

**THE
PAKISTAN BUSINESS
JOURNAL**

MEDIA KIT 2011

The Magazine

The Pakistan Business Journal is first free to access digital-only business magazine of Pakistan.

The PBJ showcases Pakistani Businesses through its “Business Profiles” section. Business profiles are from every field of business and industry. The PBJ also features successful business personalities through its “PBJ Entrepreneur” section.

The PBJ also covers different topics relating to businesses, economy, legal and government policies through its articles. The PBJ also boosts articles pertaining to lifestyle, travel, books, entertainment, health and technology.



Free Online Interactive Business Magazine
Frequency: Bi-Monthly

Readership

The PBJ circulation is mainly focused on medium to large companies from a broad spectrum of businesses and industry.

Each edition of the Pakistan Business Journal is sent digitally to more than 25,000 senior executives and decision makers of Pakistani businesses. These executives belong to every field of business and industry.

Along with digitally sending magazine to senior executives, PBJ is also digitally sent to professionals belonging to diverse fields.

The concept of free online magazine is new to Pakistani internet users and we are getting great response for the digital publication. The PBJ also uses the power of social media sites such as Facebook, Twitter etc to attract more traffic to the website.

The PBJ has also launched Pakistan's B2B Directory, that lists more than 35,000 companies, and it has become great source of traffic to the website and as a result increasing the number of views of the digital magazine.

Magazine Advertising

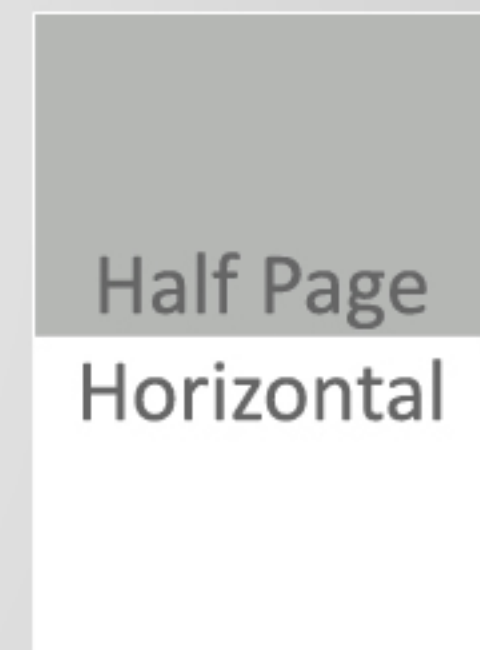
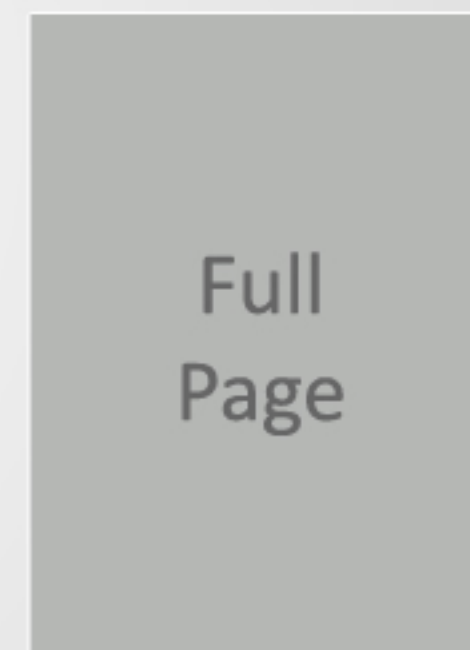
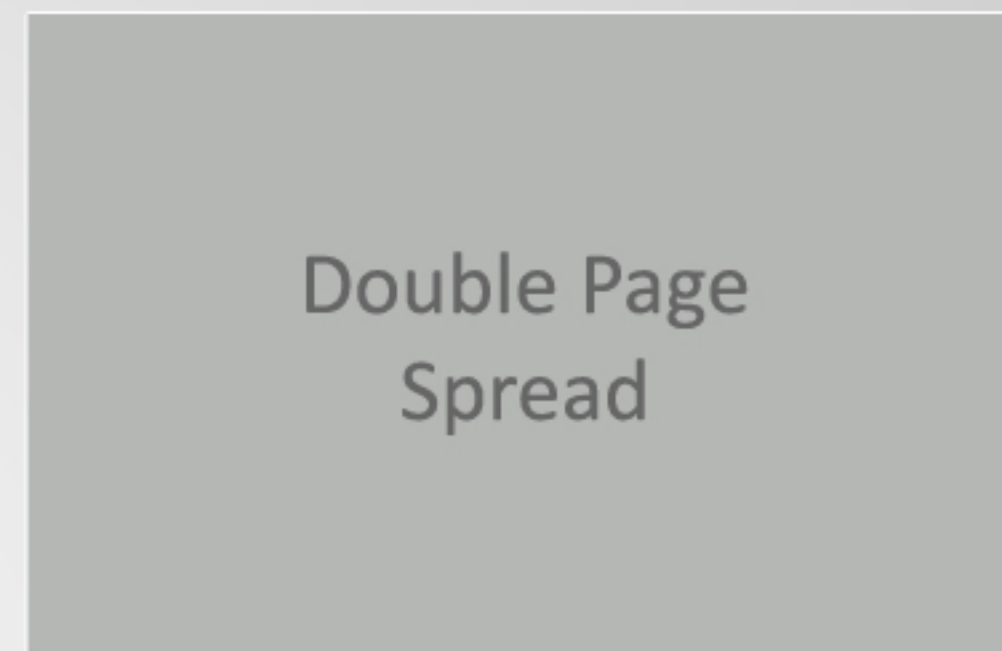
ADVERTISING RATES

	1 issue	3 issues	6 issues
Double Page Spread	Rs. 5,000	Rs. 4,000	Rs. 3,000
Full Page	Rs. 3,000	Rs. 2,500	Rs. 2,000
Half Page	Rs. 2,000	Rs. 1,500	Rs. 1,250
Quarter Page	Rs. 1,250	Rs. 1,000	Rs. 750

The PBJ offers premium advertisement position for a slight additional charge or waived for frequent advertisers. Inside front cover, back cover, RFP in the first 15, DPS in the first 15, are available.

Our digital format allows PBJ to provide complete interactivity with all advertising pages. CBJ can embed “Flash”, video, and external links into your advertising to increase advertising effectiveness.

The PBJ also offer great promotional opportunity in the form of ‘Advertorials’. Please contact us for more details.



Magazine Advertising

SPONSOR AN EDITION

	1 issue	3 issues	6 issues
Main Sponsorship	Rs. 20,000	Rs. 17,000	Rs. 16,000

Sponsor an Edition of PBJ and get noticed by one and all!

By sponsoring an edition of PBJ, a business will get following advertisement opportunities:

1. business logo of is placed on the cover of magazine
2. business logo (repeating) is placed on the canvas of magazine
3. double page spread ad with hyperlink is placed in magazine
4. full page ad with hyperlink is placed on the back cover
5. business logo is placed on the homepage of PBJ website

Along with sponsoring an edition, advertisers can sponsor any 'section' of magazine like travel, legal, finance, books review, movie review, etc for multiple editions.

Note:

Pakistan Business Journal archives every edition on the website and every issue will be available free online for at least five years.



advertiser logo on the canvas of magazine

Website Advertising

ADVERTISING RATES

	1 month	3 months	6 months
Homepage - 300 x 250 px	Rs. 5,000	Rs. 4,300	Rs. 3,600
Website - 300 x 250 px	Rs. 3,000	Rs. 2,500	Rs. 2,000
Homepage - 300 x 125 px	Rs. 3,000	Rs. 2,500	Rs. 2,000
Website - 300 x 125 px	Rs. 2,000	Rs. 1,500	Rs. 1,000
Homepage - 150 x 50 px	Rs. 2,000	Rs. 1,500	Rs. 1,000
Website - 150 x 50 px	Rs. 1,000	Rs. 700	Rs. 500
Homepage - 468 x 60 px	Rs. 4,000	Rs. 3,500	Rs. 3,000
Website - 468 x 60 px	Rs. 2,000	Rs. 1,500	Rs. 1,000

The PBJ also offer advertising opportunity on B2B Directory pages. Please contact us for more details.

The screenshot displays the website for 'THE PAKISTAN BUSINESS JOURNAL'. The header features the site's name in a green bar. Below it is a navigation menu with links for HOME, CURRENT ISSUE, ABOUT PBJ, TELL YOUR STORY, ADVERTISE, CONTACT, BLOG, and B2B DIRECTORY. The main content area includes a 'PBJ: Digital Business Magazine' section with a description and a 'Read More About PBJ' button. To the right, there's a 'View Current Issue of The PBJ' section with a large graphic of a green question mark and the text 'Rehabilitation of flood victims: Government vs Society'. Below this, there's a 'PBJ Blog' section with two entries: 'Bye Bye 2010' and 'PBJ Test Edition has been released'. A search bar is also present. At the bottom, there's a 'PAKISTAN B2B DIRECTORY' section with a 'Find a Local Business' button and a search form with 'WHAT' and 'WHERE' fields. The footer contains copyright information: '© 2011 Pakistan Business Journal' and 'A Project of COMSEC'.

Advertising Queries:

Email: advertise@pakistanbusinessjournal.com

Call: 0321-8170062

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