

2012
Media
Pack

South
London
Business



www.southlondonbusiness.co.uk



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Elections
Who gets your vote
for London Mayor 2012?
Pages 16-19

Ask the Experts
Get answers to your business problems
from our network of experts'
Page 20-22

**Is your business
prepared for
the Olympics?**

See Pages 12-15 for our guide to help you survive the Olympics
helping south London prosper

South London Business



Awards



Networking



Business Support



Apprenticeships

Why advertise in the South London Business magazine?

This B2B magazine is widely recognised as the voice for businesses in south London and it is regularly read by key influencers and decision-makers.

With South London Business Magazine you can reach up to:

- > **4,000** businesses, including **1000** largest companies in south London
- > **12** local authorities – including executive cabinet members and council directors
- > **350** business award winners
- > **all the major** high street banks
- > **important** south London politicians

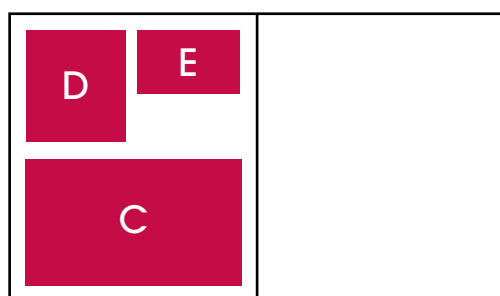
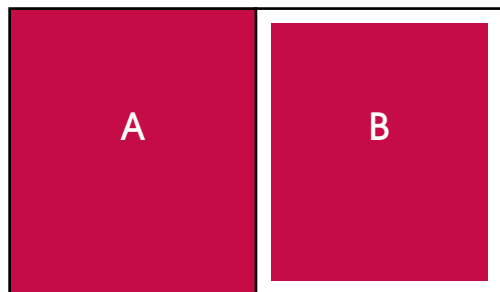
South London Business is published six times each year as a high quality, full colour magazine. It goes out to all our members – including SMEs, 1000 of the largest companies in south London, councils and all the major high street banks.

For 2012 we have refreshed the design, content and layout of the magazine to make it even more appealing to our readers.

South London Business magazine contains regular features that readers can look forward to in each issue – such as our Ask the Experts page – a business agony aunt column, our new members and all the latest coverage on our awards programme. Alongside our regular pages, there are must-read topical features on the economy, the Olympics and finance.

The lucrative south London area includes the 12 London boroughs south of the River Thames, namely: Bexley; Bromley; Greenwich; Lewisham; Southwark; Lambeth; Croydon; Wandsworth; Merton; Sutton; Richmond Upon Thames and Kingston Upon Thames.

Graphic of Advert Sizes



Sizes

Full page (in type area) - 195 x 238mm

Full page (with bleed) - 221 x 281mm

Half page - 195 x 116mm

Quarter page - 94.5 x 116mm

1/8 page - 94.5 x 56mm

Magazine size - 215 x 275mm

Technical Data

- Advertisements can be sent via e-mail, in pdf, jpeg, tiff or eps format
- Files need to be in a CMYK colour space and at least 300dpi
- Please ensure that text is at least 10mm away from all edges on full page adverts.

Advertising Copy Deadline

Please confirm your booking as soon as possible. Your copy/artwork can follow later but must be submitted by the tenth of the month before the publication deadline.

Advertising Rates

Double page spread	£2,750
Back cover	£1,750
a) Full page (with 3mm bleed)	£1,500
b) Full page (in type area)	£1,500
c) Half page	£850
d) Quarter page	£550
e) 1/8th Page	£195

Inserts (£135 per 1,000) £540

Competitions £500 + competition prize
(includes Quarter Page advert & Editorial)

Non Members Rates

SLB members benefit from a 20% discount on the above advertising rates.

Series Discount

- 10% two issues
- 20% four issues
- 35% six issues.

Inserts

An inserts facility is available at £135/1000, for A5 inserts weighing up to 18g. Inserts weighing more will be subject to a surcharge. Please contact Richard Jarvis for more information.

Contact

For advertising bookings please contact:

Richard Jarvis - Advertising Sales Manager
r.jarvis@southlondonbusiness.co.uk
020 8253 4269

For technical information please contact:

John Hill - Graphic Designer
production@southlondonbusiness.co.uk
020 8253 4252

TERMS AND CONDITIONS OF SALE OF SOUTH LONDON BUSINESS LIMITED (the "Publisher")

1. In these Conditions:

"ADVERTISER" means the person firm or company whom requests any of the Services from the Publisher. "CONDITIONS" means the standard terms and conditions of sale set out in this document and (unless the context otherwise requires) includes any special terms and conditions agreed in writing between the Publisher and the Advertiser. "CONTRACT" means the contract for any of the Services. "SERVICES" means any advertisement, order or service provided by the Publisher. "WRITING" includes telex, cable, facsimile transmission and comparable means of communication.

2. No variation to these Conditions shall be binding unless agreed in Writing between the authorised representatives of the Publisher and the Advertiser.

3. Any typographical, clerical or other error or omission in any sales literature, quotation, price list, rate card, acceptance of offer, invoice or other document or information issued by the Publisher shall be subject to correction without any liability on the part of the Publisher.

4. The Publisher shall have at its absolute discretion the right to omit, suspend or change the position of any of the Services accepted for publication. Furthermore, the Publisher may refuse to publish any of the Services for any or no reason whatsoever and shall not incur any liability to the Advertiser by so doing.

5. The Advertiser shall be solely responsible for ensuring the accuracy of any copy supplied (including any artwork) to the Publisher prior to the copy deadline date. If the Publisher does not receive the Advertiser's copy and the Advertiser hereby acknowledges that it is the Advertiser's responsibility to ensure that the copy (which must meet the absolute satisfaction of the Publisher) is supplied to the Publisher without request (from the Publisher) before the copy deadline date the Publisher reserves the right to publish any previous copy used by the Publisher. If the Publisher does not have any previous copy then the Publisher shall publish the name and address of the Advertiser and the Publisher shall not be responsible for any errors or omissions arising. The copy deadline date is the first day of the month preceding the month of publication of any of the Services.

6. No order which has been accepted by the Publisher may be cancelled or transferred by the Advertiser except with the agreement in Writing of the Publisher. If the Publisher accepts the Advertiser's request to either cancel or transfer any of the Services within the following time periods the surcharge appearing adjacent to the time period will apply to the Advertiser:

Period of cancellation or Transfer prior to copy Deadline date	Amount of Surcharge
Between 31 days and 62 days	30%
Between copy deadline date and 30 days	50%
Any date after copy deadline date	100%

7. The Advertiser shall pay the price of any of the Services together with any value added tax (less any discount to which the Advertiser is entitled, but without any other deduction) no later than 14 days of the date of the invoice. The time of payment of the price shall be of the essence of the Contract. Receipts for payment will be issued only upon request.

8. If the Advertiser fails to make any payment on the due date then, without prejudice to any other right or remedy available to the Publisher including the cancellation of the publication of any of the Services, the Publisher shall be entitled to charge the Advertiser interest (both before and after any judgment) on the amount unpaid, at the rate of 8 per cent per annum above HSBC plc base rate from time to time, until payment in full is made (a part of a month being treated as a full month for the purpose of calculating interest). The Publisher shall also be entitled to claim all legal costs incurred by instructing solicitors to collect any outstanding amounts due by the Advertiser to the Publisher for work undertaken by the Publisher's solicitors both before and after judgment and the Advertiser hereby indemnifies the Publisher against all such costs and interest referred to in this Clause.

9. Any dates quoted for publication of any of the Services are approximate only and the Publisher shall not be liable for any delay in the publication of any of the Services howsoever caused. Time for publication of any of the Services shall not be of the essence. The Publisher shall be under no liability in respect of any defect in any of the Services arising from any drawing, design, proof or specification supplied by the Advertiser. The Advertiser grants to the Publisher a worldwide royalty free licence to reproduce and display any of the artwork, trade marks and brand features contained in any of the Services printed in its publications.

11. The Publisher shall forward a voucher copy of the publication in which any of the Services are provided. Any claim by the Advertiser which is based on any error relating to any of the Services shall be notified to the Publisher within 14 days from the date of publication of any of the Services. If the Advertiser does not notify the Publisher of any defect the Advertiser shall not be entitled to reject any of the Services and the Publisher shall have no liability for such defect and the Advertiser shall be bound to pay the price as if any of the Services had been published in accordance with the Contract.

12. If the Publisher has made an error in publishing any of the Services and the Advertiser has notified the Publisher in accordance with clause 11, the Publisher hereby agrees to publish the relevant Services free of charge within the next issue of the publication provided always that the Advertiser has paid in full the outstanding invoice within 14 days of the date of the invoice. The Publisher shall not be liable for any error or omission in the re-publication of any of the Services. The Publisher shall not be liable for any mistake in relation to any index of names of Advertiser's appearing in its publications and may include such indexes in any publication.

13. If the Advertiser orders a series of Services and the Publisher has granted the Advertiser a discount on normal rates for those particular Services and the Advertiser cancels the series of Services before the last of the Services is published. The Advertiser shall pay to the Publisher the amount of the discount that the Publisher has given to the Advertiser in respect of the Services provided upto and including the date of cancellation.

14. The Publisher shall not be liable to the Advertiser or be deemed to be in breach of the Contract by reason of any delay in performing, or any failure to perform, any of the Publisher's obligations in relation to any of the Services, if the delay or failure was due to any cause beyond the Publisher's reasonable control. Without prejudice to the generality of the foregoing, the following shall be regarded as causes beyond the Publisher's reasonable control:

14.1 Act of God, explosion, flood, tempest, fire or accident;

14.2 war or threat of war, sabotage, insurrection, civil disturbance or requisition;

14.3 acts, restrictions, regulations, bye-laws, prohibitions or measures of any kind on the part of any governmental, parliamentary or local authority;

14.4 import or export regulations or embargoes;

14.5 strikes, lock-outs or other industrial actions or trade disputes (whether involving employees of the Publisher or of a third party);

14.6 difficulties in obtaining raw materials, labour, fuel, parts or machinery;

14.7 power failure or breakdown in machinery.

15.1 This clause applies if:

15.1.1 the Advertiser makes any voluntary arrangement with its creditors or becomes subject to an administration order or (being an individual or firm) becomes bankrupt or (being a company) goes into liquidation (otherwise than for the purposes of amalgamation or reconstruction); or

15.1.2 an encumbrancer takes possession, or a receiver is appointed, of any of the property or assets of the Advertiser; or

15.1.3 the Advertiser ceases, or threatens to cease, to carry on business; or

15.1.4 the Publisher reasonably apprehends that any of the events mentioned above is about to occur in relation to the Advertiser and notifies the Advertiser accordingly.

15.2 If clause 15.1 applies then, without prejudice to any other right or remedy available to the Publisher, the Publisher shall be entitled to cancel the Contract without any liability to the Advertiser, and if any of the Services has been published but not paid for the price shall become immediately due and payable notwithstanding any previous agreement or arrangement to the contrary.

16. Any notice required or permitted to be given by either party to the other under these Conditions shall be in Writing addressed to that other party at its registered office or principal place of business or such other address as may at the relevant time have been notified pursuant to this provision to the party giving the notice.

17. No waiver by the Publisher of any breach of the Contract by the Advertiser shall be considered as a waiver of any subsequent breach of the same or any other provision.

18. If any provision of these Conditions is held by any competent authority to be invalid or unenforceable in whole or in part the validity of the other provisions of these Conditions and the remainder of the provision in question shall not be affected thereby.

19. Neither the Publisher nor the Advertiser shall assign or transfer or purport to assign or transfer the Contract or the benefits thereof to any person without the prior written consent of the other

20. The Advertiser warrants to the Publisher that:-

20.1 it has the right to publish the contents of any of the Services

20.2 none of the Services contravene any law, regulation or code or practice nor infringe any rights of any third party

20.3 the Services comply with the Advertising Standards Authority's current code of practice

21. The Advertiser indemnifies the Publisher against all expenses, damages and losses of any kind whatsoever incurred by the Publisher in connection with any claim arising from any of the Services.

22. The Publishers liability to the Advertiser in respect of any breach of the Publishers obligations under this Contract shall be limited in total to the price payable by the Advertiser to the Publisher for the relevant Service.

The Publisher shall not be liable for any indirect, special, consequential loss or damage including loss of profits arising from any breach of this Contract.

23. The Contract shall be governed by the laws of England and Wales.