

GLOBAL
businessreview
PLATFORM

2013 Media Kit



MAXIMIZE BRAND EXPOSURE

Through Our Enhanced Digital Outlets

ORIGINAL CONTENT

Delivered Across Cutting-Edge Platforms

EXCLUSIVE INSIGHT

From Top Business Leaders

About Us

Our Global Business Review platform delivers true insight into the operations, innovations, financial strategies and other business practices implemented by the most successful companies. Its unique and innovative design delivers high quality content through the use of the latest developments in digital media, ensuring its readers access anytime, anywhere, and on an array of platforms.

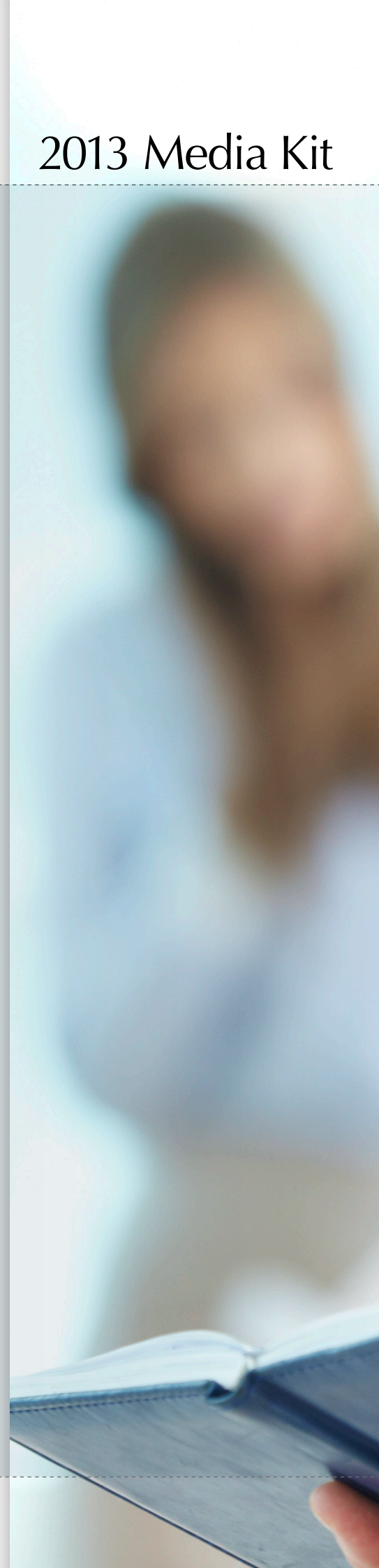
The Business Review platform offers its audience exclusive insight into the corporate business decisions that drive the global economy. Subscribers gain access to interviews with leading professionals, updates on developing technology, the latest fashion, entertainment, sports news and more – an inside look at business markets around the world.

Making an Executive Decision

Our portfolio places your business directly in front of the men and women behind the companies that drive the global business sectors. Statistically, 81% of our subscribers fulfill executive and decision making roles within their organization(s) – an attractive audience for entrepreneurs, established businesses in the market for expansion, or those who simply want to spread the word.

FOR INQUIRIES: advertise@wdmgroup.com

Corporate Site | www.wdmgroup.com



“

Global Business Review offers its audience exclusive insight into the corporate business decisions that position the industry among the most competitive in the world.

”





WDM Group

WDM Group is a global media group that offers a diverse portfolio of interactive business magazines and web 2.0 websites covering global issues across a variety of industries and territories. With offices around the world, we have a global footprint that allows us to operate 24/7.

B2B

african
 businessreview

australia
 businessreview

north america
 businessreview

europa
 businessreview

américa latina
 businessreview

brasil
 businessreview

Construction digital
 HOW IT'S BUILT

FOODigital
 MAKE | MARKET | SELL

Manufacturing digital
 how it's made

supplychain digital
 get globally connected

energydigital
 global energy portal

Healthcare GLOBAL 

retaildigital
 global portal for retailers

technology digital
 the tech portal



B2C

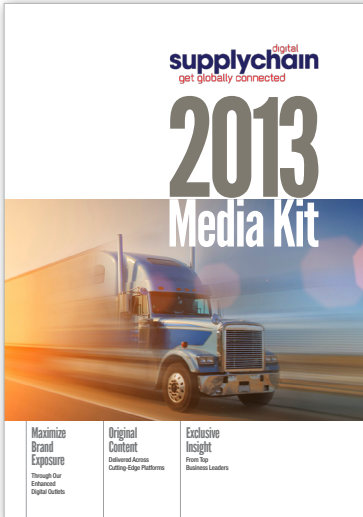
EXECUTIVE LIFESTYLE
EXEC DIGITAL

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Other WDM Media Kits

In addition to our Global Business Review Platform we have an array of other B2B and B2C magazines. Click the covers below to learn more about each.



Demographics

Our Global Business Review’s unique content attracts a specific audience. These dedicated professionals turn to our Global Business Review platform for the latest news and developments around the world. They come back regularly to check for updates and anxiously await the next issue of our monthly magazine.

Business Review Global Demographics

Gender

Male	63%
Female	37%

Age

<18	6%
18-24	15%
25-34	22%
35-44	23%
45-54	20%
55-64	10%
65+	4%

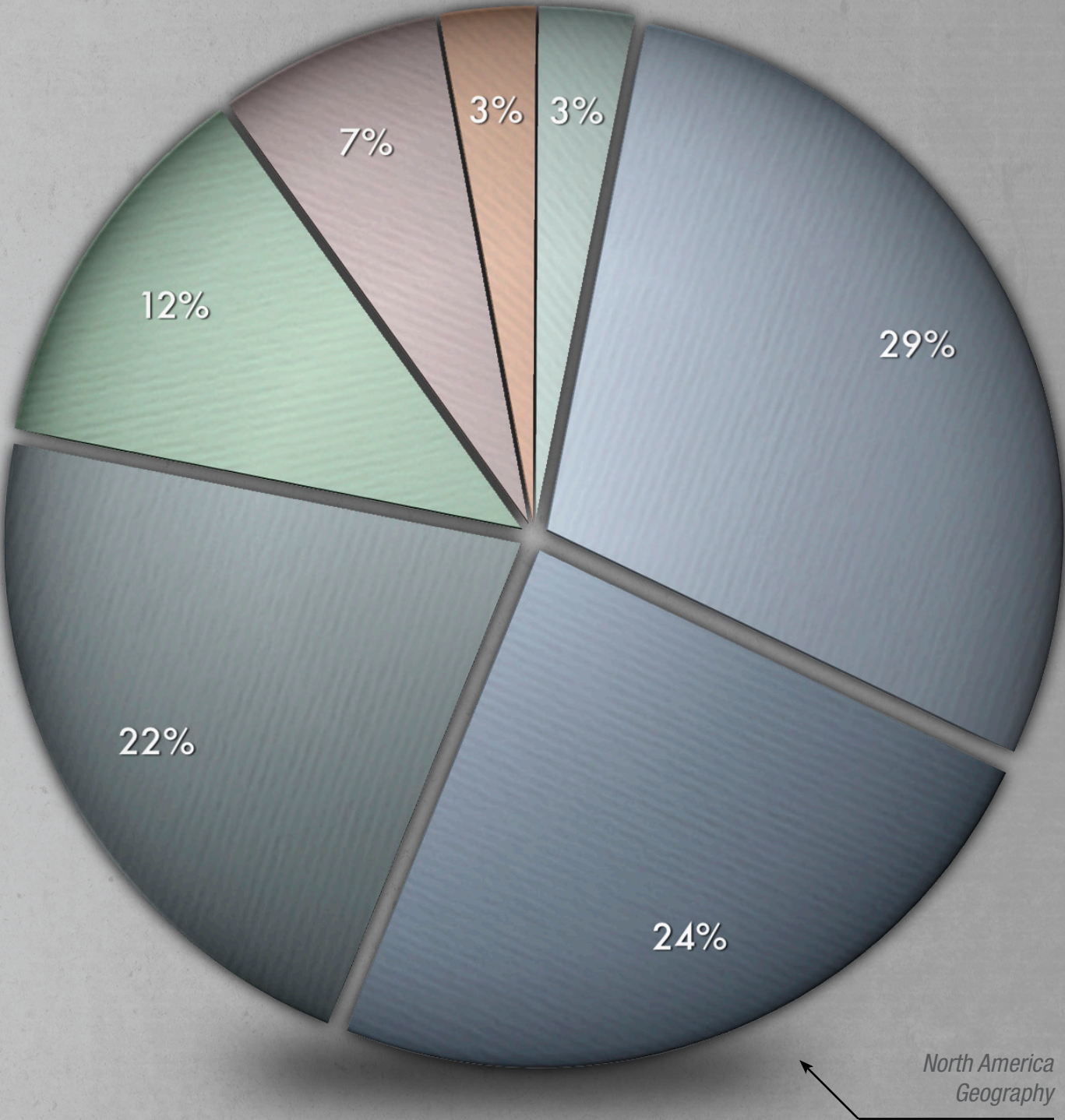
Seniority

Executives	92%
Mid-Management	5%
Non-Management	3%

Education

Bachelors	50%
Masters	26%
Other	24%

2013 Media Kit



Location

Africa

Cape Town	21%
Johannesburg	19%
Sandton	11%
Pretoria	19%
Durban	9%
Randburg	4%
Other	17%

America Latina

Mexico	29%
Colombia	21%
Spain	13%
United States	7%
Argentina	7%
Chile	6%
Other	17%

Australia

Sydney	31%
Melbourne	21%
Brisbane	16%
Perth	10%
Adelaide	3%
Singapore	1%
Other	19%

Location

Brasil

Sao Paulo	37%
Rio de Janeiro	22%
Minas Gerais	6%
Parana	8%
Rio Grande do Sul	2%
Santa Cantanna	5%
Other	16%

Europe

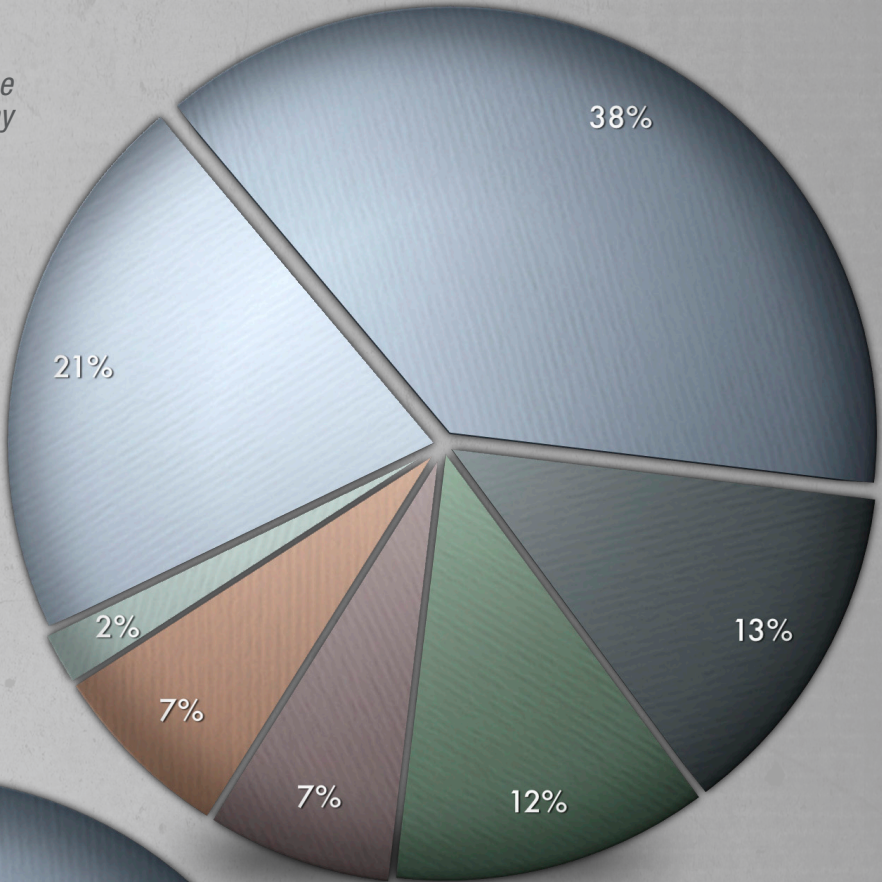
London	38%
Norwich	13%
Manchester	12%
Edinburgh	7%
Birmingham	7%
Glasgow	2%
Other	21%

North America

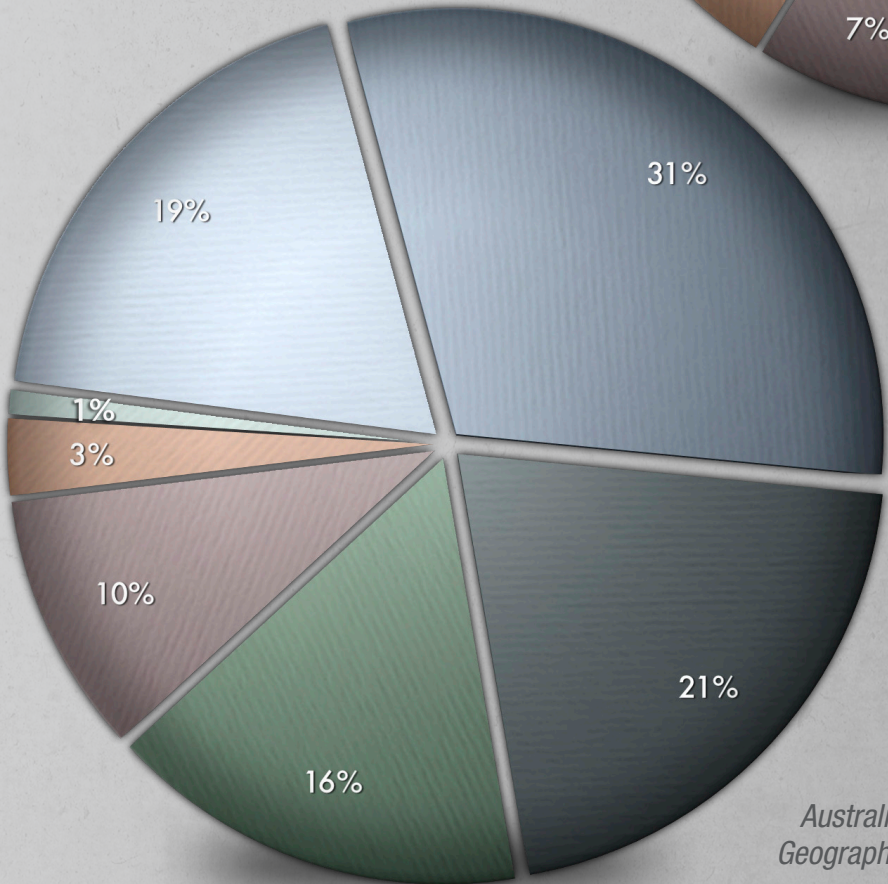
Toronto	22%
New York	12%
California	15%
Chicago	20%
Washington	7%
Montreal	3%
Vancouver	3%
Other	18%

2013 Media Kit

Europe Geography



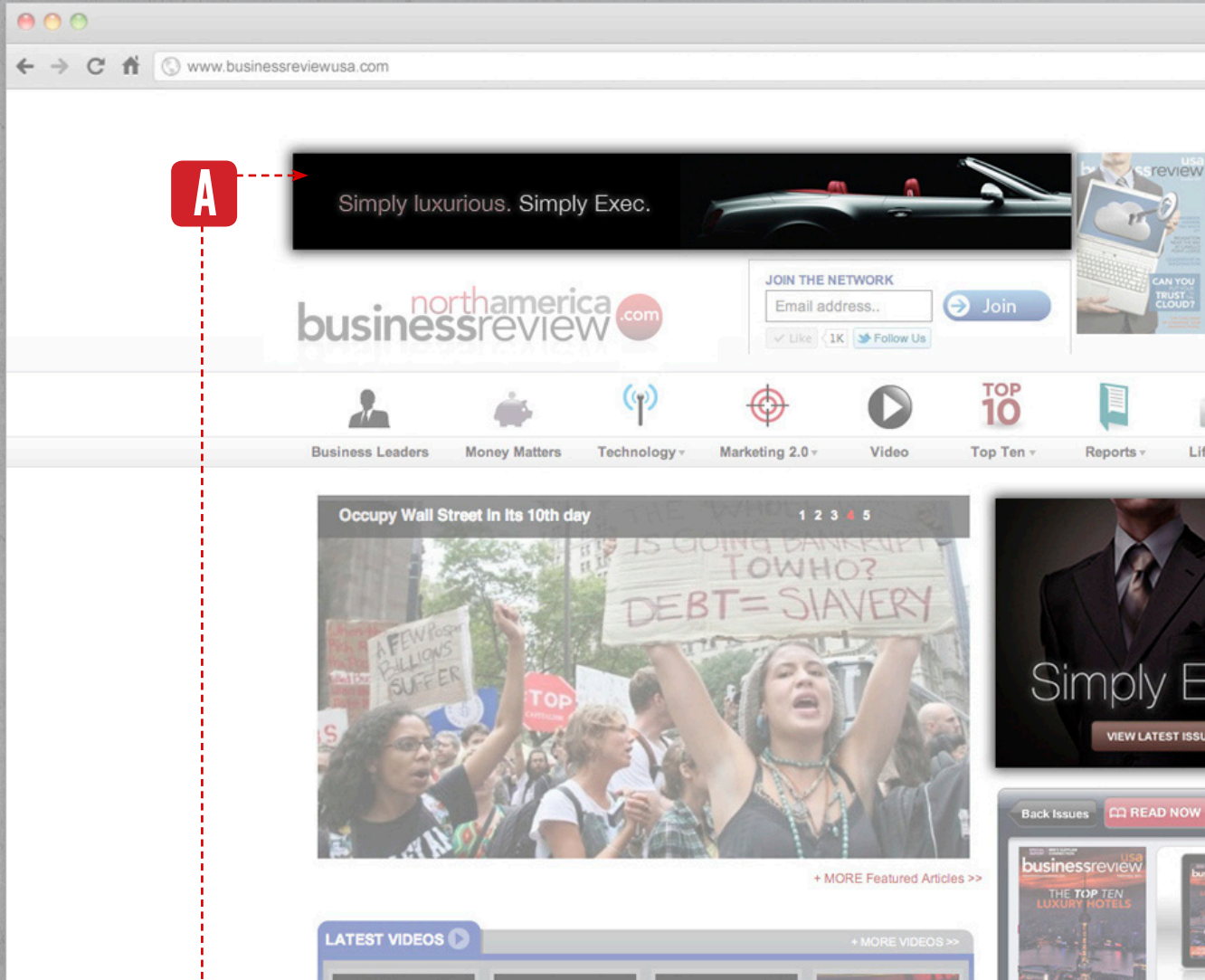
Australia Geography



	African Business Review	Europe Business Review	North America Business Review
January	From Aid to Investment	Green and sustainable business	Technology
February	Air Travel in Africa	The ongoing economic crisis	Rural wilderness
March	Innovative Energy Generation	The working from home generation	Music industry
April	Africa's Mining Industry	Technology	Manufacturing
May	Music and entertainment	Europe's retail industry	Advertising in a digital age
June	Agricultural Developments	Business coaching	SMEs
July	Service Industries	Modern marketing techniques	Summer tourism
August	Education and employment	Construction	Agricultural issue
September	Mobile Technology	Olympic legacies	Film industry
October	Business celebrities	European manufacturing	North America's Construction Industry
November	Africa's Manufacturing Giants	Renewable energy	Renewable energy
December	Tourism and Hospitality	Success stories of 2013	Success stories of 2013

Business Review Annual Calendar 2013

Australia Business Review	America Latina Business Review	Brazil Business Review
Australia's Mining Boom	SMEs	Franchising boom
Modern Marketing Techniques	Sport	Rio Carnival
Australia's Energy Industry	Social entrepreneurs	Supply chain
Australia's Retail Sector	Oil and Gas	SMEs
Construction	Construction	Green energy
Training, Education and Business Coaching	Tourism	Chinese investment
Carbon Tax: One Year On	Agricultural issue	Tourism
Green / Sustainable Business Initiatives	Renewable energy	Oil and Gas
Australia's Manufacturing Industry	Balance of trade	Agricultural issue
Farming and Agriculture	The Arts	Technology
The Tourism Industry	Technology	The Arts
Success Stories of 2013	Outsourcing and procurement	Marketing and advertising



A. Large view

Website Opportunities

We offer a wide range of opportunities that ensure each advertisement is non-invasive to the reader's experience, yet creating a high impact to produce a valuable impressions.

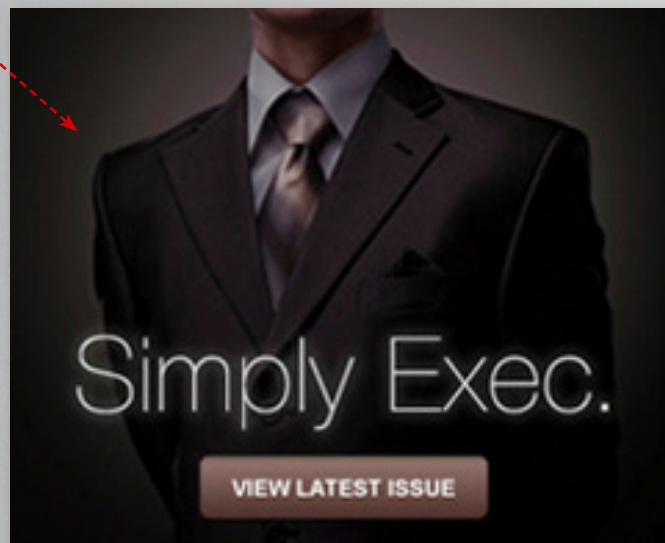
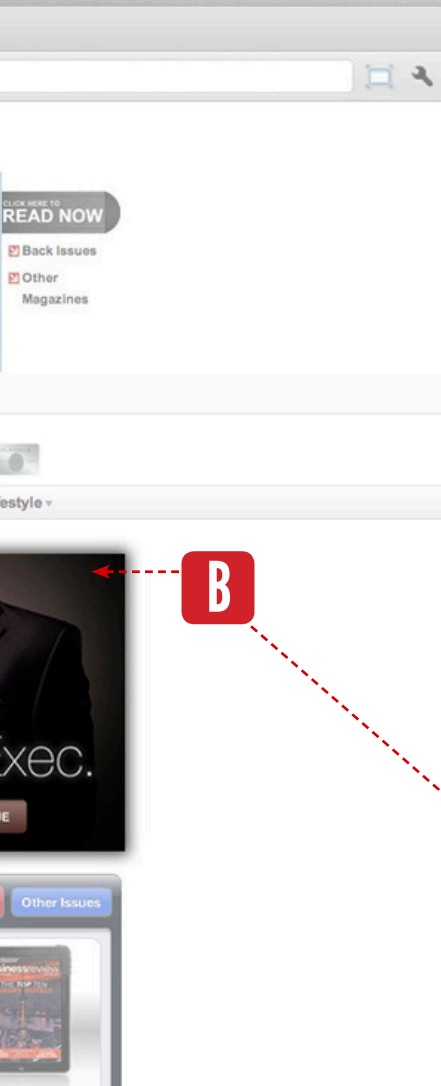
Each of these ad units can be rich media-enabled, creating an interactive experience. Targeting is available based on your needs to reach the market segment that matters most.

Standard Advertisements

Our standard advertisements consist of

A. 728x90 Leaderboard

B. 300x250 IMU Box



B. Large view

Website Opportunities High Impact

Many of our offerings go beyond standard ad placement to create a more significant impression on our readers. These advertisement styles include:

- Interstitial
- Expandable
- Full Page
- Half Page
- Quarter Page
- Skin Advertisements

Interstitial Advertisements

Advertisements appear before the content loads, putting your message right in the middle of the screen without distractions.

Expandable Advertisements

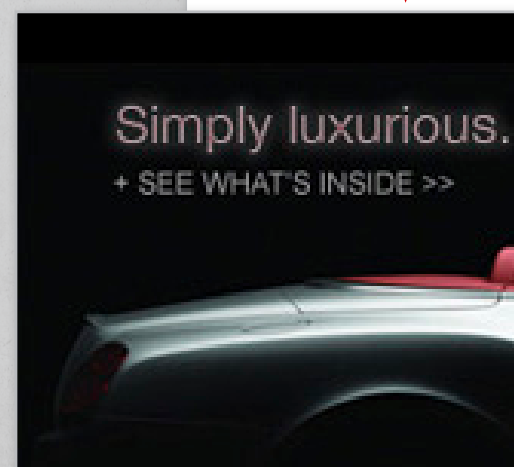
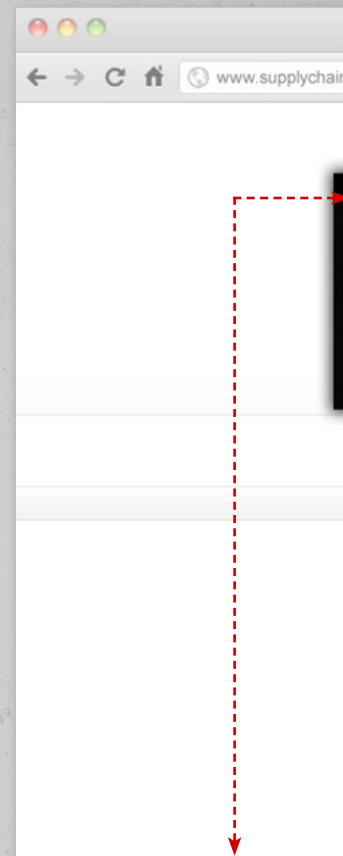
Ads will expand to a predetermined size when a user runs the mouse over the ad click.

Full/ Half/ Quarter Page Advertisements

These ads will load in the middle of a users screen in front of the content.

Skin

Brand the background of a specific section on the site with a static not clickable image.



Large view

2013 Media Kit

The screenshot displays a website interface for 'Simply Exec.' with the following elements:

- Header:** 'ndigital.com' in the top left corner.
- Hero Section:** A dark banner with a luxury car and the text 'Simply luxurious. Simply Exec. + SEE WHAT'S INSIDE >>'. To the right is a 'supplychain' magazine cover featuring '65' and 'MOTOROLA'S SIX SIGMA JOURNEY IN PURSUIT OF PERFECTION', with a 'CLICK HERE TO READ NOW' button and links for 'Back Issues', 'Other Magazines', and 'Magazines'.
- Navigation Menu:** A horizontal bar with icons and labels for 'Outsourcing', 'Warehousing', 'Logistics', 'Procurement', 'Video', 'TOP 10', 'Reports', and 'Sectors'.
- Content Area:** Two main sections. The left one is titled 'Philippine outsourcing market on fast track to growth' with a '1 2 3 4 5' indicator and an image of call center agents. The right one is a 'Simply Exec.' advertisement with a 'VIEW LATEST ISSUE' button.
- Bottom Section:** A large dark banner with a luxury car and the text 'Simply Exec.'.



Pre Roll



Website Opportunities

Video Advertisements

Videos are becoming more commonly used across the web, providing advertisers with the flexibility to get their message in front of the desired audience. Through the use of embed advertisements within the desired video content.

Ad Offerings

Pre Roll

A :15 second ad that appears before the video plays.

1/3 Overlay

B The ad will appear on the bottom of the player as the video streams.



1/3 Overlay

Magazine

Our digital magazines are available online and on the iPad. We are constantly improving the technology behind them and working hard to give the reader a unique experience that keeps them coming back for more. Each of our magazines is offered free of charge across all platforms.

Standard Magazine Advertisements

- A. Full Page
- B. Double Page Spreads
- C. 160x600 advertisements are available at CPM & flat rates. The ads are embedded next to the magazine.





C

B

THE EXECUTIVE CHOICE
YOUR FINGER TIPS

EFSS

CLICK TO JOIN
EXEC DIGITAL'S ELITE
SOCIAL NETWORK

faster
farther

FedEx
Freight

Take your business farther
with FedEx Freight® Priority.

Need a great LT (less-than-truckload) service to increase your speed to market? You've got one in FedEx Freight Priority.

At FedEx Freight we're continually streamlining our network to ensure your freight shipping is faster and more efficient.

And now we've made FedEx Freight Priority faster than ever to help take your business farther.

When you combine FedEx Freight Priority fast transit times with our proven reliability and nationwide coverage, you've got just what you need to:

- Increase customer satisfaction
- Expand your geographic reach and customer base
- Reduce your inventory carrying costs

Go to fedex.com/us/freight/services or call 1.866.383.4385 to learn more and start shipping now.

FedEx. Solutions That Matter.™

Read
Exec on
the iPad.

Get the entire magazine, plus exclusive video, audio, slideshows and more.



Download Now

InteractiveAds

Make Your Ad Come to Life



Click on the color to change the color of your ride.

FOR INQUIRIES: advertise@wdmgroup.com

Corporate Site | www.wdmgroup.com

Magazine

Interactive Magazine Ads

Take your message to the next level by utilizing our digital capabilities. Interactive advertising engages your audience, grabbing their attention and entertaining them simultaneously.

Video Advertisements

Include a video on your advertisement or embedded within the content of the magazine. This unit allows a simple print ad to become an engaging commercial inside of the magazine.

Interactive Advertisements

Gives the users the chance to change the features in your advertisement. Whether it be choosing the color of their next car or seeing which accessories go best with their new suit.



Black



Red



White



Yellow

Magazine Content Opportunities

Content opportunities offer a unique way to deliver your message as part of the magazine's editorial content. These options include Sponsored Editorial and Advertorials.

Magazine Reader Advertising

Not only can you advertise inside of the magazine, but you can advertise around it on the digital display. These options include Reader Skin and 160x600 Skyscrapers.

160X600 Skyscraper

All advertisements are noncompeting within the digital display to ensure your message is heard.

Reader Skin

Overlay our reader with your creative and your message for an impression that will last as long as the user is in the magazine.

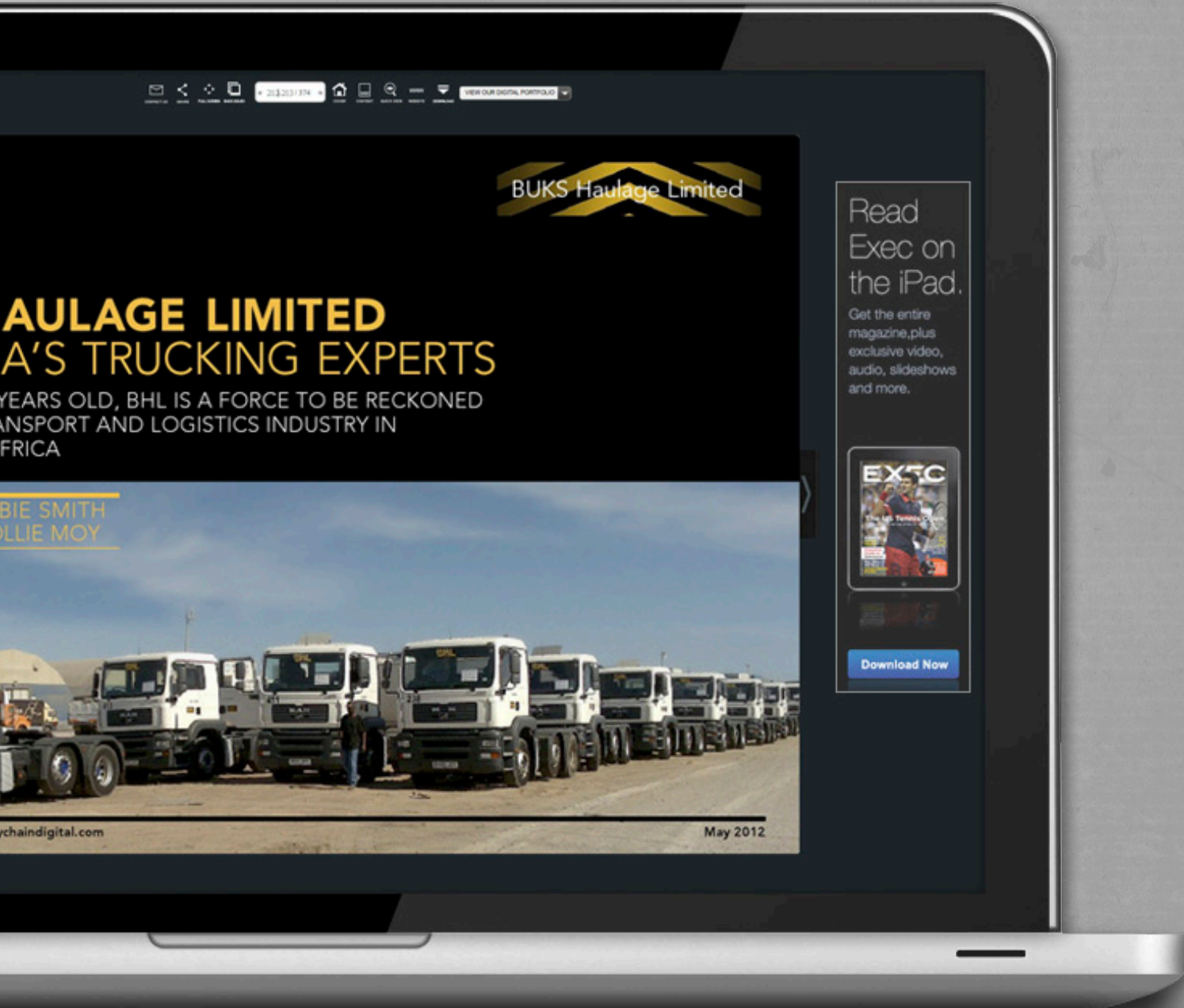
Sponsored Editorial

You work with the editorial staff to provide a targeted message to our readers.

Advertorial

A branded article within the magazine which will also be featured on the website & newsletters.







The **Montreal Canadiens** hockey franchise is one of the largest and most successful in the world. Run by the Molson family, it's no surprise that the franchise is doing well. But what is it that the Molson family implements...

[Read More](#)

5. Wal-Mart Rejects Credit Card Fees Settlement



Wal-Mart Stores Inc has released a statement expressing their opposition to the proposed settlement with Visa Inc and MasterCard Inc over credit card processing fees. According to Reuters, the \$7.25 billion...

[Read More](#)

Company Reports



The Hodgdon Group
 Aaron Hodgdon,
 President of Hodgdon
 Group explains in the
 next issue how the
 company's full range of
 real estate
 development services
 create value...

[Read More](#)



Rockville Public
 Works
 With a capable,
 dedicated team
 Rockville Public Works
 provides a large range
 of services to the city...

[Read More](#)



Charles Perry
 Partners, Inc
 The company's
 extensive
 preconstruction and
 sustainable waste
 management will
 successfully bring the
 project to completion...

[Read More](#)



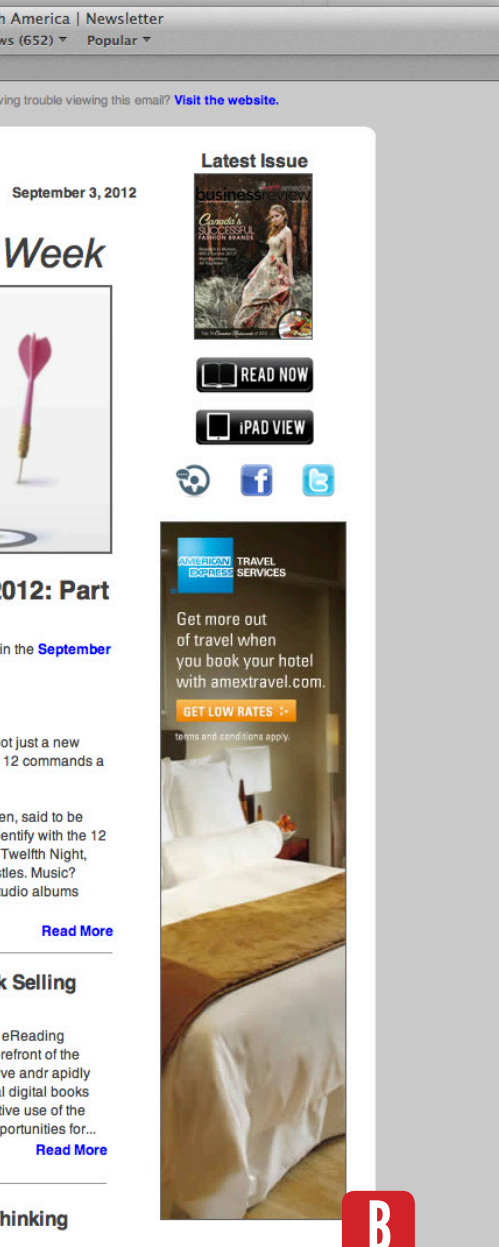
Trinity Forge, Inc.
 The company's
 extensive forging
 capabilities, customer
 service, and reliability
 has enabled it to thrive
 in a tough
 manufacturing market...

[Read More](#)



Stronger People, Stronger Business
 Discover how high-performing companies extract more
 value from their employees.





Newsletter Opportunities and Email Marketing

Send your message directly to our readers, instead of waiting for them to find it. Our newsletters are distributed weekly to our rapidly growing circulation. Whether you want to target a specific audience or our entire database, we will customize your campaign to produce the maximum results.

Email Marketing

We offer email marketing services to all of our clients with specific marketing objectives. To meet your goals, we can target your audience by:

- industry
- territory
- market sector
- and more

We can also handle all lead generation requests and micro site development.

Newsletter Advertisements

- A. 728x90 Leaderboard
- B. 120x600 Skyscraper
- B. 160x600 Skyscraper

iPad App

For the executives on the go, conveniently they can access our magazine through our iPad apps.

Sideline Ad

320x480 Box Ad

This advertisement will be placed alongside the cover once a magazine is open.

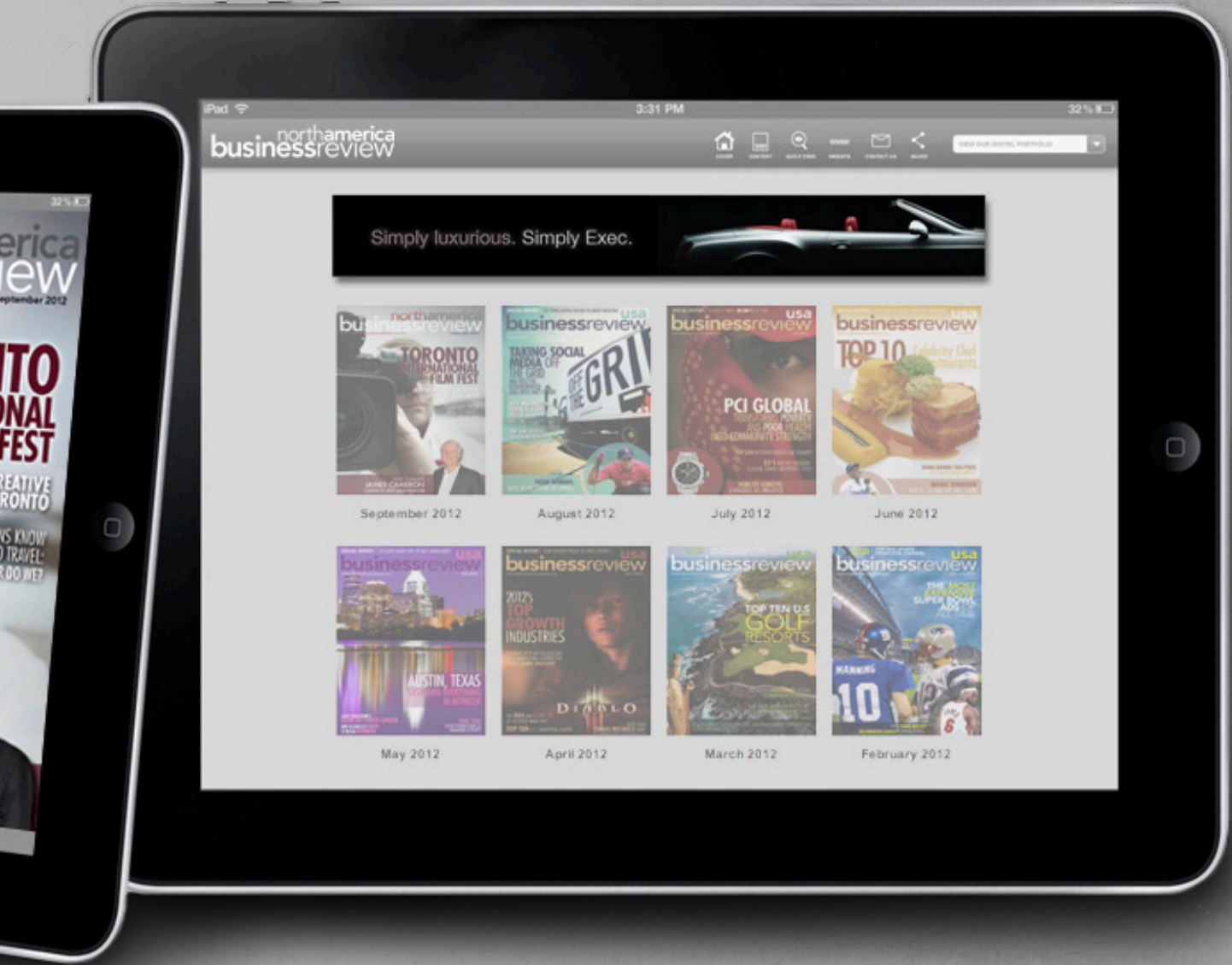
Library Advertisement

728x90 Leaderboard

This unit will be placed at the top of the bookshelf within the app.



2013 Media Kit



Ad Specs

General Guidelines

- All ads must be launched in a new browser window when clicked on.
- Audio must be user initiated with a clear on/off button.
- Expandable ad units must be user initiated.
- Floating ad units must have a clear close button on the top of the unit.
- DFP is used to serve all WDM Group's ad units
- RoboMail is used to serve all Newsletter placements as well as serve client email campaigns.
- All ads are served via JavaScript tags

Lead Time

- Standard/Static images:
 - Three business days
- Rich Media:
 - Five business days
- All floating ad creatives
- All video ad creatives
- Expanding ad creatives

Rich Media

- Flash files must be coded properly for proper click and impression tracking.
- All Flash files must be submitted as a SWF file with accompanying back up GIF/JPG for display to users who do not accept Flash.
- A click-through URL and default image must also be supplied for each SWF ad unit.

Specs

1. Create an invisible button over the area that you want 'active/clickable' to users.
2. On that invisible button, put the following action: on(release) {getURL(_level0.clickTag,"_blank");}
3. Export the SWF and test by opening the SWF and clicking on the intended 'active' area. If a new browser window opens upon click, the ad has been coded correctly for DFP tracking. Please note: the ad must spawn a new browser window.
4. All interstitial ads must have docpt=ist value within the coding to coordinate with DFP ad tags.

Terms And Conditions

- WDM Group has final approval for all ads.
- WDM Group reserves the right to remove an advertisement from its web properties at any time for any reason.
- Changes to an existing campaign must receive at least 3 business days prior to the change.
- WDM Group reserves the right to terminate a campaign at any indication that it is not being properly served.

Units	Dimensions	File Type
<i>Magazine</i>		
Full Page Ad	210mm x 297mm	PDF, GIF, JPG and A4 click URL
DPS AD	420mm x 297mm	A4
Interactive Full Page	210mm x 297mm	Flash - Action Script 2
Interactive DPS	420mm x 297mm	Flash - Action Script 2
Skyscraper	160x600	GIF, Flash, Rich Media, 3rd Party/HTML
Reader Skin	*Email for additional specs	
<i>Website – Standard</i>		
Rectangle	300x250	GIF, Flash, Rich Media, 3rd Party/HTML
Leaderboard	728x90	
<i>Website – High Impact</i>		
Interstitial	640x480	SWF (include clickTag), JPG or GIF, and click URL
Full/Half/Quarter Page	*Email for additional specs	GIF, Flash, Rich Media, 3rd Party/HTML
Expandable	728x90 to 728x270 300x250 to 600x250	SWF and back up image as JPG or GIF
Skin	1400x1050	GIF or JPG
:15 sec Intro & Pre Roll	N/A	beta tape or electronic
1/3 Overlay	*Email for additional specs	MPEG, QuickTime, or AVI
<i>Newsletter</i>		
Newsletter Leaderboard	728x90	GIF or JPG and click URL
Newsletter Skyscraper	160x600/120x600	
<i>ipad</i>		
Sideline Reader Ad	320x480	JPG/GIF/3rd Party
Loading Page	320x480	JPG/GIF/3rd Party
Library Ad	728x90	JPG/GIF/3rd Party

FOR INQUIRIES: advertise@wdmgroup.com

Corporate Site | www.wdmgroup.com

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Max Length (secs)	Loops	Max Size (GIF, JPG, PNG)	Max Size (Flash)
static	static	N/A	N/A
static	static	N/A	N/A
*Email for additional specs			
*Email for additional specs			
N/A	3	20kb	40kb
:30	3	20kb	40kb
:30	3	25kb	40kb
:10	N/A	75kb	74kb
:30	3	75kb	100kb
:15	3	40kb	80kb
N/A	N/A	N/A	N/A
1 to 15	N/A	N/A	N/A
static	static	25kb	static
static	static	25kb	static
static	static	10kb	static
static	static	10kb	static
static	static	10kb	static

Our Mission

To inspire, engage and interact with business leaders from around the globe; to keep them up-to-date with the latest news from within their territory of interest, and to deliver this information using innovative technology and social media.

Our territory led titles aim to provide business leaders with a one-stop-shop for news, developments and trends, but also interesting and engaging articles about lifestyle, education, property, marketing, technology and innovation.

How we aim to achieve this each and every day.

Our Products

Our online channels and magazines promote the best of global business. We are dedicated to providing engaging, informative and accurate content via stimulating and interactive portals. Editorial integrity, modern design and an engaging format set us apart from our competitors. Through continuous improvement and innovation, we ensure our reader experience is second to none.

Our territory specific brands give business leaders and C-level executives information

about business developments, influential companies, people to watch, industries to follow and trends to look out for. They give advice and present expert opinion and provide readers with the opportunity to comment on and submit their own content, views and outlook.

Each and every day, we set out to generate, collate and edit the most engaging, interesting and informative information from across the territory.

Our Global Perspective

Business Review North America
Business Review Europe
African Business Review
Business Review Australia
Business Review America Latina
Business Review Brasil

Our Clients

Our dedicated team of Researchers and Content Directors continuously search for the largest, most successful and innovative companies the world over. From there we offer our clients the opportunity to showcase their latest achievements and discuss industry trends across a variety of online platforms. We give our clients the tools they need to build and maintain a professional digital footprint.

Our Readers

WDM Group has revolutionized the way you absorb news and information. Our channel is interactive and engaging which means that you can share news with your peers and also create content.

Our territory brands attract audiences of key decision makers, business leaders, and C-level executives with a professional interest in the relevant territory.

Our Team

We know that as we deliver in each of these areas, we enjoy the kind of success that provides our founder Glen White and each of WDM Group's employees with the enthusiasm to look towards continuous improvement across our product portfolio. Each and every department works cohesively to achieve a professional, insightful and quality end product that our readers can experience, that our clients can utilise and that our employees can enjoy creating.

Our editors specialise in their particular territory and enjoy voicing their opinion on significant topics. They work tirelessly to gather, edit and generate relevant news and information from across the focus area.

Global Perspective Brands About Us

Our territory led brands are innovative, forward thinking digital publications and websites aimed at bringing business executives up-to-date with the latest news, information and trends from across their territory of interest.

Aimed at informing, engaging, educating and interacting with business executives, our territory brands take an in-depth look at inter-country relations, trade and tourism, prominent industries, success stories and lessons to be learned in business.

With a physical presence in many of the world's largest economies, our territory brands keep abreast with news and developments occurring around the clock. We aim to keep our ears to the ground and our fingers on the pulse to bring busy executives a breakdown of the biggest and most interesting updates from across the world's largest and most influential territories and industries.

We aim to not only promote ourselves but also our clients and affiliated partners using the most modern and up-to-date digital techniques.

Production Schedule

ISSUE	CONTENT DEADLINE	CREATIVE DEADLINE	LIVE DATE*
Dec/Jan 2012/2013	Friday, November 2	Friday, November 23	Monday, December 3
February 2013	Friday, December 14	Friday, January 18	Monday, January 28
March 2013	Friday, January 25	Friday, February 15	Monday, February 25
April 2013	Friday, February 22	Friday, March 15	Monday, March 25
May 2013	Friday, March 22	Friday, April 12	Monday, April 22
June 2013	Friday, April 19	Friday, May 10	Monday, May 20
July 2013	Friday, May 17	Friday, June 7	Monday, June 17
August 2013	Friday, June 14	Friday, July 5	Monday, July 15
September 2013	Friday, July 12	Friday, August 2	Monday, August 12
October 2013	Friday, August 9	Friday, August 30	Monday, September 9
November 2013	Friday, September 6	Friday, September 27	Monday, October 7
December 2013	Friday, October 4	Friday, October 25	Monday, November 4
January 2013	Friday, November 1	Friday, November 22	Monday, December 2

**Subject to change*

If interested in running any of our offerings please contact a member of our media team for a customized proposal. As these rates are subject to change depending on volume and frequency of the campaign. A member of our team can better assist you in maximizing your ROI.



Contact

5901 Priestly Drive
Suite 300
Carlsbad, CA 92008

For more information contact:

Lee Harris

Director of Media Sales

Tel: 760.579.7875

Cell: 760.908.2091

Lee.Harris@wdmgroup.com