

Edge



PUBLISHED BY
THE INSTITUTE
OF LEADERSHIP
& MANAGEMENT

READ BY BUSINESS
LEADERS AND
MANAGERS
ACROSS ALL
SECTORS

HALF OF OUR
READERS ARE
EMPOWERED
TO SPEND
£100,000 PLUS

**THE ONLY
BUSINESS
MAGAZINE
DEVOTED TO
LEADERSHIP &
MANAGEMENT**

What is **Edge** magazine?



Published by the Institute of Leadership and Management, Edge is the UK's most widely read magazine devoted to leadership and management. Wholly owned by ILM, Europe's foremost leadership and management qualifications awarding body and specialist membership organisation, Edge is renowned as a definitive source of leadership and management insights and analysis. Each issue is received by every member of the Institute of Leadership and Management, who are typically career-driven, dedicated managers with a passion for self-development, working as leaders and managers across the entire spectrum of the private and public sector.

➤ Edge is recognised by ILM members as the **foremost benefit of ILM membership** (76% of members consider Edge the most important membership benefit, with 90% making regular use of the publication). Every year members must renew their membership of ILM, at a cost of £85, to continue to receive the magazine. **Edge's circulation of 18,742** (ABC) has increased in line with the rapid growth of membership since ILM's establishment in 2002.

➤ The development and support of leaders and managers in the workplace has never been more crucial to business success, and **Edge magazine has quickly become the leading authority for directors and managers across all industries and sectors** who seek the knowledge, advice and inspiration to improve and achieve more at work.

➤ Edge is a **powerfully-written and thought-provoking business magazine** that has been shortlisted for numerous industry awards for its engaging design and incisive editorial content. Designed to help its readers get ahead, **Edge takes a fresh look at the hottest workplace topics**, without ever reverting to management-speak.



EDGE IS RENOWNED AS A DEFINITIVE SOURCE OF LEADERSHIP AND MANAGEMENT INSIGHTS AND ADVICE FOR CAREER-DRIVEN MANAGERS



EDITORIAL MIX

COMMUNICATIONS
ENTERPRISE AND SMEs
ETHICS
DIVERSITY
LEADERSHIP
PSYCHOLOGY
TECHNOLOGY
TRAINING AND EDUCATION
WORK LIFE BALANCE



FEATURES

Each edition of the magazine has a specific editorial focus, with up to six separate features of three to nine pages long addressing the must-read issues of the moment in leadership and management. Subjects as diverse as Change, Enterprise, Technology and Ethics are all tackled in *Edge's* trademark direct and insightful manner, with eye-catching photography and cutting-edge design to engage, inform and entertain its wide readership.

UP CLOSE

Each issue the magazine features an in-depth profile of a prominent business leader of the moment. Past subjects include Sir Richard Branson, Stelios Haji-Ioannou, Dianne Thompson, Karren Brady, Nicola Horlick and Sir John Harvey-Jones.

BITESIZE

Tasty morsels of business humour, advice, interviews and facts for readers to dip into at their leisure. Popular columns include 'Fast track to...', 'Managing my way...', 'The Naked Manager', and 'What's all the fuss about...'.

INSIDE EDGE

Expert insights and advice from *Edge's* crack team of columnists. Includes 'The Holistic Manager,' 'Coaching Confidential' and 'Are You Tough Enough?'

REGULARS

LEADER: *Edge's* Editor introduces the key themes of the current issue.

NEWS: All the latest from the world of leadership and management

LETTERS: Readers write in to share their views and voice their opinions

MEDIA MOGUL

EVENTS: a round up of forthcoming leadership and management events across the UK

BOOK AND WEB REVIEWS: Readers rate the latest leadership, management and business books and websites

Why advertise in **Edge?**



Edge is the highest circulating magazine in the UK devoted to leadership and management with a circulation of 18,762 (ABC). Edge therefore provides advertisers with the opportunity to reach a highly targeted market of directors, senior management, middle and first tier managers who are actively seeking business products and services that will enhance and further their careers. In addition to this, included within Edge's subscribers are 200 ILM accredited leadership and management training professionals who will also purchase on behalf of the managers within their respective organisations.

“
OVER 50% OF EDGE
READERS ARE
EMPOWERED TO
SPEND MORE THAN
£100,000 ON
BUSINESS SERVICES
AND PRODUCTS”

- *Edge* readers come from across all industry sectors and have a direct need for a wide range of business education services and products, that include, **tailored management courses, MBAs, conferences, books, software and IT.**
- *Edge* readers have the authority to spend. The latest *Edge* reader survey showed that over 50% of *Edge* readers are empowered to spend more than £100,000 on business services/products with the majority of funds being allocated to training and development
- The strong brand allegiance of *Edge* readers ensures a healthy response to products and services advertised within this high-trust publications.
- Because *Edge* is an authoritative, information led magazine that is actively subscribed to, readers refer to the magazine regularly, improving the frequency of advertiser messages being seen and producing higher response levels.
- Advertisers benefit from a month long exposure with *Edge*, and because each issue of *Edge* is referred back to by readers for in depth information about specific subjects, response can continue for many months after publication.

READER SURVEY

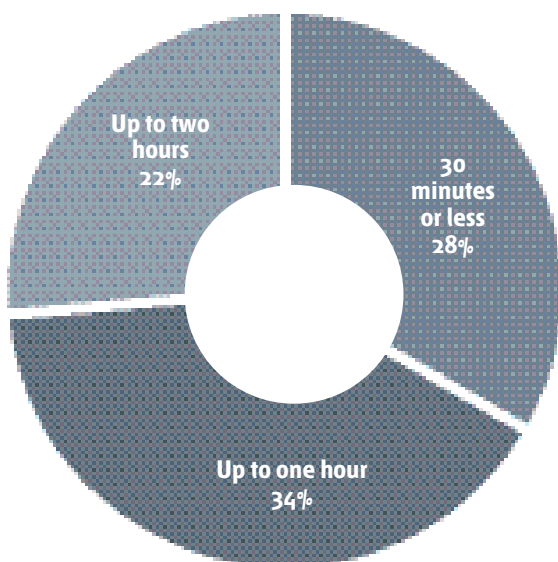
In June 2003 MSS research carried out a readership study among key executives in the leadership and management sector. 70% thought *Edge* was relevant to their job, with eight out of ten positively rating the editorial content.



QUESTION 01

Amount of time spent reading *Edge*?

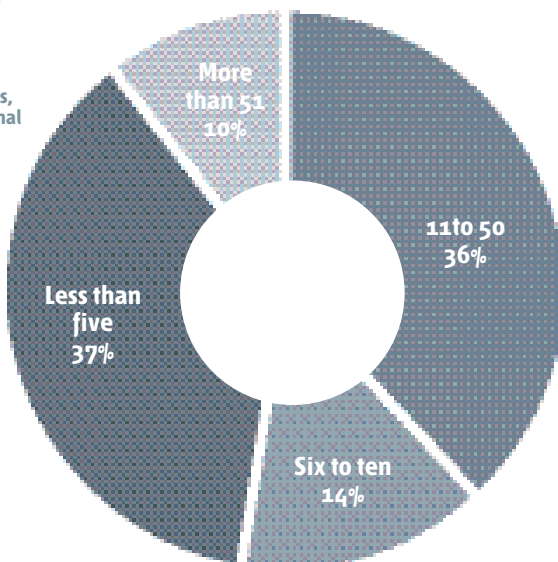
74% of all those who read the magazine do so at home and with 73% having internet access at home, the environment is far more conducive to making informed and balanced buying decisions



QUESTION 02

Size of team?

Edge readers are a bright lot with 67% having gained degrees, ILM or other professional qualifications



With over 50% of *Edge* readers empowered to spend more than **£100,000** on business products and services, advertisers are assured of reaching a host of influential professionals with serious purchasing power

HOW MANY STAFF ARE THERE IN YOUR ORGANISATION?

- Less than ten – 3%
- 11 to 50 – 66%
- 51 to 250 – 17%
- 250 to 500 – 7%
- More than 500 – 61%

With *Edge* readers working for multinational organisations with 40% in organisations with more than 11 UK sites, our readers are the driving force behind UK PLC

HOW INTERESTED ARE YOU IN SEEING ADVERTISEMENTS IN THE MAGAZINE?

- Leadership and management training courses – 76%
- General business training courses – 66%
- Career services – 69%

With 52% of readers confirming that they keep the magazine indefinitely and 20% discarding it only after a month or longer, your advertising is assured of a strong opportunity to be seen

IN WHAT AREAS ARE YOU RESPONSIBLE FOR YOUR ORGANISATION'S BUDGET?

- Staff training – 46%
- Office equipment & stationery – 40%
- IT – 38%
- Staff recruitment – 37%
- Telecoms – 30%
- Publishing – 29%
- Marketing & advertising – 24%

With *Edge* readers responsible for making purchasing decisions on a broad range of industry related products and services and with 50% empowered to spend more than **£100,000** on business products and services you're assured of reaching influential individuals empowered to buy

ADVERTISER OPTIONS

DISPLAY

Display advertising provides highly visible advertising sites which will raise awareness of your brand to senior and middle management professionals who are actively seeking business products and services to enhance and support their career advancement.

ADVERTORIALS

Promotional/advertising material published in the style of Edge editorial enables clients to promote a tailored message that creates extra impact to readers. Clients are able to order extra copies of the magazine for business development purposes and will receive a PDF of the finished article to distribute as they wish.

LOOSE INSERTS

Edge can arrange for your own promotional material to be carried in the magazine. Loose inserts offer the freedom to promote your own message, unrestricted by page boundaries or type size, to the entire circulation of the magazine. Clients can target their message to specific geographical areas.

BOUND INSERTS

The client's own material can be bound into the magazine, either separately or alongside an advertisement. Binding an insert means you can be sure the information is seen by both the primary reader and the people to whom they pass on the magazine.

CLASSIFIED

The classified section runs across the final pages of the magazine, alongside some of the most popular editorial pages. With headings: Courses & Coaching and Recruitment this is an ideal platform for cost effective advertising.

NEWSROOM – MONTHLY E-BULLETIN

11,000-plus ILM members receive its monthly e-bulletin of the latest leadership and management news and reminders about ILM products, services and events. Button advertising is available on the newsletter, as are promotional features which provide advertisers with the opportunity to promote a message using text of up to 150 words, visual images and links to their own website.

BRAND AND MARKETING SOLUTIONS

AWARD SPONSORSHIP

The Institute of Leadership and Management presents a number of high-profile award events that provide sponsors with opportunities to align their brand with leadership and management excellence. Sponsorship of an Edge award includes a full package of branding and networking opportunities that are not available through normal advertising channels.

RATECARD

DISPLAY: Full colour

Full page first half **£2110**
Full page ROP **£1985**
DPS front half **£3400**
DPS –ROP **£3175**
Half page **£1130**

Cover Positions

Inside front cover **£2300**
Outside back cover **£2475**
Inside back cover **£2075**

CLASSIFIED

Quarter page **£655**
Eighth page **£350**

Loose Inserts

0-10 grams **£105 per 1000**
11-15 grams **£125 per 1000**
16-20 grams **£140 per 1000**

Copy dates

1st week of preceding month
Cancellations 3 months prior
to publication date

Publication dates

Nine times a year,
the first week of the issue:
*February, March/April, May, June,
July/August, September, October,
November, December/January*

Conditions of acceptance

A full copy of terms and
conditions of advertisements
is available upon request by
e-mailing:
edge@publicom-uk.com

MECHANICAL DATA

DPS

Trim size 270mm X 420mm
Type size 250mm X 400mm
Bleed size* 276mm X 426mm
**Please remember to request a 3mm bleed around
the page when artwork is being produced*

Full page

Trim size 270mm X 210mm
Type size 250mm X 190mm
Bleed size* 276mm X 216mm
**Please remember to request a 3mm bleed around
the page when artwork is being produced*

Half page landscape

Type size 123mm X 190mm
Bleed size 136mm X 216mm

Half page portrait

Type size 250mm X 93mm
Bleed size 276mm X 106mm

Quarter page

Portrait only - no bleed ads 123mm X 93mm

Eighth page

Landscape only - no bleed ads 54mm X
90mm

Supplying artwork

Artwork should be supplied in Quark Xpress
v.5, Adobe Photoshop v.6, or Illustrator v.8
formats with supporting fonts and graphics
files. We can also accept pdf files of print
quality.

All artwork should be CMYK colour (not
RGB) 300 dots per inch (dpi) 150 lines per
inch (lpi) and no more than 200% bigger than
used on the final artwork. We would ask that
all file elements are present and in the
correct format and that all fonts used are
supplied. We regret we are unable to accept
responsibility for the outcome of digitally
supplied material unless accompanied by an
exact colour proof. We are happy to accept
standing colour proofs for generic artwork
for which modest text only changes are
required (subject to charges outlined in our
standard advertiser's terms and conditions).
We would ask that significant changes to
basic artwork should be accompanied by a
new colour proof.

Please send these to:

bbovill@publicom-uk.com

ADVERTISER CONTACT

BEN BOVILL | PUBLICOM

Tel: 0870 8034256

E-mail: bbovill@publicom-uk.com

Institute of Leadership
& Management



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