

Magazine and online franchisee recruitment offer

Six months magazine and online package

Target prospective franchisees through the pages of Franchise World magazine and our website. The six months magazine distribution, from our stand, will include the following two British Franchise Association (BFA) supported franchise exhibitions:

- **The National Franchise Exhibition, NEC, Birmingham** - Feb/March issue
- **The Northern Franchise Exhibition, EventCity, Manchester** - June/July issue



The magazine will also be distributed at BFA seminars and discovery days.

The six months package includes:

- Full page magazine advert in the next three issues (Feb/March, April/May, June/July).
- Magazine editorial priority.
- Listing on Franchiseworld.co.uk with a 'More' link to your franchisee recruitment site or page. We believe this approach best informs prospects on your franchise opportunity. The listing includes: your logo (and BFA logo if applicable), name of franchise, type of business (i.e. fast food), business description (up to 175 words), total investment cost (excl. VAT), personal investment level (i.e. before bank funding).

Package price for six months - £1,499 (add £1,250 for a front cover feature within the six months period*)

Advertising deadline - 22nd Jan

To reserve your space, email nick@franchiseworld.co.uk.

Founded in 1978, Franchise World is the UK's longest established magazine in its field.

* Front cover features are subject to availability



The figures

The magazine has an estimated bi-monthly readership of 9,000 (print and online edition) of which over 85% are prospective franchisees. You can view the magazine online at www.franchiseworld.co.uk.

Our average quarter website statistics are:
Visits: 24,000 | Unique visitors: 19,250

FranchiseWorld.co.uk

List your franchise for £395 for 12 months

You can now list your franchise on the Franchise World website for only £395 for the year. www.franchiseworld.co.uk

The 12 months listing will include:

1. Your logo (and BFA logo if applicable)
 2. Name of franchise
 3. Type of business (i.e. fast food)
 4. Business description (up to 175 words)
 5. Total investment cost (excl. VAT)
 6. Personal investment level (i.e. before bank funding, etc)
 7. Link to your franchisee recruitment website or page.
- We believe this approach best informs prospects on your franchise opportunity, and also negates the sharing of leads which is a 'bugbear' in online franchisee recruitment.



Total cost for 12 months - £395

Email your listing to info@franchiseworld.co.uk*

We don't categorise franchises by business sector as, in our experience, prospective franchisees should be aware of the diversity of franchises on offer.

Our average quarter website statistics are:

Visits: 24,000

Unique visitors: 19,250

*If you would like to list your franchise, please email your logo and the information required above (2 to 7).

I hope the above is of interest and we look forward to listing your franchise on our site throughout 2019.

Nick Riding - Editor, *Franchise World* magazine

Franchise World, Highlands House, 165 The Broadway, Wimbledon, London SW19 1NE.
Tel. 020 8605 2555 | info@franchiseworld.co.uk | www.franchiseworld.co.uk