



London Business Guide

Turkish Business Directory UK-EU 2008-09

media pack

Introduction & Historical Overview

London Business Guide©

The London Business Guide Organisation (ARP Group LTD) have been working to improve the infrastructure of the Turkish business community in the UK in order to enable the community to contribute more effectively to the British economy.

London Business Guide (LBG) is a well established private umbrella business organisation, offering Business Support Services in the UK to a wide variety of clients and members. The London Business Guide, which is based in Soho (London), was set-up in 2003 and has many years experience in the Organisational Development Trade and business consultancy.

With a fully fitted workshop and fully qualified staff, the company is able to offer a professional business support services to ethnic minority businesses in the UK. The service is intended to be cost effective, enabling clients to increase revenue. The business delivers reliable business support services that are developed from scratch and are highly practical. The products feature comprehensive instructions, making them essential for business purposes, and they are available from the workshop at a reasonable price.

LBG has a satisfied network of clients, based throughout the UK and EU, including SMEs

businesses in London. LBG was initially established for the purpose of serving UK business activities. LBG exists to assist and promote the development of business community in London and elsewhere in the UK. It is a comprehensive resource centre for companies. Its mission is to provide businesses with topical information, management tools, promotional programmes, business related products and services and IT support, all to help business owners and entrepreneurs expand and manage their companies more efficiently and profitably.

LBG regularly arranges business meetings, Business Networking Events in London that prominent business people, governors and politicians from the UK and European Countries are invited.

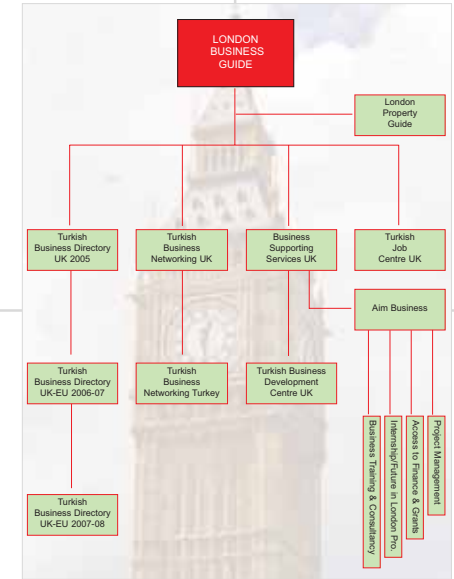
Turkish Business Directory UK-EU

One of LBG's most effective initiatives has been the publication of the Turkish Business Directory UK-EU, which provides a platform at all levels of business for Turkish Minority Enterprises in the UK. The Directory provides advice on how to set up a business in the UK; information on business networking services; includes profiles of successful businessmen and women in the UK and EU countries, which provide role models and highlight the contribution that the Turkish Business Community makes to the UK and EU countries economy; and provides a Directory of 25,000 businesses and

companies that want to promote themselves to the Turkish Business community. There is a classified section allowing readers to access business contacts easily. Business sectors will be represented by the diversity & impact of the Turkish Minority Enterprises that contribute to the UK- EU economies.

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:

London Business Guide, TURKISH BUSINESS DIRECTORY
www.turkishbusinessdirectory.org
 0845 486 0046
 +44 (0) 20 7580 7509 - 44 (0) 771775 7852

Online Resource Centre

www.turkishbusinessdirectory.org
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. Directory is 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**

***Business Training and Business Consultancy**

***International Business**

***Business Networking Events**

***EU Projects**

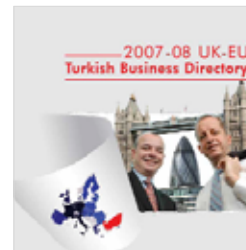
***Import & Export Information Centre**

***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

Published directories:

Turkish Business Directory UK 2005
Turkish Business Directory UK-EU 2006-07
Turkish Business Directory UK-EU 2007-08



Product & Services Diversity



Turkish Business Directory UK-EU 2008-09
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 Newspapers in London about the business meeting & seminars organized by London Business Guide,

The Launch of

Turkish Business Directory UK-EU 2008-09



Preparation Date: Feb-Mar-Apr-May 2008

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 5 sections:

Introductory Section

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

Sponsors' Section

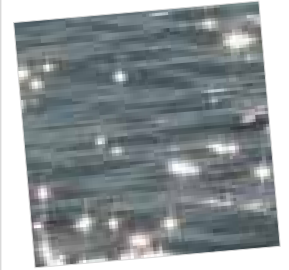
"Do you know who to ask about..."
(10pp-50pp) - 135gsm glossy paper,
Cover of the directory laminated 250gsm

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)

Camden
City
Croydon
Bromley
Lewisham

PRIME TARGET BOROUGHS % 10

Hackney
Haringey
Enfield
Barnet
Islington
Waltham Forest

CITYS 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 Seminer and Meetings
Radio Campaign
Press Campaign (Turkish Newspapers)
Leaflet Campaign
Direct Mail
Web-site
TV
Other Media



Sponsorship Programme



HONORERED SPONSORSHIP (1)

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

~~32.000~~

£ 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

~~17.000~~

£ 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)

~~13.000~~

£ 10.000

PriceList



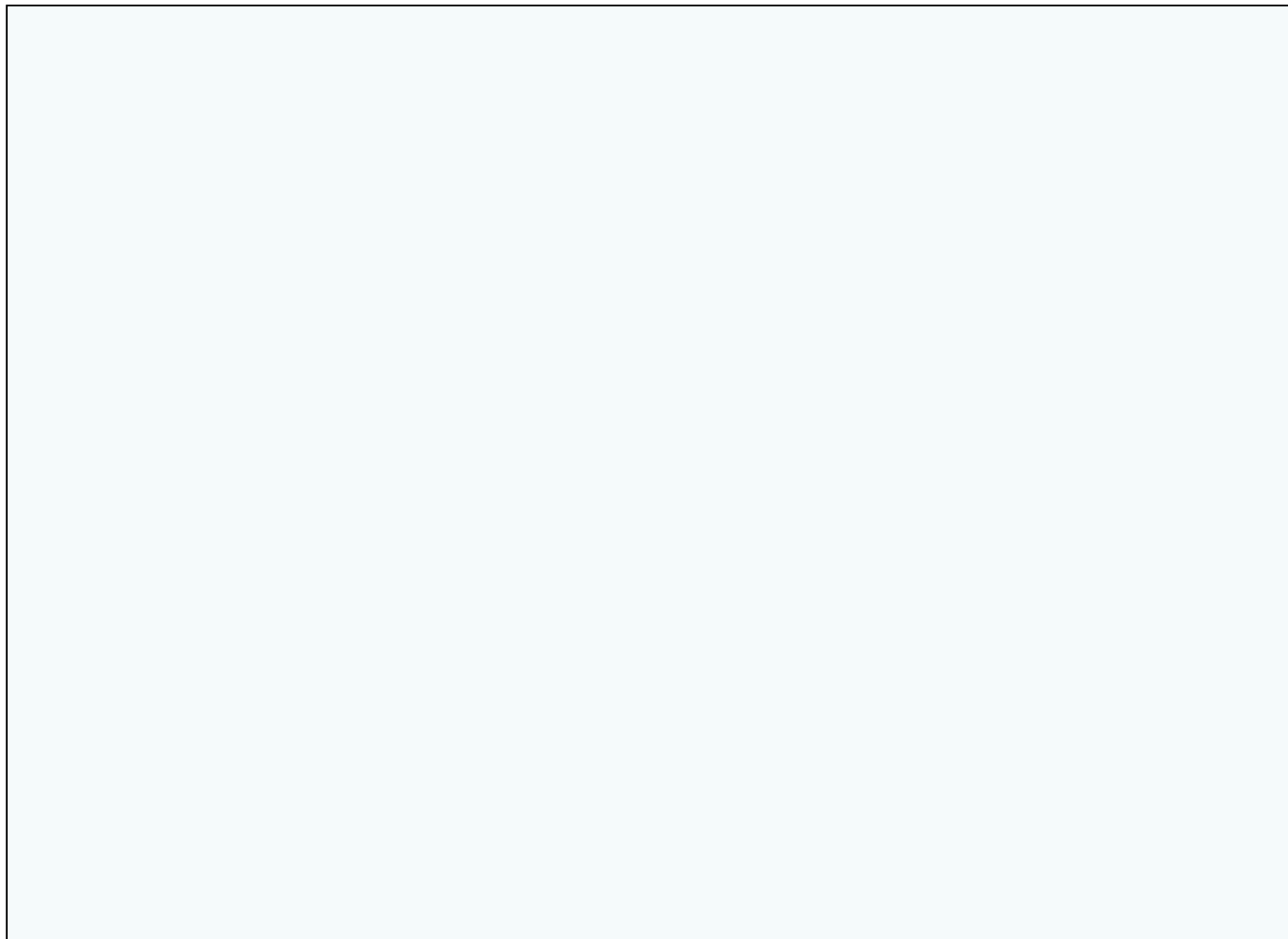
YELLOW PAGE SECTION		
ONE- TWELFTH	£ 150	6cm(H) X 6cm(W)
ONE-EIGHTH	£ 200	6cm(W) X 9cm(H) or 12.4cm(W) x 4.5cm(H)
ONE-SIXTH	£ 300	6cm(W) X 12cm(H)
QUARTER PAGE	£ 400	19cm(W) X 6cm(H) or 12.5cm(W) X 9cm(H)
ONE - THIRD	£ 600	6cm(W) x 25.5cm(H) or 12.5cm(w) x 12.3cm(H)
HALF PAGE	£ 800	19cm(W) x 13cm(H)
TWO-THIRD	£ 1200	12.5cm(W) x 25.5cm(H)
FULL PAGE	£ 1500	19cm(W) x 25.5cm(H)
FULL PAGE ADVERTORIAL	£ 1750	19cm(W) x 25.5cm(H)
INTERVIEW (2 pages cost)	£ 2000	(Advertorials for succesful business people)

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

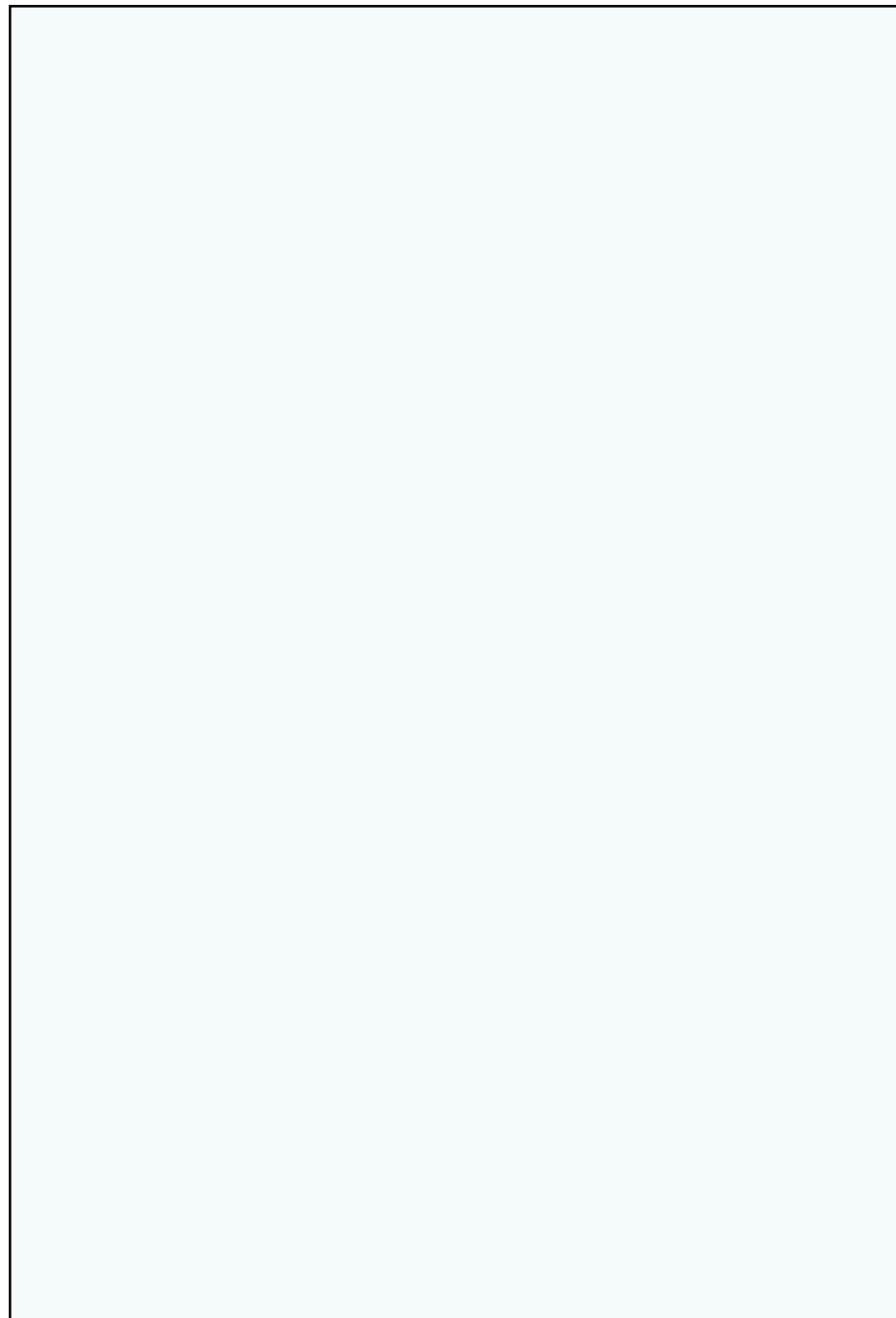
VIP BUSINESS CLUB MEMBERSHIP AND CARD / £350 per year / SPECIAL DISCOUNT FOR VIP MEMBERS

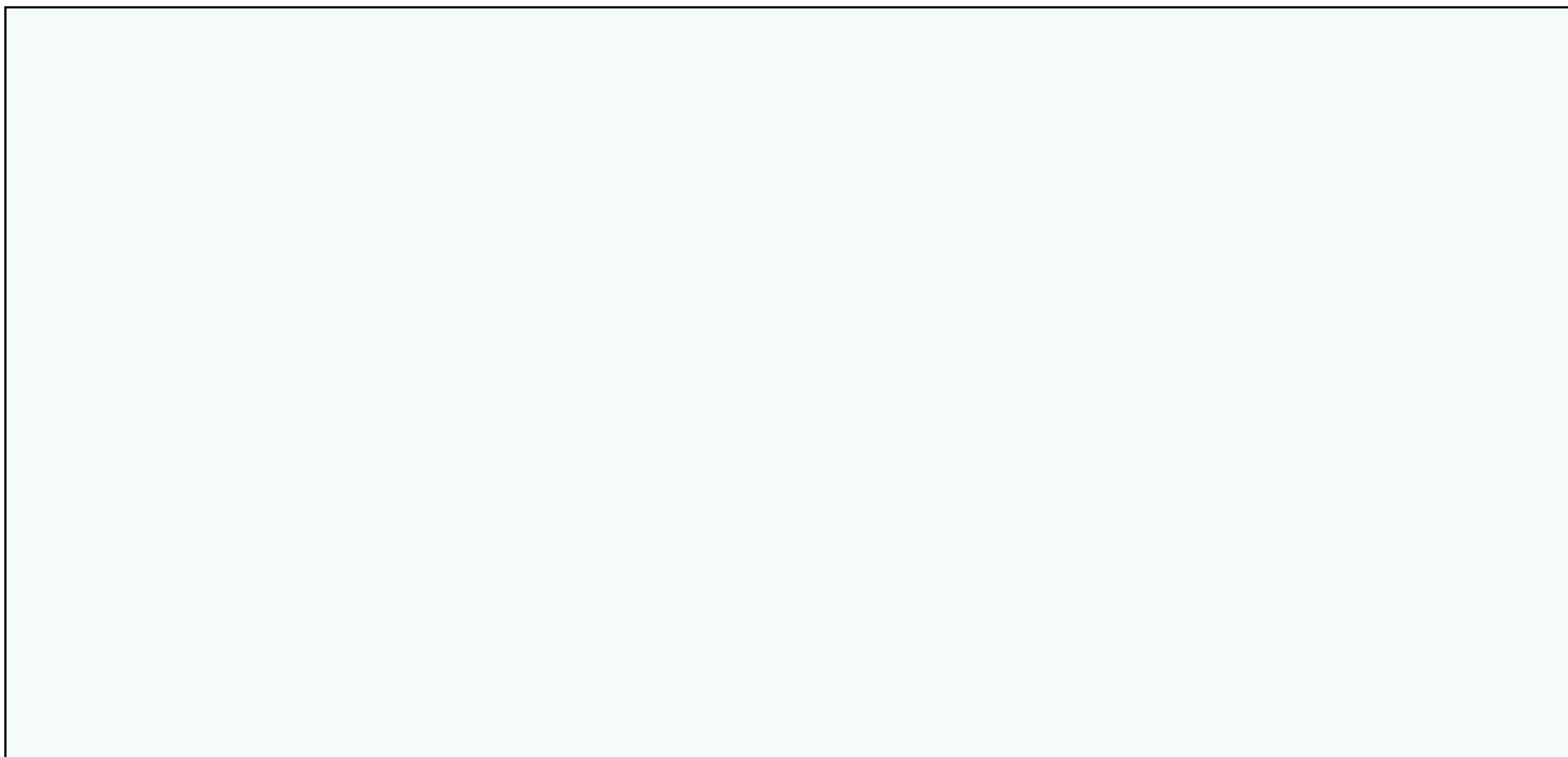
Not : You can pay same amount of money as a € in Turkey and other EU countries.



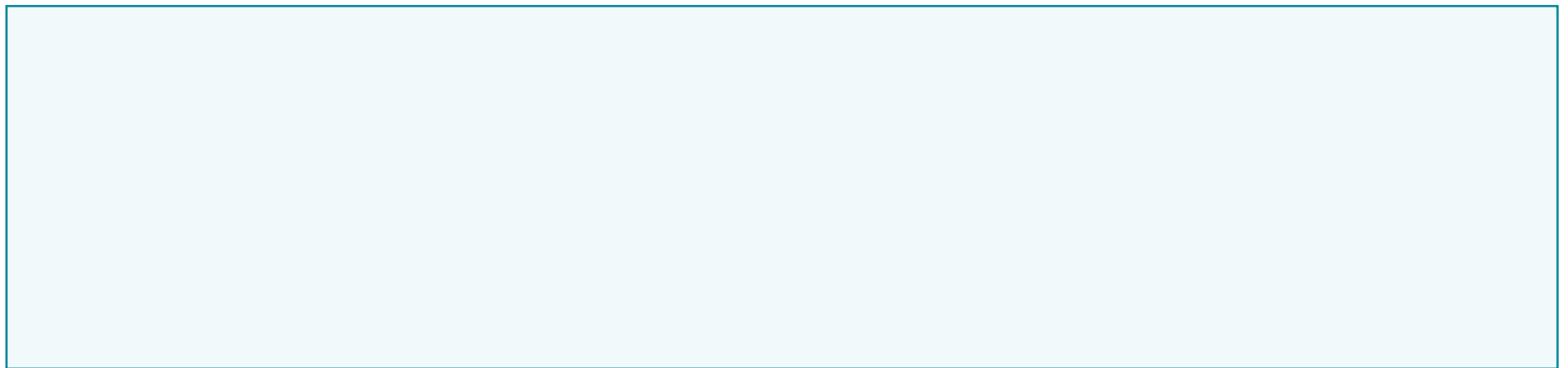
HALF PAGE

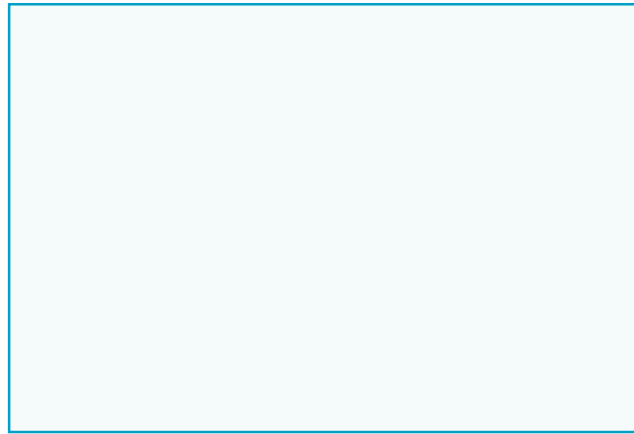
19 cm (w) x 13 cm(h)





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

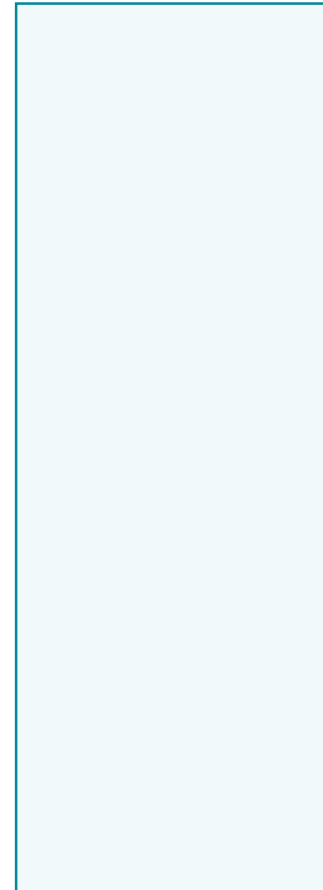




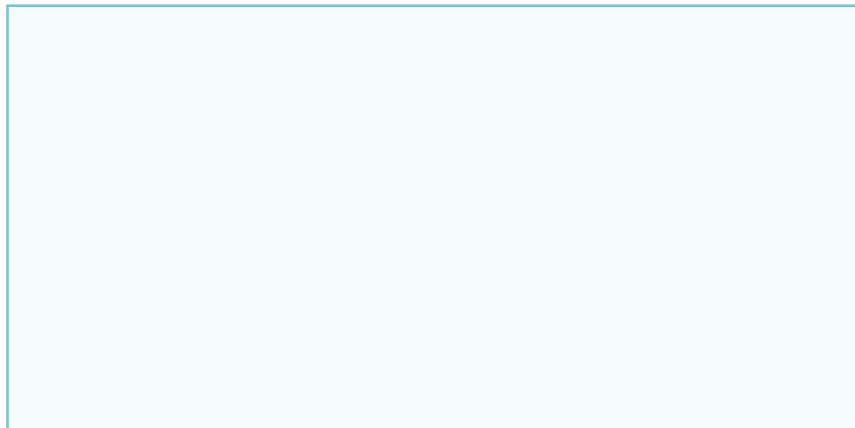
ONE-EIGHTH

6cm (W) X 9cm (H) or

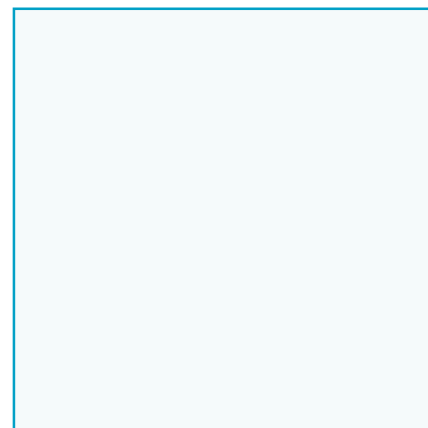
12.4cm (W) x 4.5cm (H)



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



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



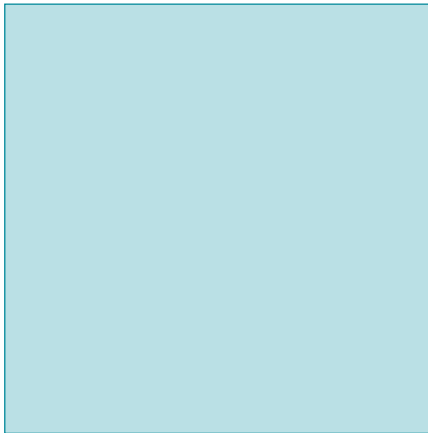
Turkish Artists & Business Cards

IN YELLOW PAGE SECTION

ONE- TWELFTH

£ 150

6cm (H) X 6cm (W)

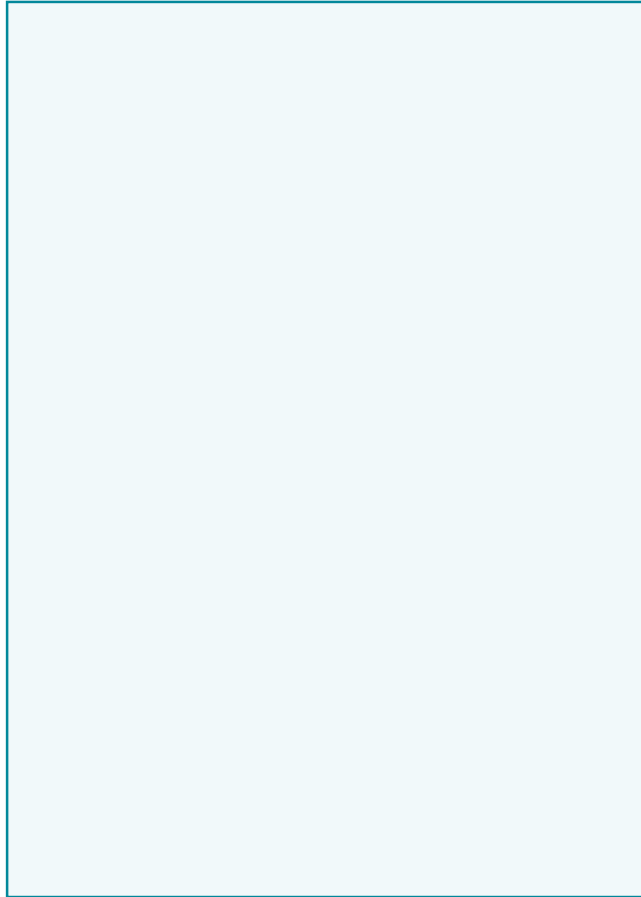


Performance Arts
(Dance, Drama, Music)
Designers
Architect, Interior Designer
Graphic Designer,

Fashion Designer
Visual Arts
Painter



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



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

