE OFFICES NATIONWIDE
- FIRST AND BUSINESS AIRLINE LOUNGES
- EUROSTAR PREMIUM LOUNGE

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A-Z Business Start-up Guide will provide a roadmap to ensure that organisations prepare policies and procedures to ensure success:

STARTING UP

Before you start

Considering starting up?
Starting a business – meeting the challenges
Finding and managing the money

Forming and naming your business

Choosing and setting up a legal structure
Buying a business
Incorporating your company online

Your workplace

Choosing and setting up premises
Keeping the workplace safe and your employees healthy

Tax, payroll and company information

Taxes and paperwork – getting started
Tax and National Insurance for self-employed staff or partners
Corporation Tax and VAT
Tax and payroll for employers

Employing people

Becoming an employer for the first time

Managing your business

Sales and marketing
Financial control
Operations and transport
Contracts and suppliers
IT and e-commerce for start-ups
Importing and exporting
Protecting your business and ideas
Choosing advisers and services

Starting a business in Europe

Understanding the European market



BUSINESS START-UP GUIDE

Advertising rate card

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|---|---------|
| INSIDE FRONT COVER | £19,950 |
| DOUBLE PAGE SPREAD, FULL COLOUR | £14,950 |
| FULL PAGE COLOUR | £9,950 |
| ADVERTORIAL PAGE (UPON INVITATION ONLY) | £19,950 |
| INSIDE BACK COVER, FULL COLOUR SPREAD | £15,950 |
| OUTSIDE BACK COVER, FULL COLOUR | £16,950 |

All rates are subject to VAT (20%) in the UK



BUSINESS START-UP GUIDE WILL BE REPLICATED ONLINE.
FURTHER ONLINE OPPORTUNITIES AVAILABLE
AT WWW.KINGLIONMEDIA.COM &
WWW.PEABUSINESSAWARDS.COM

TO FIND OUT MORE ABOUT ADVERTISING OPPORTUNITIES IN THE BUSINESS START-UP GUIDE, PLEASE CONTACT:

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