

PROMOTE YOUR PRODUCTS & SERVICES

Branding & Advertising Opportunities





Bizpacer for Business

Bizpacer is an organization providing full scale marketing, advertising and publishing services. We have consistently garnered successful outcomes for clients through creative and aggressive marketing strategies. We are also adept in providing IT services from small LAN based intranets to complex cloud based data solutions.

Operating in the GCC/ Asia region, Bizpacer excels in providing the following services:

Marketing and Advertising

In a fickle market with impatient customers, most companies have a window of about 6 seconds to attract or lose a consumer. With this as our motto, we offer results based marketing, advertising and promotions. How do we do this? With a highly specialized team that has over 12 years of field experience in this region. Our creative team is highly competent in designing content that meets and exceeds the requirements of customers.

Bizpacer provides quality marketing, advertising through many different domains such as:

- Marketing
- Promotions
- Events
- Ad Films
- Creative Designs
- Signage

Bizpacer for business encompasses business services aimed at quick and prolific aid to aspects of companies such as advertising and media management, printing and designing, gift items designing, web and software development, event management, Ad-based films, corporate identity designing, corporate brochure design, print collateral, video presentations, corporate AV/films product package & design.

We partner with major publicity media in GCC and Asia for types of advertisement and promotions such as:

- Radio
- TV
- News papers
- Magazines
- Online media

We offer a wide range of IT services for businesses such as PHP and .NET development , e-commerce website development, Organic & inorganic long term/ short term

As part of our e-marketing and e-branding wing we provide online marketing consultancy, search engine marketing, search engine optimization, PPC (Pay Per Click), social media marketing, Facebook, Google, Instagram and other social media based advertising.



About Us

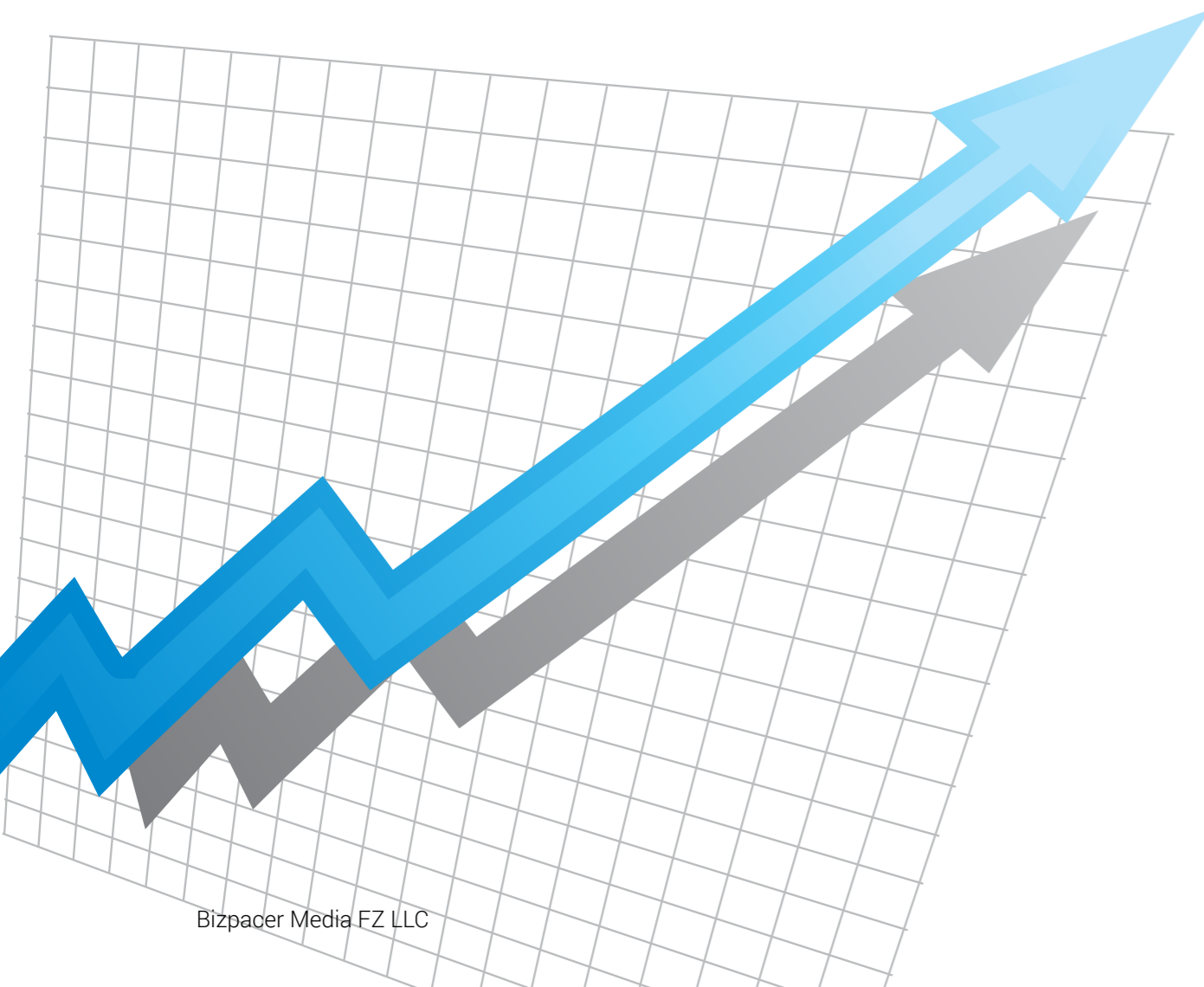
Total Classroom magazines comprise a range of monthly edutainment publications by Bizpacer Media & Publishing Company. Focusing on making learning fun, the magazines cater to students of all age groups.

Vision

Our vision is to introduce an all-new pattern of learning to students that at once opens a wider horizon of knowledge while providing them a more in-depth perspective of the academic coursework.

Mission

Our mission is to provide the best educational magazine to students while facilitating the fun aspect of learning.



Our motto

To develop an appreciation of books and cultivate reading habit in students. To impart easy learning and facilitate deeper knowledge of subjects so as to help the students approach exams hassle-free. To be a responsible imparter of knowledge and an integral part of growing up in the lives of children.

To build a zeal that no child should be kept away from - the ultimate joy of touching the letters printed on a page, feeling the texture of the pages of a book and discovering the art of reading in its purest form.

- To develop reading and vocabulary skills.
- Developing an appreciation of books (CARING FOR BOOKS/ I LOVE BOOKS)
- The representation of belonging
- The representation of emotions
- Exploring ethical and social relationships (CARING, FRIENDSHIP, RELATIONSHIPS)
- The representation of imagination & characterization in texts
- Stories from other times, places and cultures – diversity
- Cultural identity portrayed in texts
- Celebrations from different cultures – symbolism in texts (PUMPKINS, DRAGONS, FORTUNE COOKIES, CHRISTMAS TREES etc)
- Exploring personal ethical perspectives (POINT OF VIEW)
- Justifying opinions and evaluating ideas with evidence (SUSTAINABILITY/ ENVIRONMENT)
- Fantasy journeys
- Personal development/insights developed through texts (DIFFERENCE & DIVERSITY)
- Creating suspense (LITERACY DEVICES)
- Rhyme and rhythms in stories/ ballads (LITERACY DEVICES)
- Developing resolutions (PROBLEM SOLVING)





MONTHLY (10 ISSUES YEAR)



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Parents

Age Group 25-50



Males
24.2%



Females
75.8%

Students

Age Group 4 -20



Boys
39.5%



Girls
60.5%

Readership

Titles	(1st year)	(2nd year)	(3rd year)	(6th year)	(10th year)
Total Classroom	10%	20%	35%	75%	100%
StudyMate	15%	35%	50%	100%	100%
LookUp Parent	15%	35%	50%	100%	100%
Planet Kids junior	10%	25%	50%	100%	100%
Planet Kids	10%	25%	50%	100%	100%
My Googy	15%	35%	50%	100%	100%

Circulation

Titles	(1st year)	(2nd year)	(3rd year)	(4th year)	(5th year)
Total Classroom	12,000	20,000	35,000	45,000	55,000
StudyMate	15,000	30,000	40,000	50,000	55,000
LookUp Parent	10,000	20,000	30,000	45,000	55,000
Planet Kids Junior	6,000	10,000	15,000	20,000	30,000
Planet Kids	6,000	10,000	15,000	20,000	30,000
My Googy	10,000	20,000	30,000	45,000	55,000

A magazine's circulation is the number of copies it usually distributes for each issue. The definition of circulation as it applies to businesses is the proliferation of several things, including brand, products, services and business reputation

Expected Circulation Monthly basis	
Promotional Circulations (Free)	2500
Subscriptions	2500
Educational Archives	250
Book Fair	5000
Total circulation	10250

With a monthly subscription of 2500, an two fold increase in circulation is targeted every month i.e.2500(1st month)+2500(2nd month)=5000 magazines distributed in the 2nd month, so on and so forth)

Distribution

The Print and distribution of our magazines are done by a third party with a target range of 2 to 5 days for distribution.

Circulation Boosters **FREE**

The circulation booster program will include the below areas:

- 1. Social media booster:** This will cover every social media platform that can be reached. Promotions on Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube among a few to be named.
- 2. Website booster:** Daily updates on the website regarding the latest magazines printed and packages, advertisements, current affairs and promotional coupons will help boost an online market.
- 3. Exhibitions and Book Fairs:** Circulation boosters as mentioned earlier with numerous book fairs and events in schools will help create a fan base.

Also with the chance to showcase our magazines in Sharjah International Book Fair-2017, free circulation can increase coverage and exposure to a larger audience.

- 4. Promotions by Important personals:** Our association with prominent personals in the field of education and development helps the promotion reach the next level.



Advertising Benefits

Every issue is focused on students, teachers and parents. Knowledge about the organization/firm to the masses in the Emirates. Targets the media-savvy and difficult-to-reach advertising industry. To reach agencies, suppliers, media and marketers.

Target Market

Campaign provides a balance of marketing, advertising and media coverage to its influential audience. By sharing knowledge, insight and current best practice it helps industry professionals and marketers become more effective in building brands and reaching consumers across a variety of touch points, in an intensively competitive and cluttered marketplace. The target market is whole of UAE.

Positions & Rates

Titles	Inside Front cover	Inside Back cover	Back cover	Contents Page	Half Page	Strip Ad
Total Classroom						
StudyMate						
LookUp Parent	For prices please write to us on events@bizpacer.com					
Planet Kids Junior						
Planet Kids						
My Googy						

Series Discount

1-3 insertions 5%

4-6 insertions 10%

7-10 insertions 20%

Technical Data

	Total Classroom	Study Mate	LookUp Parent	Planet Kids	My Googy
Double Page Spread (5mm bleed)			410mm x 275mm (420mm x 285mm bleed)		
Full page (5mm bleed)	210mm x 297mm (220mm x 307mm bleed size)	170mm x 240mm (180mm x 250mm bleed size)	205mm x 275mm (215mm x 285mm bleed size)	210mm x 280mm (220mm x 290mm bleed size)	
Half page (5mm bleed)	210mm x 148.5mm (220mm x 153.5mm bleed size)	170mm x 120mm (180mm x 125mm bleed size)	205mm x 137.5mm (215mm x 142.5mm bleed size)	210mm x 140mm (220mm x 145mm bleed size)	
Strip (5mm bleed)	210mm x 74.25mm (220mm x 79.25mm bleed size)	170mm x 60mm (180mm x 65mm bleed size)	205mm x 68.75mm (215mm x 73.75mm bleed size)	210mm x 70mm (220mm x 75mm bleed size)	

Issue Date

Issue	Space Closing date	Material Due date	Distribution Date
Total Classroom	17 th	7 th -9 th	1 st -5 th
StudyMate	17 th	7 th -9 th	1 st -5 th
LookUp Parent	17 th	7 th -10 th	1 st -5 th
Planet Kids Junior	17 th	6 th -9 th	1 st -5 th
Planet Kids	17 th	6 th -9 th	1 st -5 th
My Googy	17 th	7 th -10 th	1 st -5 th

Additional info: advertising@bizpacer.com



Why Coupon will benefit sponsors?

- To Get Consumers' Attention
- To Advertise a New Product
- To Buy Loyalty
- To Get Repeat Business

Types of coupons

1. Discount Coupons

We offer a percentage discount to our readers, e.g. "20% Off Your Order." The Discount plan for our Magazine readers will vary according to the various packages they can choose from.

e.g. On buying a Super Combo Pack of 4 magazines, customer will benefit a discount of (%), so on and so forth.

2. Cashback Coupons:

We offer Cashback coupons to our readers where they will be charged the full amount but the discount is credited back to the reader either in the form of money or coupons. (Coupons in our case)

e.g. On buying a Combo Pack of 3 magazines for a subscription period of 3 years, customer will benefit a booklet of cashback coupons worth (AED) that can be redeemed at various stores. Thus profiting both the sponsor (exposure and sales) and our magazine readers.

3. Gift Vouchers:

Gift Vouchers are a particularly useful tool which can be used in a number of different ways. Our magazine readers can get additional benefits in the form of gift vouchers on the subscription of our magazine, a pre-decided amount that can be redeemed at dedicated stores of our sponsors.

e.g. On buying a Combo Pack of 3 magazines for a subscription period of 3 years, customer will benefit Gift vouchers from various sponsors that can be used until expiration at various outlets.

4. Paper/Flyer Coupons:

A distribution of physical flyer coupons in places of relevance will help boost the physical touch with our magazine readers.

e.g. distribution of paper coupons at venues like schools along with our magazines will help promote both parties.

5. BOGO coupon (Buy one get one and its variations)

With the evergreen concept of BOGO and variations (Buy two, get one, etc.) attractive offers can be provided to our reader base so as to boost sales for our sponsors and increase our range.

Printing Specifications:

- The artwork should be a press ready PDF file (1.3 version) generated through illustrator/ Quark Xpress or indesign, saved on maximum resolution (300 dpi) in actual size with bleed and corps marks.
- All files must be CMYK format and all back text as over print.
- A colour printout of the saved artwork should be sent for reference along with the CD. However, please note that colour prints/ digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/ specifics supplied on the CD.
- For bleed size add 5mm extra on all four sides after corp marks
- All text to be within type area or atleast 10mm away from the corp marks.
- PDF Files: Hi-Res print-ready PDF files. CMYK at highest resolution (300 dpi minimum). All fonts must be embedded.
- Adobe Photoshop files: Fonts or type must be rasterized; HBM does not accept layered files. All artwork must be flattened (no layers),CMYK, 300dpi.
- Adobe Illustrator Files: Save Illustrator Images/Documents as Illustrator EPS files. Convert all fonts to outlines. Embed all images. Artwork must be CMYK.
- Additional Image files acceptable: TIFF / JPEG / PDF.
- Submitting Ad Material Files: Files less than 2 MB's in size can be emailed to advertising@bizpacer.com
- Display Ad Graphic Design Services:
Bizpacer Media Magazine offers graphic design services to create your Advertisement, from minor edits to an existing Ad through full-service graphic design.



1. In these terms and conditions, "Publisher" means Total Classroom Magazines and "Advertiser" means the persons, companies, agencies or other entities placing advertising with Publisher.
2. These terms and conditions apply in respect of all advertising, including print, digital, insertions, or otherwise, and are deemed to be incorporated into every advertising agreement (also known as an insertion order) between Publisher and Advertiser. These terms and conditions shall apply in case of discrepancy between the terms and conditions and any advertising agreement. Placing an advertisement with Publisher constitutes the acceptance by Advertiser of these terms and conditions.
3. All advertisements are subject to review and approval by Publisher, including but not limited to with respect to content, subject matter, insertion date, placement, position, matter, space and location, in accordance with standards acceptable to Publisher. No contingency orders will be accepted by Publisher.
4. Publisher reserves the right to reject, revise, cancel, omit, discontinue, change position of (for competitive separation), decline to publish or suspend any advertisement for any reason whatsoever in its sole discretion, without liability or penalty to Publisher, and without notice to the Advertiser.
5. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine (17th of every month).
6. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
7. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
8. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective on-sale dates.
9. All advertisements, including but not limited to those for which the Publisher has provided creative services, are accepted and published in the Magazine, subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or any similar code of any other country or infringe upon any right of any party. In consideration of the publication of advertisements,

ADVERTISING TERMS AND CONDITIONS

the advertiser will defend and hold the Publisher harmless from and against any and all losses and expenses (including, but not limited to, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, but not limited to, those arising from third party claims or suits for defamation, malicious falsehood, copyright, design or trade mark infringement, misappropriation, unfair competition, any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively "Claims").

10. In the event the Publisher has agreed to provide contest ,prize draw and related management services(Online or print), email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the advertiser that they will hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, but not limited to, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, but not limited to, those arising from any Claims.
11. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the advertiser agrees not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.
12. The Advertiser may not assign or transfer any of its rights under these Conditions to any third party.
13. Where the Advertiser, for the purposes of these Conditions, is an advertising agency, the Advertiser represents, warrants and undertakes that it has full authority to enter into the Contract on behalf of, and to bind, the company whose products or services are being promoted.
14. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.
15. In the event the Advertiser fails to pay any sums that are due hereunder and in consequence thereof legal action is commenced, the Advertiser agrees to pay all legal fees incurred thereby, in addition to interest and costs pursuant to law.



Bizpacer

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