



Sustainable Biz

THE ADVANTAGES OF A MAGAZINE FOCUSING ON BUSINESS SUSTAINABILITY IN A VOLATILE WORLD - SUSTAINABLE BIZ

INTRODUCTION

In a world grappling with numerous challenges such as inflation, pandemics, full employment, rising interest rates, war in Europe, increasing political instability, climate change, and fast-changing technology, the concept of business sustainability has become increasingly critical. A magazine that focuses on the sustainability of business offers unique advantages in such a volatile landscape. This editorial explores why a sustainability-focused magazine Sustainable Biz is beneficial, highlighting the advantages of promoting resilience, fostering innovation, driving responsible practices, enhancing reputation and brand value, and cultivating a future-oriented mindset.

PROMOTING RESILIENCE

In a world plagued by uncertainty and crises, the ability of businesses to weather storms and adapt to changing circumstances is crucial. A magazine centered on business sustainability provides valuable insights and strategies to enhance resilience. It offers readers guidance on risk management, scenario planning, and building robust business models capable of withstanding economic downturns, geopolitical instability, and other disruptions. By featuring case studies, expert opinions, and best practices, Sustainable Biz magazine equips businesses

with the knowledge and tools to navigate turbulent times and emerge stronger.

FOSTERING INNOVATION

Sustainability and innovation are intertwined, with the former driving the latter. A magazine that focuses on business sustainability cultivates an environment that encourages innovative thinking. It highlights sustainable practices, renewable energy solutions, circular economy models, and technologies that minimize environmental impact. By showcasing successful sustainable innovation stories, the Sustainable Biz magazine inspires businesses to develop groundbreaking products, services, and processes that meet societal needs while minimizing ecological footprints. It provides a platform for sharing emerging trends, research, and ideas that spur creativity, collaboration, and forward-thinking.

DRIVING RESPONSIBLE PRACTICES

As the global community grapples with challenges like climate change and social inequality, the need for responsible business practices has never been more pressing. The Sustainable Biz magazine serves as a catalyst for driving responsible behavior. It educates businesses on ethical supply chains, fair trade, corporate social responsibility, diversity and inclusion, and other critical

aspects of sustainable business operations. By disseminating knowledge and highlighting success stories, the magazine encourages businesses to adopt sustainable practices that benefit society, the environment, and their bottom line. It creates awareness of the long-term advantages of integrating social and environmental considerations into business strategies.

ENHANCING REPUTATION AND BRAND VALUE

In an era of heightened consumer awareness and scrutiny, businesses must cultivate a positive reputation and brand image. A magazine focused on business sustainability plays a pivotal role in enhancing reputation and brand value. By featuring companies that prioritize sustainability and showcase their positive impact, the Sustainable Biz magazine provides businesses with opportunities for positive exposure. Readers gain insights into the values and commitments of different brands, influencing their purchasing decisions. A strong sustainability-focused brand can attract environmentally and socially conscious consumers, bolster customer loyalty, and differentiate a business in a competitive market.

CULTIVATING A FUTURE-ORIENTED MINDSET

In a rapidly changing world, businesses need to adopt a forward-looking perspective to remain relevant and successful. The

Sustainable Biz magazine fosters a future-oriented mindset among business leaders and professionals. It explores emerging trends, disruptive technologies, and evolving consumer preferences related to sustainability. By analysing the potential impacts of climate change, technological advancements, and social shifts, the magazine helps businesses anticipate future challenges and adapt their strategies accordingly. It acts as a source of inspiration, encouraging businesses to proactively address environmental and social issues before they become urgent problems.

CONCLUSION

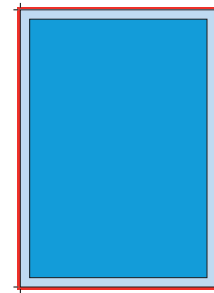
In a world characterised by inflation, pandemics, full employment, rising interest rates, war in Europe, increasing political instability, climate change, and fast-changing technology, the Sustainable Biz magazine focuses on the sustainability of business and offers distinct advantages. By promoting resilience, fostering innovation, driving responsible practices, enhancing reputation and brand value, and cultivating a future-oriented mindset, our magazine equips businesses with the knowledge, inspiration, and strategies to navigate a volatile landscape successfully. It serves as a beacon of hope and guidance, empowering businesses to create a more sustainable and prosperous future for themselves and the planet.



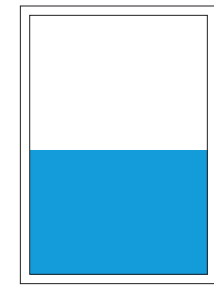


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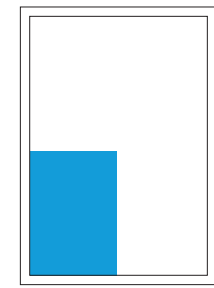
ADVERT SIZE SPECIFICATIONS



FULL PAGE
Bleed size: 303mm high x 216mm wide
Trim size: 297mm high x 210mm wide
Type area: 277mm high x 190mm wide



HALF PAGE
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Trim size: 133mm high x 190mm wide
Type area: 133mm high x 190mm wide



QUARTER PAGE
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Trim size: 133mm high x 93mm wide
Type area: 133mm high x 93mm wide

Document size: A4 (210 x 297mm)
 Size Type: Trim, Bleed & Crops
 Bleed Details: 3mm on all sides
 Space Outside Trim: 10.0mm

JPG specifications:
 Image resolution
 300dpi

PDF specifications:
 PDF 1.3 (PDF/X-1a compliant)
 All transparency and layers flattened
 CMYK Colour only (No spot colour or RGB)
 Image resolution 300dpi
 Lineart resolution 2400dpi
 All fonts embedded and subset

MAGAZINE RATES

Page Layout	1 Insertion	2 Insertions	3 Insertions	4 Insertions
1/8 Classified	£95.00	£80.75	£68.64	£58.34
1/4 Page Vertical	£650.00	£552.50	£469.63	£399.18
1/4 Page Horizontal	£650.00	£552.50	£469.63	£399.18
1/2 Page Vertical	£850.00	£722.50	£614.13	£522.01
1/2 Page Horizontal	£850.00	£722.50	£614.13	£522.01
Full page	£1,300.00	£1,105.00	£939.25	£798.36
Outside Back Page	£1,420.00	£1,207.00	£1,025.95	£872.06
Inside Front Cover	£1,420.00	£1,207.00	£1,025.95	£872.06
Inside Back Cover	£1,300.00	£1,105.00	£939.25	£798.36
Editorial Page	£850.00	£722.50	£614.13	£522.01

PUBLICATION DATES

Issue 1	Issue 2	Issue 3
July 2023	September 2023	November 2023
Issue 4	Issue 5	Issue 6
December 2023	February 2024	May 2024