

*Driven
by
Innovation* **Biz**[®]

Mediakit

Biz Brand

Magazine
Business Community
Special Projects
Events
Website

Biz is the brand that brings together a strong community of business people, both online and offline. The editorial team has developed important industry studies and rankings in partnership with research agencies, on the most important business areas in Romania.

Biz is a monthly print title, a mainstay of the Romanian business publishing industry for over 20 years, being the first Romanian business magazine at its launch, in 2000.

Biz is the only Red Dot winner in Romania. For the first time in Romania, Brandient and Biz have won the legendary Red Dot Design award, the most prestigious international design competition, for the BizSingapore issue.

Biz Brand is managed by Biz Agency.

The Biz logo is rendered in a bold, italicized, red sans-serif font. A small registered trademark symbol (®) is positioned at the top right of the letter 'z'.

Biz[®] ***Magazine***

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Editorial Concept



Biz is the first business magazine published in Romania.

Since 2000, when it was launched, Biz has constantly reinvented itself. Its goal is to inspire the creative minds in the business community to innovate and think beyond traditional boundaries.

Biz magazine is distributed in urban areas across the country,

available in Inmedio, Relay of 5 to go, McCafe, City Hub, Maastricht School of Management, Impact Hub, OMV, Petrom gas station network.

- **Publisher:** Marta Uşurelu
- **Founded:** 2000
- **Frequency:** monthly, 120+pages
- **Print run:** 9,500 copies/issue
- **Editor in Chief:** Gabriel Bârligă
- **Website:** www.revistabiz.ro
- **Parent Company:** Biz Agency

2 Editorial Sections

Cover Story. Business in the Spotlight! Enjoy the main story of the magazine, featuring some of BIZ's unique topics.

Industry Leaders. Read a comprehensive story about some of the most dynamic players in the Romanian business environment, showcasing innovation, strategy and business savvy insights from the country's top business people.

Strategy. Business strategy news for CEOs, corporate executives, creatives and other decision makers who influence the local business environment.

Entrepreneurship. Tools for fresh entrepreneurs and business strategies from serial entrepreneurs, innovative start-up ideas, creative solutions and inspiration for both traditional businesses and new on the market ones.

Technology. We constantly explore the business, culture and impact of the technology industry, from the biggest companies to the newest startups.

Finance. Latest finance news, opinions and special features from the world of finance and fintech.

Innovation. Whether it is about the most innovative companies, inspirational leaders or tech pioneers, this editorial section will be a source of information and inspiration for all those who want to start pushing the boundaries of traditional ways of making business.



3 Our Readers



Loyal, Involved and Engaged

- 90% agree, Biz covers business like no other magazine
- 94% trust advice/recommendations from Biz editors
- 73% agree, advertising in Biz adds credibility to a brand
- 80% characterize themselves as passionate people, proactive, ethic, responsible, who believe in the power of example and success through hard work

Very successful, high income, active lifestyles

- 32% of the Biz readers are young, aged 25-34
- 63% of the Biz readers are mature, aged 34-50
- 55% earn more than 2,000 euro monthly income
- 9 out of 10 have personal bank accounts, 90% have their own car
- 73% own their own house, 12% own a second house (also a holiday house)
- Well-travelled, food & drink aficionados, dedicated followers of fashion, never without an item of technology,

Highly Educated

- 8 out of 10 Biz readers have at least an university degree, 47% have economical academic degrees
- 88% have extra-curricular professional and personal development courses
- 37% with post-academic courses and MBA degrees
- Finance-savvy, influential and well connected

Self motivated and continuous learners

- 15% work in consultancy
- 15% in media, adv, PR
- 11% in IT & C, 17% banking & finance
- 20% entrepreneurs, 22% FMCG
- 97% speak English fluently
- 30% speak at least two foreign languages

Key influencers, both at work and in their communities

- 90% are decision makers, 49% top management executives
- 32% of the Biz readers are department managers, followed by business executives (29%) and top managers (29%)
- 30% are entrepreneurs, managing their own businesses

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Special Issues



Biz CEO Xchange

For one day, ten of the most important CEOs in Romania were invited to accept the challenge of running another company. It was a change of perspective, but also an extraordinary networking opportunity among the most important people in the Romanian business environment.

Biz 310, June, 2017

Young Leaders: "20 la puterea 20"

There are young people who look at Romania differently and are already taking steps towards the next 20 years. A project initiated by Biz and Metropolitan Life on their 20th anniversary in Romania. We discovered 20 life stories of true sources of inspiration, 20 young people representative for the values that guide us every day.

Biz 331, April, 2019

Banking of the Future

Because we have always promoted fresh vision and innovation, we took an in-depth look into the history of Alpha Bank, through a special print project. An unconventional way of promotion, through which their top management team discussed about their innate desire to innovate and their strategy that made a visible contribution to the growth of the Romanian banking system.

Biz Banking, December, 2019

5 Special Issues

The Age of Innovation

An in-depth look at the new generation of Romanian innovators that are changing the rules at a global level. Young, relaxed, but also focused on their projects, they are building the future they want to live in, instead of waiting for others to decide it for them. We find out today what the world of tomorrow will look like. **Biz 307, 2017**



Romanian Values

Meet the people who add value to everything they do and excel in their field not only on a national level, but also on the international stage. From business to research, from sport to arts, from technology to culture, these are the Romanians that are changing the world with their ideas, performances and accomplishments. **Biz 308, 2017**



Leadership Issue

Being ready to make quick decisions, able to train and lead teams in calm waters, but also in rough weather are key lessons from yachting that translate well onto business leadership. We found out how skilful skippers navigate the stormy seas of the Romanian business landscape. **Biz 323, 2018**



Biz 19 years

For our 19 years anniversary, we decided to mark this celebration on the road to Biz through an original event, which brought the team of journalists together with CEOs, entrepreneurs, innovators and creatives on board of a business Bucharest hop-on hop-off bus. **Biz 324, 2018**



6 Biz Ratecard

<p>1/1 PAGE</p> <p>Trim size 210x280 mm (+5mm bleed)</p> <p>Mirror size 180 x250 mm</p>	<p>SPREAD</p> <p>Opening 420x280 mm (+5mm bleed)</p> <p>Inside 390 x250 mm</p>	<p>1/2 PAGE JUNIOR</p> <p>Vertical 122,5 x 180 mm</p>	<p>1/2 PAGE</p> <p>Vertical 87,5 x 250 mm</p> <p>Horizontal 180 x 122,5 mm</p>	<p>1/3 PAGE</p> <p>Vertical 55 x 250 mm</p>
1300 €	2500 €	1,000 €	1,500 €	1,350 €

<p>BACK COVER</p> <p>Trim size 210x280 mm (+5mm bleed)</p>	<p>INSIDE COVER 2</p> <p>Trim size 210x280 mm (+5mm bleed)</p> <p>Mirror size 180 x250 mm</p>	<p>INSIDE COVER 3</p> <p>Trim size 210x280 mm (+5mm bleed)</p> <p>Mirror size 180 x250 mm</p>	<p>INSERT</p> <p>10,000 copies</p>	<p>GATE FOLDER</p> <p>210 x 280 mm (+5 mm bleed)</p>	<p>1/8 page horizontal stripe</p> <p>Trim size 210x60 mm (+5mm bleed)</p> <p>Mirror size 180 x40 mm</p>
2,700 €	1,500 €	1,500 €	4,800 €	11,000 €	900 €

DEADLINES

Date of publication: the 15th of each month, except January and August.

Space reservation: 15 days before publication date.

Advertising material: 10 days before publication date

GUARANTEED POSITION FEE

Guaranteed position of space contracted requires an extra 15% and is subject to availability.

ADVERTISING MATERIALS

DIGITAL ONLY! We can use predesigned ads in the following formats: PDF, TIFF, EPS or JPG pictures), minimum 300 dpi resolution, CMYK.

SPECIAL POSITIONINGS & ADITIONAL CHARGES

Right hand page – 10%, 2 or more formats on consecutive pages – 20%, advertorials – 15%.

CANCELLATION

Cancellation of an ad or a change in its content or schedule must be received in writing before space reservation deadline. Ads cancelled after reservation deadline will be billed at 100%.

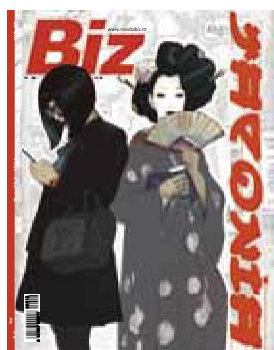
Prices are in Euro, for full color advertising and do not include VAT.

The rates are for space only, based on receiving ready-to-print materials. Black & white advertising is subject to an extra 10% discount

Biz[®] ***Special Projects***

Biz World

Extraordinary editions of Biz Magazine, entirely done outside Romania's borders.



Nr. 318 (2018)
Biz Japan



Nr. 329 (2019)
Biz Israel



Nr. 338 (2019)
Biz Korea

Every year, the entire first issue of the magazine is written in a different country. The entire editorial team is relocating for one week in the respective country's capital for interviews, articles and photo sessions. We are approaching both the macroeconomic and microeconomic perspectives, by performing interviews with the most important business decisions makers in the respective country, representatives from top companies, authorities, entrepreneurs and professionals.

What's in it for your brand? An unconventional way of communicating your future plans, by reaching a high diverse audience. You will enjoy original, authentic business content, raise your brand's awareness, speak up about your local achievements, while experiencing a sense of belonging and contributing to Romania's country branding!



Nr. 207 (2011)
Biz Bruxelles



Nr. 226 (2012)
Biz UK



Nr. 243 (2013)
Biz USA



Nr. 260 (2014)
Biz Germany



Nr. 275 (2015)
Biz Singapore

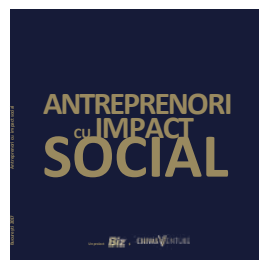
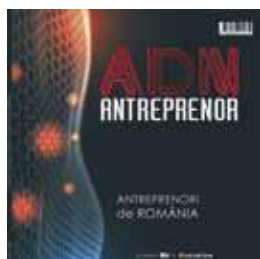


Nr. 290 (2016)
Biz Austria



Nr. 304 (2017)
Biz France

Biz Booklets



The magazine is a launching pad for editorial projects dedicated to industries, trends and markets that deserve a closer look from a business publication.

Whether it's ranking the most powerful Romanian brands, the country's top PR agencies, or grouping the most successful entrepreneurs, bloggers, tech brands, chefs, or top marketing managers,

Biz is changing the way business

is presented by using a new, cool, and fresh approach to writing about it.

***Business
Community***

Business Community

Biz has always **brought together** like-minded people, not only by writing about them, but also by building a strong business community through events, special projects, and one-of-a-kind approaches to business reporting.



Biz CEO Xchange & Biz Marketing Xchange

A unique experiment in Romania, through which we persuade top CEOs or Marketing Directors to exchange companies for a day! We facilitate discussions between 10 of the most important CEOs in Romania, who discuss topics of leadership, management, marketing and strategy.

Biz Podcasts

Fresh out of the oven! Biz launches a series of business podcasts, an ideal learning resource for any professional. Find innovative ideas and perspectives that will help you think more creatively and make your business better.

Game of Brands

We bring together 40 of the best people Social Media & Marketing can offer. We divide them in teams in order to bring the most of the client's brands. We challenge them in ways that make their creative ideas emerge.

Social Media Snow & Summer Camps

have coagulated a tight-knit community that brings together offline the most important players in Romania's online universe, while Zilele Biz created a new platform for business networking at the highest level.

Biz[®]

Biz[®] ***Events***

Events

Networking for growth

Since 2000, we have gathered more than 70,000 entrepreneurs, professionals and business executives across all industries and management levels at our events.



FEBRUARY

- Game of Brands
- Social Media Summit (Bucharest)

MARCH

- The Financial Conference (Bucharest)
- ADN Antreprenor (Bucharest)
- Biz Innovation Forum (Bucharest)

APRIL

- Content Creators Conference (Bucharest)
- APPLY (Bucharest)
- Extraordinary Women (Bucharest)

MAY

- Gala Valori de România (Bucharest)
- Best Marketing (Bucharest)

JUNE

- Top Social Brands (Bucharest)
- Social Media Summer Camp (Pârâul Rece)

AUGUST

- Social Media Seaside Camp (Limanu)

SEPTEMBER

- Extraordinary Women (Cluj-Napoca)
- Best Marketing (Cluj-Napoca)
- BrandRO (Bucharest)

OCTOBER

- Biz PR Conference & PR Awards (Bucharest)
- Point of View (Bucharest)
- Antreprenorii Viitorului (Bucharest)

NOVEMBER

- Zilele Biz (Bucharest)

DECEMBER

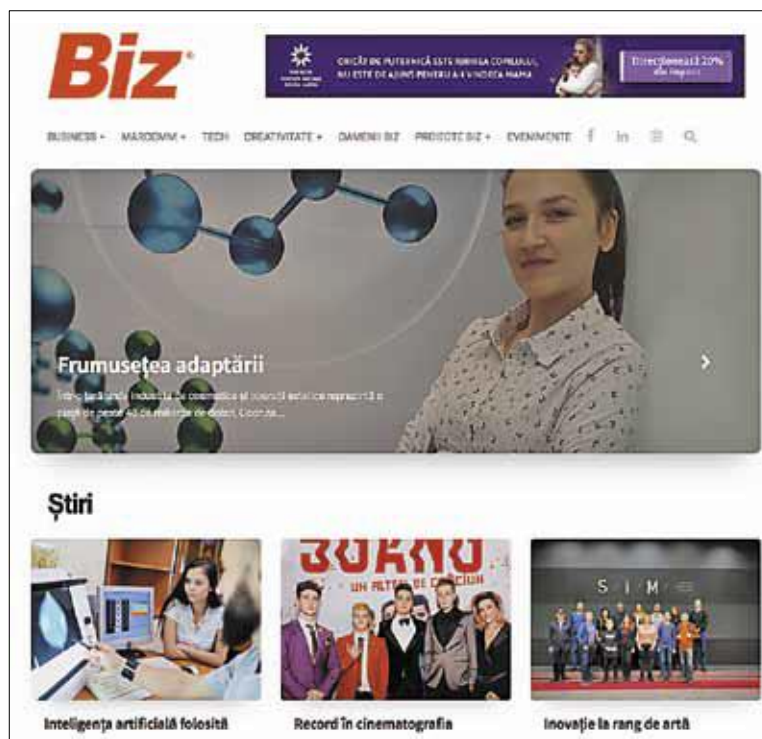
- Social Media Snow Camp (Pârâul Rece)

Biz[®] ***Website***

Website

Online experience

Keep yourself up-to-date with the most relevant business news, browse through in-depth analyses of the latest trends, read interviews with the people directly involved in shaping the economic landscape and find well-structured point of views from respected professionals on www.revistabiz.ro.



Sections

BUSINESS

- Entrepreneurship
- Companies
- Management
- Finance
- Brand Focus

MARCOM

- PR
- Marketing
- Advertising
- Digital

TEch

CREATIVITY

- Lifestyle
- Video

BIZ PEOPLE

BIZ SPECIAL PROJECTS

EVENTS

The story goes on.

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