

THE PAKISTAN BUSINESS JOURNAL

MEDIA KIT 2013

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: 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 and entrepreneurs, 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' Pakistan's B2B Directory section lists more than 50,000 companies, and it is a great source of traffic to the website and as a result increasing the number of views of the digital magazine.

According to Google Analytics, Pakistan Business Journal website was visited by more than 95,000 visitors in November 2012. These numbers are increasing every month. (You can ask for the proof)

Magazine Advertising

ADVERTISING RATES

	1 issue	3 issues	6 issues
Double Page Spread	Rs. 8,000	Rs. 6,500	Rs. 5,000
Full Page	Rs. 5,000	Rs. 4,000	Rs. 3,000
Half Page	Rs. 3,000	Rs. 2,500	Rs. 2,000
Quarter Page	Rs. 1,500	Rs. 1,000	Rs. 800

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. PBJ 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.

A large gray rectangle representing a double-page spread.

Double Page Spread

A gray rectangle representing a full page.

Full Page

A gray rectangle representing a half-page horizontal advertisement.

Half Page Horizontal

A gray rectangle representing a half-page vertical advertisement.

Half Page Vertical

A gray rectangle representing a quarter-page advertisement.

Quarter Page

Magazine Advertising

SPONSOR AN EDITION

	1 issue	3 issues	6 issues
Main Sponsorship	Rs. 25,000	Rs. 20,000	Rs. 18,000

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. 6,000	Rs. 5,000	Rs. 4,000
Website - 300 x 250 px	Rs. 5,000	Rs. 4,000	Rs. 3,000
Homepage - 300 x 125 px	Rs. 4,000	Rs. 3,000	Rs. 2,500
Website - 300 x 125 px	Rs. 3,000	Rs. 2,000	Rs. 1,500
Homepage - 150 x 50 px	Rs. 2,000	Rs. 1,500	Rs. 1,000
Website - 150 x 50 px	Rs. 1,500	Rs. 1,000	Rs. 750
Homepage - 468 x 60 px	Rs. 5,000	Rs. 4,000	Rs. 3,000
Website - 468 x 60 px	Rs. 4,000	Rs. 3,000	Rs. 2,500

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



Advertising Queries:

Email: info@pakistanbusinessjournal.com

Call: 0321-8170062

**THE
PAKISTAN BUSINESS
JOURNAL**