



TERRITOREF
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Business Georgia Magazine
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to be on top
BUSINESS

G E O R G I A

media kit 2016



THE GOAL of the **Business Georgia Brand Magazine** is to give tips for starting up to the readers, to maintain and develop their businesses, provide them with motivational business stories, educate them with the experience of successful entrepreneurs, assist young businessmen with up to date information on qualified education opportunities in the field.

CONNECTING **BUSINESSES WITH CUSTOMERS** - this is how we see the mission of **Business Georgia**. Our work is envisioned by the necessities of Georgian commercial sector. Supporting and promoting development of entrepreneurship in the country, increasing competitiveness of Georgian businesses and production on the international market - this is the goal of each issue published under the name of magazine in the future.

ENVIRONMENT

In this chapter Business Georgia provides exact information on the social and cultural, economical, legal, technological and international business environment in the country, that must be considered while entering the new market.

INSIGHT

Business insight inspires the readers with the practical examples on successful business stories to assist them, at the same time by providing information on available business resources.

MARKET

Start-ups as well as already established businesses interested in investment and trade opportunities, current affairs of financial markets, business tendencies and etc - this chapter might be interesting for you.

RANK

Based on the regular researches and inquiries of the costumers, Business Georgia offers the rankings for the enterprises and products in various sectors and presents top companies according to the specially designed criteria.

NETWORK

This part of the magazine is a great opportunity to get introduced to the business society, to keep updated on events in the sector and to get familiar with foreign businesses in Georgia as well as the Georgian business achievements abroad.

STYLE

All the current trends and tendencies on the look and lifestyle of a business person. Discover others', develop yours, always be up to date.

Professional status:

- future professionals
- representatives of local and international business/commercial sectors and governmental bodies
- foreign investors
- top and middle level management and business owners
- both Georgian and English speakers



- **Fiancial status:**
medium - high

- **Age:**
21 - 45
- **Gender:**
both male and female

- **Publication:**
Monthly
- **Circulation:**
2 000
- **Language:**
English + Georgian



Full Page

Includes an option to choose the position of the advertising in magazine layout.

First Page	\$600	205 x 275 mm
Inside page	\$350	205 x 275 mm



Double Page Spread

Advertising on the adjacent pages is one of the most attractive and effective ways to reach your commercial goals.

Inside Double Page Spread (DPS)	\$650	410 x 275 mm
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Covers

Cover pages of the magazine most frequently attract the attention of readers - advertisements on the cover pages are easily memorable.

Inside Front Cover (IFC)	\$700	205 x 275 mm
Inside Front Cover Spread (IFCS)	\$1200	410 x 275 mm
Inside Back Cover (IBC)	\$600	205 x 275 mm
Outside Back Cover (OBC)	\$1200	205 x 275 mm





Indirect PR Article

On the Georgian market this kind of advertising is innovative for as it provides our clients a chance to demonstrate their professionalism without mentioning this directly.

Provide us an article with useful information on relevant market issues, researches, analysis and other, and it will be printed in the magazine under your company's authorship.

Per 1 page of IPRA \$300 205 x 275 mm



Extra Commercial

Our magazine provides newly established or franchised brands with a possibility to advertise effectively with colorful and contrastive design, including commercial and marketing colors in order to make an article psychologically attractive. This method could also be pursued in the case of returning back, rapidly gaining awareness on the market, or re-branding.

Per 1 page of EC \$400 205 x 275 mm



Business Contact

The most effective way to introduce yourself to the market with minimum costs.

Company may place its "business card" containing any kind of information, including investment needs, partnership search etc.

1 piece of BC \$50 size upon agreement

Section Sponsorship

Each chapter of Business Georgia magazine consists of specific amount of sections dedicated to the peculiar topics and directions. Sponsoring a section includes Indirect PR Article on the topic + one Full Inside Page advertisement.

1 Month (issue) SS

\$1000

Section Partnership

One year (10 issues of the magazine per year) contractor for Column Sponsorship (Indirect PR Article + one Full Inside Page advertisement) will be announced as Section Partner with a right of exclusive.

1 Year (10 issues) SP

\$10000



Technical information

For best reproduction, materials should be submitted in a digital file format. Acceptable file formats for advertising containing visual materials are: .PDF, .tiff (CMYK/gray-scale 300 dpi), .indd/.idml, .ai. All the files and fonts must be included in the package.

Non-standard advertising placement is available upon agreement.

For additional information please visit our website
www.businessgeorgia.ge