

# **Business** & Finance

Influence – Access – Business Intelligence

# **Media Pack** 2017

# Business & Finance Media

Established in September 1964, Business & Finance has, for five decades, been one of Ireland's leading voices in Irish Business news and content.

Today, the brand operates in Ireland, the UK and the US in Print, Online and across the year with dedicated Industry and Business Events.

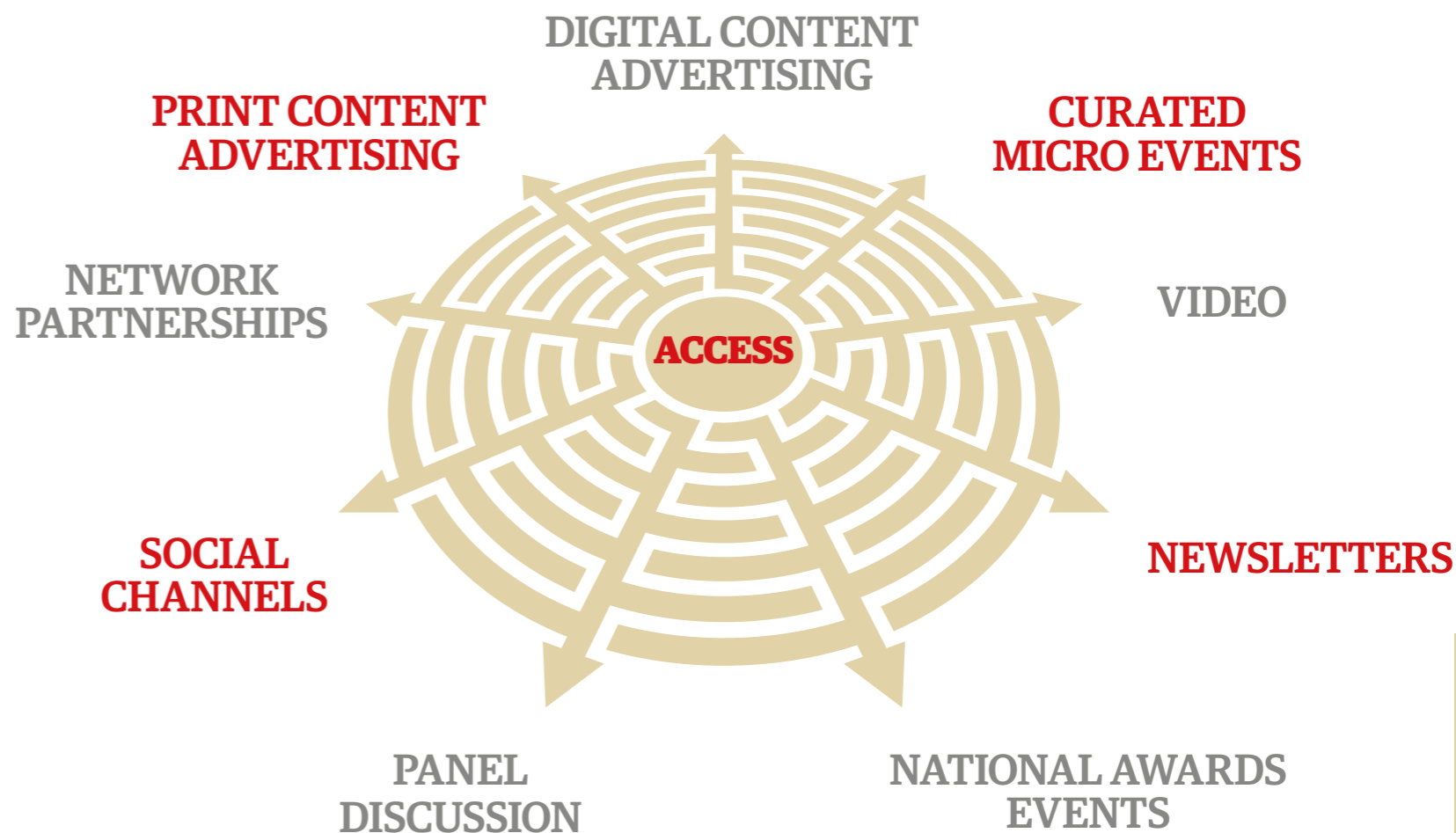
As the media landscape has changed, so too has Business & Finance.

BusinessandFinance.com and our Social Channels bring significant and additional opportunities to tailor messages to our unrivalled and dedicated business Exec & C-Suite decision makers.

Access to this audience is at the core of everything we do, meaning Business & Finance is your go-to media platform to reach business influencers, decision makers and industry leaders.

# Dedicated Business Community Audience

360 degree Coverage of Ireland's C-Suite & Business Executive decision makers.



# Media Opportunities

Business & Finance offers multi channel access to Ireland's business executive and C Level decision makers.

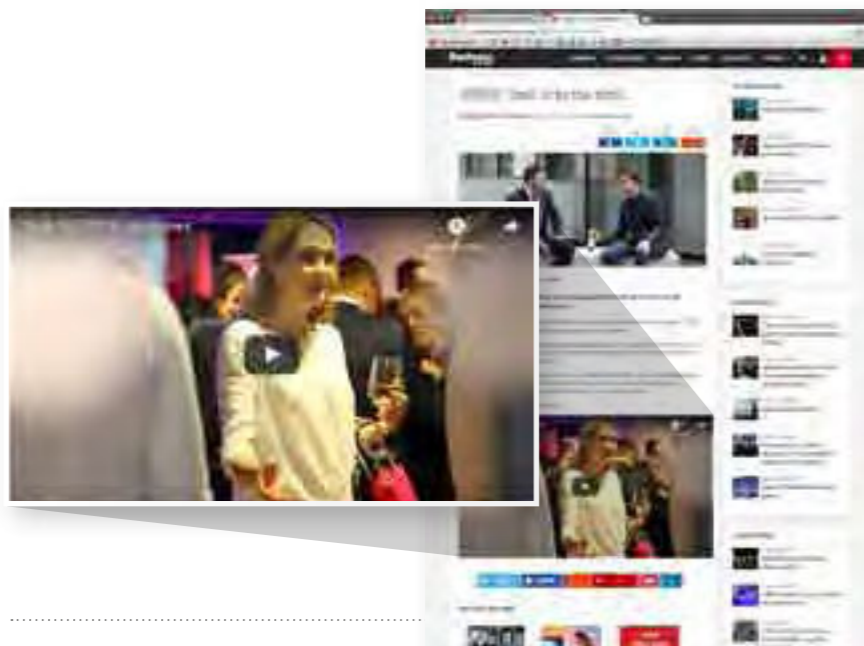
- Online
- Print
- Native Content
- Industry events

## Native Content

### Print Example



### Video Interview Example:



### Online Example:



## Sponsorships

### Opportunities : Online & Print



### Ones to Watch

Profiling emerging enterprises, under five years, and the leading entrepreneurs behind some of Ireland's fastest growing companies.

### On the Move

Profiling top executive appointments & promotions.

### Company of the Month

The Company of the Month award recognises the companies which best demonstrate outstanding business leadership, sustainable growth, innovative strategy, strong financial returns and employee development. All recipients are automatically entered into the shortlist for the Company of the Year Award, which is announced at the annual Business & Finance Irish Business Awards.

### Business Person of the Month

Business & Finance has been rewarding excellence in business through the Business Person of the Month award over the last number of years. This award seeks to recognise noteworthy achievements in business leadership, and particularly those that make a telling contribution to the wider business community in Ireland. All recipients are automatically entered into the shortlist for the Business Person of the Year Award, which is announced at the annual Business & Finance Irish Business Awards.

### FDI of the Month

The FDI of the Month award recognises foreign direct investors in Ireland. These FDI companies are contributing to the growth of the economy through their commitment to their Irish operations and through expansion, investment and job creation. All recipients are automatically entered into the shortlist for the Business Person of the Year Award, which is announced at the annual Business & Finance Irish Business Awards.

## Advertising

### Print

- Full page
- Half page

### Online

- Banner Ads / MPU
- Homepage Takeover
- Section Takeover

## Partnerships

Bespoke cross channel media, content, advertising, event sponsorship & access packages available.

# Business & Finance Events



Business & Finance runs an annual calendar of highly curated Industry Micro-Events - offering Sponsors & Partners unrivalled access to the very top C-level Business decision makers.

## FDI 100

The FDI 100 is an annually updated index, highlighting and honouring the decisions of multinationals and their leaders to invest in Ireland and represents some of the most extensive profiling of Ireland's largest multinationals. Event Attendees: FDI 100 honourees, special honouree plus exclusive Sponsors & Partners.

February 2017, Merrion Hotel, Dublin

## CIO 100

The CIO 100 annually updated index recognises the top 100 Chief Information Officers who are the key contributors to formulating organisational goals as the storage, transmittal and analysis of electronic information grows in importance across some of the largest corporates in Ireland.

March 2017, Airbnb offices, Grand Canal Dock.

## CFO 100

The CFO 100 annually updated index recognises the top 100 chief financial officers working across some of the largest corporates in Ireland and highlights their financial acumen, innovations, and the contribution they make to businesses throughout Ireland.

May 2017, Merrion Hotel, Dublin.

## Fintech Ireland

The fintech Ireland annually updated index examines the current industry landscape in Ireland, highlighting key developments and innovations across the sector and the top performing fintech companies across the island of Ireland.

June 8th, NCIRL, IFCS, Dublin.

## Life Sciences 50

Ireland is a globally recognised centre of excellence in the life sciences industry. The Business & Finance Life Sciences 50 edition highlights and honours the leading innovators in the life sciences industry.

July 13th, Science Gallery, Trinity College.

## Tech 100

The pace of Ireland's growing tech industry is phenomenal and Ireland is considered the fastest growing country in Europe for data centre operators. US tech giants alone have invested more than \$130bn into Ireland since 2008. The Business & Finance Tech 100 highlights and honours the 100 most influential and innovative tech companies trading in Ireland, from indigenous firms to large multinationals, and profiles the leading players that are making a real difference to the Irish economy.

Sept 14th.

## Financial Services 50

Financial Services is one of the most critical sectors within the Irish economy, employing over 70,000 and growing rapidly. Ireland is now recognised as a global hub for Financial Services with most of the world's blue chip FS brands located here. The FS 50 Index recognising some of the most important leaders across Financial Services in Ireland.

Sept 7th, Venue TBC.

## CEO 100

From the success of emerging enterprises that are blazing a trail, to the longevity and substance of well-established firms, Ireland's CEOs and the companies they lead are displaying top-level innovation and an entrepreneurial spirit indicative of our national character. The Business & Finance CEO 100 edition honours the most influential and innovative CEOs in Ireland.

October 12th, Venue TBC.

## CMO 100

The CMO 100 annually updated index recognises the top 100 chief marketing officers working across some of the largest corporates in Ireland and highlights their financial acumen, innovations, and the contribution they make to the commercial strategy and development of organisations throughout Ireland.

November 16th, Venue TBC.

# National Award Events



## Fifth annual Ireland Day New York at NYSE

Hosted by NYSE, this half-day international business summit is attended by a unique group of global business and political leaders to develop clear strategies to build on the economic and cultural ties between Ireland and the US.



## eir Junior Spider Awards Croke Park, May 8th

The 2017 eir Junior Spiders is an awards programme that recognises and rewards students under the age of 19 for their digital innovation and technology skills, while at the same time acts as a catalyst for those young people who wish to pursue a career in this sector.



## eir Spider Awards Mansion House, Dublin, October 29th

The eir Spiders are now in their 20th year, making them the longest standing and most prestigious digital technology awards in Ireland. Recognised as 'The Oscars' of the digital industry, the eir Spider Awards reward Irish businesses and community organisations for their creativity and innovation and provide an important opportunity to recognise and showcase online excellence.



## Irish Sports Awards Mansion House, Dublin, February 28th

The Irish Sports Awards will honour those outstanding sports people who make significant contributions to Irish Sports in a local and global context. Created and hosted by Business & Finance Media Group, The Irish Sports Awards will recognise those outstanding sports people who we believe make significant contributions to Irish Sports in a national and global context.

### Recent honourees include:

Aidan O'Brian, Martin O'Neill, the O'Donovan Brothers, The Brogan Brothers, Dermot Weld, The Munster Team of '78, Brian O'Driscoll to name a few.



Business & Finance  
IRISH BUSINESS AWARDS - 2017

## Business & Finance Irish Business Awards, The Convention Centre Dublin, December 14th

Ireland's premier business awards programme, the Business & Finance Irish Business Awards have been recognising excellence in Irish business for over 42 years and is the longest running and most coveted business awards programme in Ireland.

These prestigious awards have celebrated the outstanding achievements of individuals such as JP McManus, Neville Isdell, Michael Smurfit, Tony Ryan, Dermot Desmond, Liam O'Mahony, Willie Walsh, Philip Lynch, Peter Sutherland, TK Whitaker and Denis O'Brien as recipients of the Business Person of the Year Award. The awards programme has recognised international social and political leaders such as Bill Clinton, Kofi Anan, Presidents Mary Robinson and Michael D Higgins. Each year the awards are attended by up to 1,300 CEOs and business leaders. The awards are supported by a select group of corporate patrons, which allows for independent status to be maintained and presents the patrons with the opportunity to target the CEOs of the top 500 companies and the most influential business leaders in our country.



## B2B Awards September 28th, Gibson Hotel, Dublin.

Assessed and nominated by a panel of selected Business leaders in conjunction with the Business and Finance Editor, the B2B Awards reward specific business excellence across all business sectors.

PRINCIPALS CLUB

## Principals Club 6th April / 27th September / 7th December, Merrion Hotel, Dublin

The Principals Club is a highly exclusive gathering of C Suite international business leaders. It will host a series of private events across Dublin, New York and London. Attendance to the Principals Club is strictly limited by invitation only and in addition to corporate partners. Each Principals Club event will honour one outstanding business leader.

## Micro Events Micro-Event Partner Opportunities:



### Title Sponsorship

( Limited to 1 Sponsor )

#### What is included

- Speaking opportunity at the Event.
- Editorial piece within the follow up Edition.
- Thanked as Title Sponsor by the Business & Finance CEO at the Event.
- Exhibition Space at the Event.
- Title Sponsor branding at the Event; logo loop, opening slides.
- Video interview opportunity at the Event.
- 20 invitations to the Event.
- Photo opportunity with special guests and honourees at the Event.
- Promotional copies of the Edition.
- Event photo diary in the follow up issue of Business & Finance.
- Full page advertisement in follow up issue.

€15,000 + VAT



### Event Partner Sponsorship

( Limited Availability )

#### What is included

- Follow up editorial piece within the Edition.
- Thanked as Partner Sponsor by the Business & Finance CEO at the Event.
- Exhibition Space at the Event.
- Partner Sponsor branding at the Event, logo loop, opening slides.
- Video interview opportunity at the Event.
- 10 invitations to the Event.
- Photo opportunity with special guests and honourees at the Event.
- Promotional copies of the issue of Business & Finance.
- Event photo diary in the follow up issue of Business & Finance.
- Full page advertisement in follow up issue.

€8,500 + VAT



### Event Patron Sponsorship

#### What is included

- Follow up full page advertisement in the Edition.
- Branding at the Event.
- 5 invitations to the Event.

€5,500 + VAT

## Rate Card

### Content

#### Online

Native News Feed Piece : €2,500  
Native Video Piece : €3,000

#### Print

Native Full Page Piece : €3,945  
Bespoke PR & Content Packages by request

### Advertising

#### Print

Full Page Advertisement/Advertorial:  
€3,945  
Half Page Advertisement : €2,265

#### Online

Banner/MPU : €500 per week  
Homepage Takeover : €2,000 per week  
Section Takeover : €1,000 per week

### Micro Events

See Micro Events Section

### National Events

By Request

### Bespoke

Bespoke Access, Content or  
Multi-touchpoint packages available  
by request.

## Magazine Publishing Schedule - Quarterly

### February

Copy deadline : 14th February

### June

Copy Deadline : 18th June

### September

Copy Deadline : 18th September

### December

Copy Deadline : 4th December

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