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General presentation



business

ADVISER®

Certificat de Calitate 1918/09/U ISO 9001 : 2008

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INTEGRATOR DE PUBLICITATE



Starting point and target readership...

„Business Adviser” magazine, whose first issue dates from July 2005 is targeted at the premium readers in the Capital and in the main cities of the country over 750 premium locations Alba Iulia, Alexandria, Arad, Baia Mare, Bistrita, Brasov, Cluj, Campia Turzii, Dej, Deva, Giurgiu, Hunedoara, Oradea, Orastie, Medias, Pitesti, Ploiesti, Satu Mare, Sebes, Sibiu, Sighisoara, Targu Mures, Timisoara, Turda, Zalau



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Our highlights...

- ***The quality of the editorial material, of the design and the print material, but also a carefully controlled distribution are only a few of the powerful arguments that have persuaded an ever-growing number of strategic partners and advertising clients to join this project which has developed naturally and has become steady over time.***

Who we are...

"BUSINESS ADVISER" is a part of MEDIA BLOC PRESS (among with "BUSINESS POINT", "NASTRATIN" & "ANUNȚ EXCLUSIV") – founded by Ioan Sorin Roșu and having Vlad Hogeă, PhD., as General Manager. The magazine's editorial staff, led by professor Mircea Coșea, dr. Dan Matei Agathon, Olimpian Ungherea, dr. Florin Munteanu, Marius Romașcanu, Daniel Neguț, Cezar Ioan and Horatiu Șerb, includes professional journalists, with a vast experience in the media, as well as young, dynamic and talented ones, well aware of the topicality.



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Who we are...

- *Owing to the presence of a significant number of specialists in various domains (social, cultural, organizational, etc) among the Business Adviser staff and the experience and expertise of their contribution, there is a distinct feature of professionalism and novelty in the articles that we propose to our readers*

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Who we collaborate with...

- Partners who have joined us over time, honoring with their trust the results of our cooperation: **BRD, HVB Bank, Omniasig – Life insurance, Raiffeisen Residence Bank, Provision, Petcu Construct, Popp and Associates, MCA – Industrial Doors Gerom International, Lindab, STIHL România**



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General information...

- **Format:** tabloid, 12 pages polychromy
- **Mirror:** 260mm * 370 mm
- **Circulation:** 7.000 copies/edition
- **Distribution:** free, controlled
- **Issue date:** monthly



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Declarație de difuzare

Numele editorului: SC APULUM 94 SRL
 Adresa: Str. Theodor Speranția nr. 14, sector 3, București
 Telefon/Fax: 021.320.70.70
 Titlul auditat: BUSINESS ADVISER
 Frecvența de apariție: lunar
 Preț de copertă: gratuit

Departament publicitate:
 Adresa: Str. Theodor Speranția nr. 14, sector 3, București
 Telefon/Fax: 021.320.70.70

Data ultimului audit: 22 octombrie 2009
 Ultima perioadă verificată: ianuarie - iunie 2009



Perioada de audit	Număr de apariții	Tiraj brut	Copii gratuite											
			Difuzare controlata abonamente	Difuzare controlata cu bacata	Difuzare impreuna cu u publicitate platita	Puncte determinate de difuzare	Puncte nedeterminate de difuzare	Copii distribuite la comenzi	Copii in bloc	Total copii gratuite	Media la un număr de apariții	Copii pentru care editorul obtine gratuitate la taxa de servicii	Retururi	Total difuzat
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Januarie 2010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Februarie 2010	1	10.000	0	100	0	9.800	0	100	0	10.000	10.000	0	0	10.000
Martie 2010	1	10.000	0	100	0	9.500	0	0	0	10.000	10.000	0	0	10.000
Aprilie 2010	1	10.000	0	100	0	9.500	0	0	0	10.000	10.000	0	0	10.000
Mei 2010	1	10.000	0	100	0	9.100	0	0	0	10.000	10.000	0	0	10.000
Iunie 2010	1	10.000	0	100	0	9.900	0	0	0	10.000	10.000	0	0	10.000
Total	5	50.000	0	500	0	47.800	0	1.700	0	50.000	50.000	0	0	50.000
Media trimestrială pe apariție		10.000	0	100	0	9.560	0	340	0	10.000	0	0	0	10.000

Director editură: *[Signature]*

BRAT: Anna Ureche
 Semnătura: *[Signature]*

Data eliberării: 03.06.2010

Prezentă Declarație de difuzare este făcută de editor pe proprie răspundere, în conformitate cu regulamentele BRAT.
 Cifrele declarate vor fi supuse auditării în perioada aprilie - octombrie 2010, în vederea eliberării Certificatului de Audit.

Biroul Român de Audit al Tirajelor

PRICES* AND ADVERTISING FORMATS EFFECTIVE AS OF 1 February 2011

Advertising models with a surface less 250 cm²
RC:1,2 euro/cm²

Advertising models with a surface around 250 cm² si 500 cm²
RC:1,1 euro/cm²

Advertising models with a surface around 501 cm² si 750 cm²
RC:1 euro/cm²

Advertising models with a surface more 750 cm²
RC:0,9 euro/cm²

Technical data

- The files are accepted in the following formats: tif, eps (Adobe Illustrator), psd (Adobe Photoshop)
- We recommend using compression without information loss.
- The tif files should have at least 300 dpi, no LZW compression and they must be in CMYK mode.
- The texts in the eps vectorial files shall be converted at the curves. All fonts shall be included in the final document.
- Halftone images should not have less than 300 dpi.
- PSD files must have a resolution of at least 300 dpi and must be in CMYK mode.

