



London Business Guide

Turkish Business Directory UK-EU 2007-08

media pack

Introduction & Historical Overview



new

London Business Guide©

London Business Guide© is an organization serving as a leading & comprehensive, resource centre for the Turkish companies in the UK.

London Business Guide is progressing under the management of ARP Computers Ltd. established in 2002. and ARP Group Limited. established in 2006. London Business Guide regularly arranges business meetings (Business Networking Events) to which prominent businessmen, governor and politicians in London are invited.

Developed by a professional team of London Business Guide©, database (www.londonbusinessguide.org) contains detailed information about more than 15000 companies within 105 industry, product and service sub-categories. London Business Guide is now working on the project Turkish Business Directory UK in

which all kinds of Turkish & minority enterprises within the UK and EU economy will meet.

Turkish Business Directory UK-EU 2007-08

The mission of the publication is to provide a platform at all levels of business for Turkish & Minority Enterprises within the UK and EU economy.

To emphasise the enormous contribution of the Turkish Minority on the British economy, successful Turkish Men & Women in the UK and the EU will be interviewed. The concept of the organization is to find the potential that the Turkish community has, and the ambition, knowledge and professionalism they aim to achieve.

Business strengthens the society and community around us greatly, providing jobs, security & prosperity. The directory will highlights the growth and

influence of SME businesses in Turkish community in the UK and EU. Despite the notable success of many BME - owned businesses, there still are considerable barriers that hinder their progress. It is a known fact that many ethnic minority businesses are struggling with issues around raising capital for starting or expanding their existing businesses. But there are many BME businesses that have managed to overcome these difficulties and that have made a positive contribution to the economy. The directory will put forward the route these businesses have followed.

This directory will also focus on providing a link between the potential businesses and authorities providing high level service support. For example while starting or expanding a business many of the Government sponsored agencies and other support mechanisms will help to achieve goals. With the help of the directory business men & women will meet different agencies, which promote & consolidate the

development of minority business. The directory will also serve as a useful tool for public and private sector organizations which are interested in supplying chain diversity, by making the potential BME suppliers available to contact.

There will be classified sections allowing readers to access business contacts easily. Business sectors will be represented by the diversity & impact of the Turkish Minority Enterprises which contribute to the UK and EU economy.

Regarding this publication, you can contact us from the address & numbers below:

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146-148 Oxford Street London W1D 1NB
+44 (0) 20 7580 3620
+44 (0) 20 7580 7509
info@londonbusinessguide.org
www.londonbusinessguide.org

Online Resource Centre

www.londonbusinessguide.org

***Business Related Services provided by The London Business Guide© Organization are;**

***Business Directory / UK and EU**

Providing a platform at all levels of business for Turkish & Minority Enterprises within the UK and EU economy. One of its most effective initiatives has been the publication of the TURKISH BUSINESS DIRECTORY (UK). The Directory, which has been very well received by the Turkish and English business community who are engaged in promoting Turkish business interests in London and the UK. Directory were distributed free of charge. The Directory is self-financing and derives all its revenue from advertorial and advertising.

***Database and business information**

Projected database size by launch, Over 15.000 SME operating in the Turkish Enterprise market in the UK Online database access and business information Daily updated Business / Recruitment Services. Featuring business sector news & reviews

***Business Support Services**

***e- Business Solutions and Business Consultancy**

***B2B with Turkish / English companies**

***Business Networking Event**

***Business Training Projects**

***Import & Export Information Centre**

***Turkish Job Centre UK**

***Assists in the development of a funding plan;** amount, timing, type of funding, e.g. equity, loan grant and who to approach



Corporate Identity

The Services / Products behind the brand



Directory

Turkish Business Directory UK 2005

Turkish Business Directory UK-EU 2006-07

+CD Version



- * Turkish Business Networking Event
- * Turkish Restaurants Group
- * Import & Export information Centre
- * Turkish Job Centre UK
- * Turkish Business INFO & Development Centre

Product & Services Diversity



Turkish Business Directory UK-EU 2006-07
Covering more than 105 business sector.

Marketing Opportunities

Business Seminars / Business Networking Events*

Market Reports on Categories

Database Capture - Leasing / Sales

Advocacy - Community Support

Recruitment Services

Contract Publishing - Media Sales & Design

* You can see the articles published in Turkish Local Papers in London about the business meeting & seminars organized by London Business Guide,

The Launch of

Turkish Business Directory UK-EU 2007-08



Preparation Date: Jan-Feb-Mar 2007

Turkish Business Directory UK-EU, is a Business Directory for SMEs

Print run forecast is 25.000

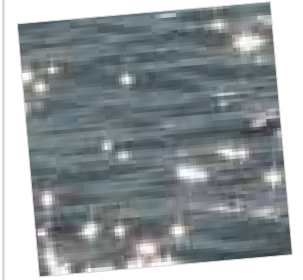
The Directory will be distributed FREE

The Directory will be available via subscription

Besides UK, the Directory will be distributed in 5 other countries; France, Holland, Belgium, Germany and Turkey

Distribution points will be university libraries, chamber of commerces, community centres, government bodies & institutions.

Editorial Treatment



Turkish Business Directory UK-EU 2007-08 is divided into 11 sections:

Introductory Section

Writings from Business Associations,
Beneficial business informations,
Reports about certain sectors
General evaluation of Turkish Business in UK-EU

Sponsors' Section

"Do you know who to ask about..."
(10pp-50pp) - 135gsm glossy paper,
Cover of the directory laminated 250gsm

Successful Business People Section in The UK

Interviews & photos placed in 2 pages for each story of success.
(60page - 135gsm glossy paper)

Successful Business People Section in The EU

Interviews & photos placed in 2 pages for each story of success.
(40page - 135gsm glossy paper)

Young Entrepreneur Business People Section in The UK

interviews & photos placed in 2 pages for each story of success.
(10page - 135gsm glossy paper)

Articles

Business Support Services in the UK

Tourism

Investment in Turkey and The UK

Yellow Page UK Section

Editorial Treatment over 105 Business classification
(80gsm Paper)

EU Blue Pages Section

European Info Centres and EU Business Finding (80gsm Paper)

ACCOUNTANCY

FAIR
ORGANISATIONS

FINANCE &
BANKING
business accounts

TELECOM
special
international call
offers

INSURANCE
insurance offers
& covers

CENTRAL
GOVERN-
MENT
Inland Revenues
Company House

Sponsors' Section Addition

Sponsorship of each subject is limited by only one company or organisation.

More than one page can be reserved for the sponsors in case they would like to place articles related to their services for SME Businesses.

TRANSPORTA-
TION

VISA
SOLUTIONS
Business / Self
Employment
Vizas

LEGAL
ADVICE
Solicitors
Immigration
Specialists

PROPERTY
MORTGAGE
ADVICE
property
development

LOCAL
AUTHORITY
SERVICES
local councillors
Business
development
programmes

MONEY
TRANSFER

PROFESSIONAL
BUSINESS
SERVICES
finance, design &
innovations, fran-
chising, HR...

DRINK

FOOD

ENGINEERING
CONSTRUC-
TION

PRINTING
PUBLISHING

BANQUETING
WEDDING
ORGANISATIONS

HEALTH &
BEAUTY

SPORTS

NETWORKING
Tapping the
resources to
build on Turkish
Business

MEDIA
magazines /
newspapers

INTERNATIONAL
TRADE
TR based
companies

HOTEL
ACCOMODATION

EDUCATION
& TRAINING

FUNERAL
SERVICES

TRAVEL
& HOLIDAYS
business class
rates

RECRUITMENT
& CAREERS
www.
turkishjobcentre.
com

COMMUNICA-
TION
BROADCASTING

FASHION

Target Market Profile



Businesses operating or interested in The Turkish Minority Enterprise Sector are:

Private Organisations in The UK and EU

Small Medium Enterprises within Turkish Minority Enterprise Sector in The UK and EU

Self Employed / Business Strat-ups

Public Institutions / Organisations - Local Authorities & Libraries

Voluntary Sector Organisations

Other Business Sectors in The UK and EU

Distribution Strategy

DISTRIBUTION IN UK (70% of total distribution)

DISTRIBUTION TO GOVERNMENT & SOCIAL BODIES IN THE UK
(20% of total distribution)

PRIME TARGET BOROUGHS % 10

Hackney
Haringey
Enfield
Barnet
Islington
Waltham Forest

Camden
City
Croydon
Bromley
Lewisham

CITIES IN THE UK %20

Manchester, Northampton,
Brighton, Leeds, Sheffield.
(20% of total distribution in the UK)

ORGANISATIONS -%20

DTI, Business Link
Chambers of Commerce
COI, TBCCI
25 London Colleges & Universities
40 London Libraries
Town Halls & Local Authority Directorates
Business Centres,
Non - Profit Organizations in the UK, Turkish Community Centres,
Turkish Education & Art Centres,

DIRECT DISTRIBUTION TO BUSINESSES

(30% of total distribution in the UK)

Turkish Businesses established in the UK.

DIRECT DISTRIBUTION TO BUSINESSES in the EU

(30% of total distribution)
Publication will be distributed to government & social bodies, directly to the



DISTRIBUTION IN EUROPE (30% of total distribution)

businesses & prime target boroughs in the countries below

Turkey

Holland

Belgium

Germany

France

Promotion Strategy



Business Meetings
Radio Campaign
Press Campaign (Turkish Local Papers)
Leaflet Campaign
Direct Mail
Web-site
Turkish Fest
Media

Sponsorship Programme



HONERED SPONSORSHIP (1)

- Back cover
- 2 advert relevant business sector supplements
- 2 advertorial page (advertisement in a style of an editorial or objective journalistic article)

£ 25.000

SECONDARY SPONSORSHIP (2)

- Inside front or back cover
- 1 advert relevant business sector supplements
- 1 advertorial page (advertisement in a style of an editorial or objective journalistic article)
- 1 full page advert in Yellow Pages section

£ 12.000

YELLOW PAGES SPONSORSHIP (2)

- Quarter vertical page advert on the front page of yellow page section
- 2 advertorial page (advertisement in a style of an editorial or objective journalistic article)

£ 10.000

PriceList



YELLOW PAGE SECTION		
ONE- TWELFTH	£ 100	6cm (H) X 6cm (W)
ONE-EIGHTH	£ 150	6cm (W) X 9cm (H) or 12.4cm(W) x 4.5cm(H)
ONE-SIXTH	£ 250	6cm (w) X 120cm (H)
QUARTER PAGE	£ 300	19cm(W) X 6cm (H) or 12.5cm X 9cm
ONE - THIRD	£ 450	6cm (w) x 25.5cm(H) or 12.5cm(w) x 12.3xm (H)
HALF PAGE	£ 600	19cm (w) x 13cm(h)
TWO-THIRD	£ 750	12.5cm (w) x 25.5cm (h)
FULL PAGE	£ 1000	19cm(w) x 25.5cm (h)
FULL PAGE ADVERTORIAL	£ 1250	19cm(w) x 25.5cm (h)
INTERVIEW (2 pages cost)	£ 1500	

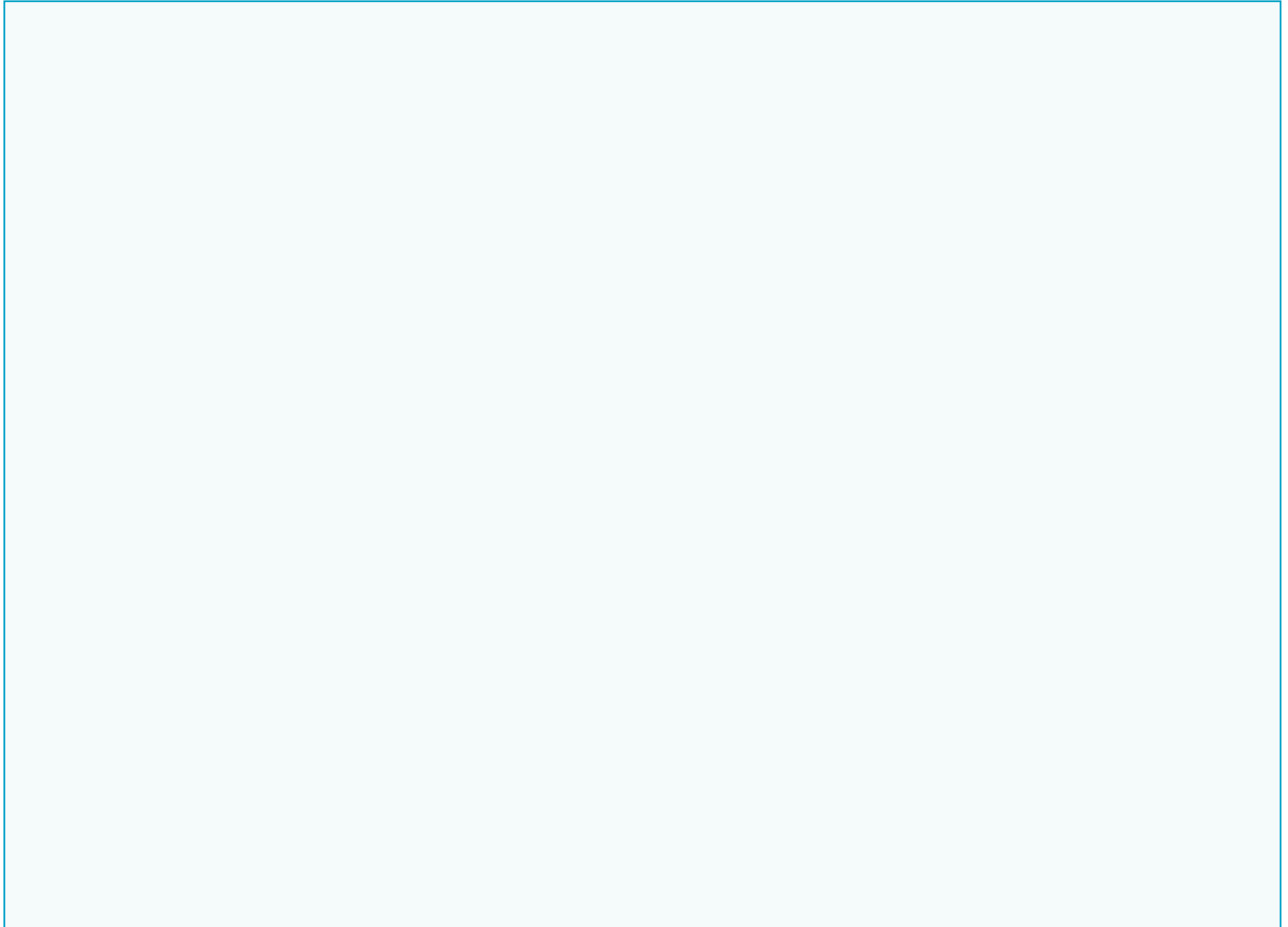
SPONSORSHIP SECTION	
FULL PAGE ADVERT	£ 2500
FULL PAGE ADVERTORIAL	£ 3500
DOUBLE PAGE ADVERT	£ 4500
DOUBLE PAGE ADVERTORIAL	£ 5000

PRIME LOCATIONS	
BACK PAGE	£ 20000
INSIDE FRONT COVER	£ 10000
INSIDE BACK COVER	£ 8000
YELLOW PAGE FRONT -QUARTER	£ 2000
YELLOW PAGE INDEX PAGE -HALF	£ 4000

VIP BUSINESS CLUB MEMBERSHIP AND CARD / £350 per year / SPECIAL DISCOUNT FOR VIP MEMBERS

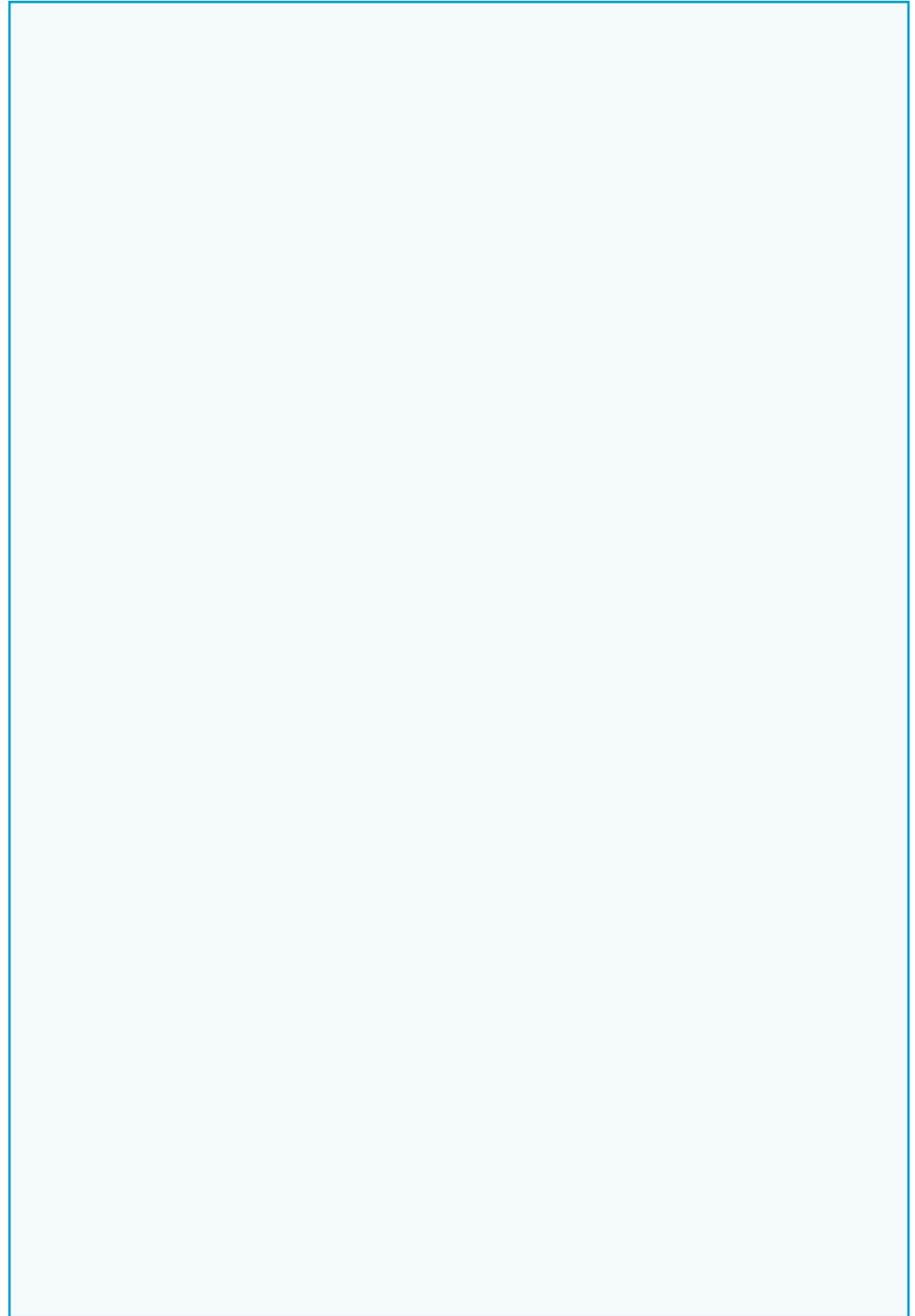
Not : You can pay same amount of money as a € in Turkey and other EU countries.

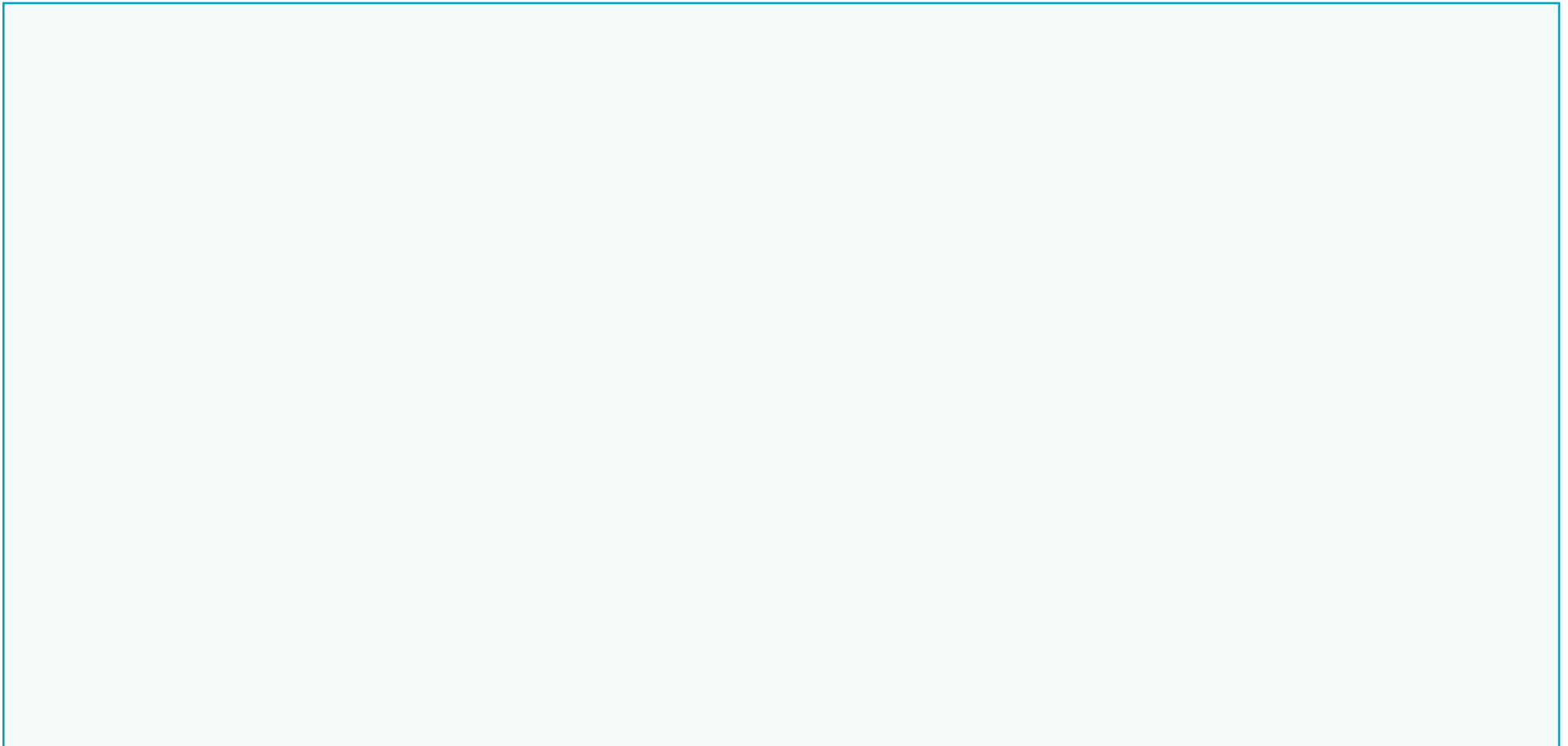
www.londonbusinessguide.org



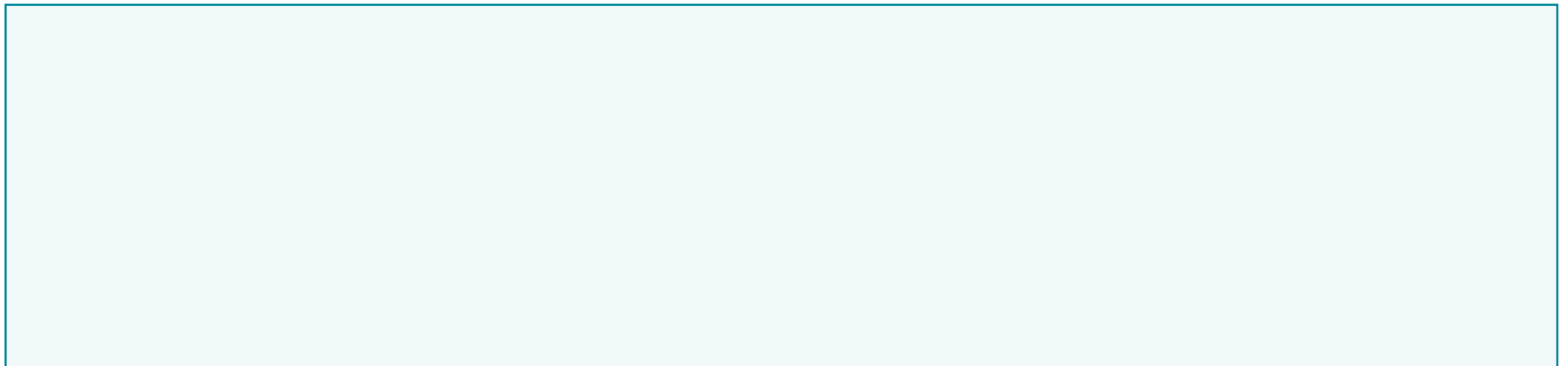
HALF PAGE

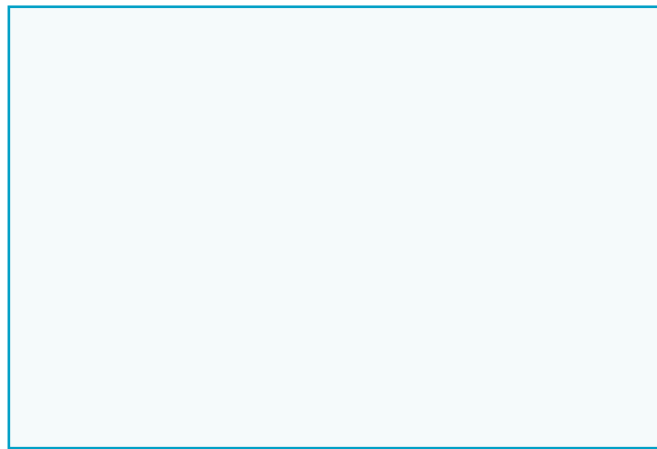
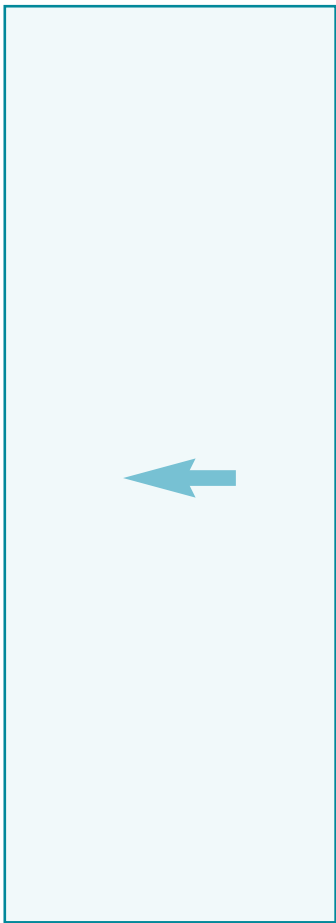
19 cm (w) x 13cm(h)





ONE - THIRD 6cm (w) x 25.5cm(H) or 12.5cm(w) x 12.3cm (H)

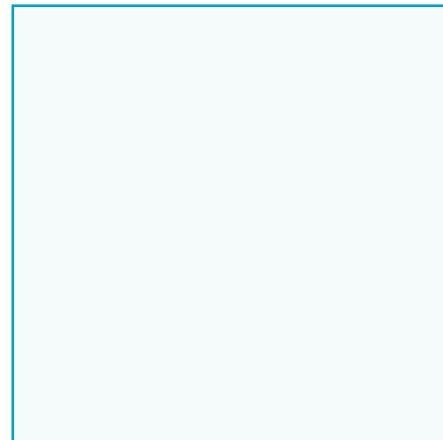
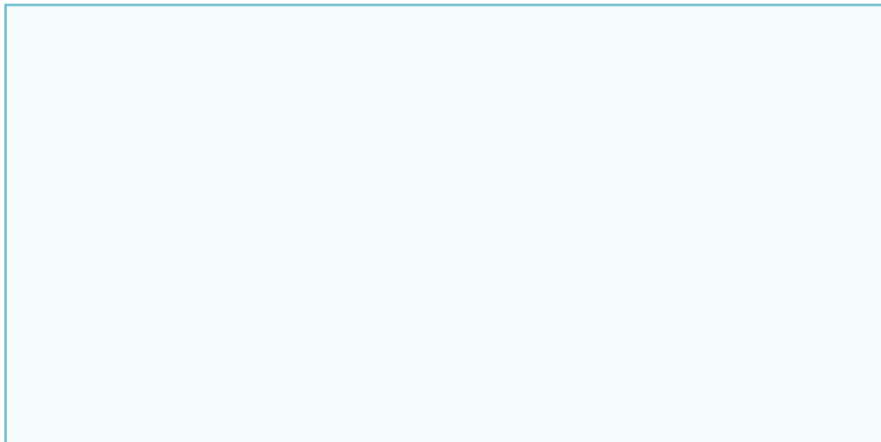




ONE-EIGHTH
6cm (W) X 9cm (H) or
12.4cm (W) x 4.5cm (H)

ONE-SIXTH 6cm (w) X 120cm (H)

ONE- TWELFTH 6cm (H) X 6cm (W)



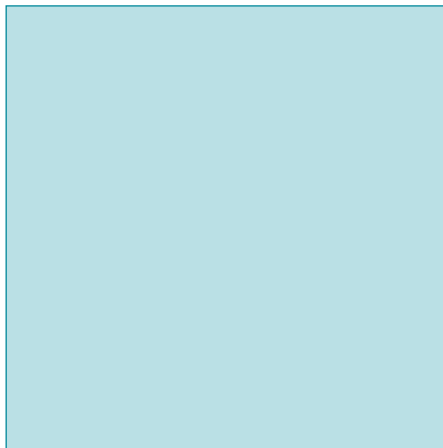
Turkish Artists & Business Cards

IN YELLOW PAGE SECTION

ONE- TWELFTH

£ 100

6cm (H) X 6cm (W)



Performance Arts
(Dance, Drama, Music)

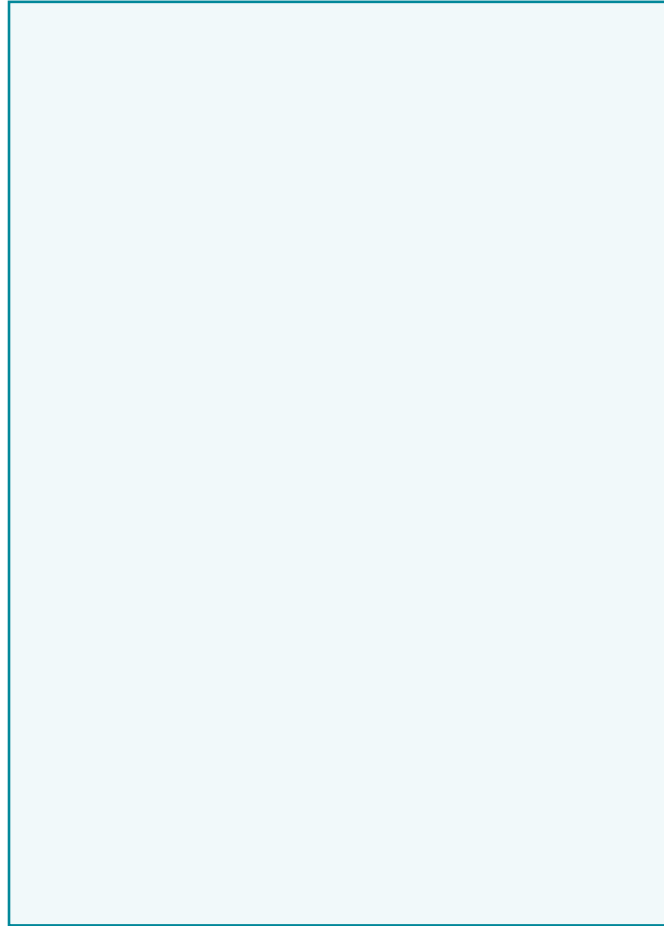
Designers
Architect, Interior Designer
Graphic Designer,

Fashion Designer

Visual Arts
Painter



QUARTER PAGE 12,5cm(W) X 9cm (H)



QUARTER PAGE 19cm(W) X 6cm (H)

