



Sustainable Business

M A K I N G I T H A P P E N

Media Information



In the wake of the COP15 meeting in Copenhagen, **SB** understands the need for sustainability to influence core business strategy and offers case studies, analysis and comment examining how the explosion of climate change awareness into the public consciousness has given an urgency to how business tackles the risks and opportunities thrown up by the agenda.

Launched in 1994 (as *Environment Business*), **SB** has evolved to keep pace with shifting corporate strategies and changing business models, delivering information and education in a refreshing, authoritative and accessible way. **SB**'s readership encompasses the UK's top environmental executives and decision-makers across a range of important and influential sectors – professionals that are responding to, and helping to shape, the UK's future sustainability agenda.

Sustainability in business is a huge subject, but by focusing hard on corporate strategy, waste, carbon reduction, pollution control, transport, resource efficiency, finance and the built environment, **SB** aims to give readers a consistent editorial framework for news and features, alongside interviews, practical advice and guidance, cross-sector benchmarking, 'blue skies' thinking, market intelligence and technological solutions that will genuinely provide sustainability leadership for business.

Plus, **SB**'s dedicated monthly supplements offer in-depth analysis and comment focused on specific issues, such as carbon footprinting, information technology or risk management.

SB's unrivalled access to the UK's leading environmental decision-makers creates exciting opportunities for professional networking via **SB Round Table Debates**, the annual conference and exhibition **SB – The Event** and other thought-leadership events throughout the year. See the Partnerships section of this media pack for further details.

Sustainable Business is firmly established as the UK's leading monthly magazine for organisations looking to respond positively to the climate change and sustainability challenge. We hope you enjoy it.

A handwritten signature in black ink, appearing to read 'T Idle'.

TOM IDLE, editor SB

Tel: 020 8651 7070

tom.idle@fav-house.com

Sustainable Business offers readers the inside track on what makes a business sustainable. Each month, in its news, regular columns and features pages, it covers the headline topics facing every environmental decision-maker.

And because time is short for business executives, **SB** makes it easy for readers to find what they are looking for with crisp, eye-catching design and clear signposting which allows readers to 'flow' through the magazine's regular sections to **SB**'s packed monthly features.

FEATURES

Each month **SB** presents a series of articles built around a programme of topics to drill down to the business drivers, best practice examples and the 'blue skies' thinking, as well as insights into pioneering technologies and services and how they can benefit business. See the Features Calendar 2011 section for more details.

INFORM

SB's innovative approach to the news presents an in-depth analysis of the latest developments in corporate strategy, waste, carbon reduction, resource efficiency, finance, transport, pollution control and the built environment.

POLICY TRACKER

SB, in partnership with the Environmental Industries Commission, the UK's lead trade association for the environmental technology and service industry, keeps a watching brief on emerging environmental policy and legislation in this digest of key papers, regulation, reports, consultations and voluntary initiatives.

ANALYSIS

While Policy Trackers takes an overview, Analysis drills down into the detail, looking at UK, EU or international policy development and what it means for business.

LEADERS

Be inspired by the Leaders – businesses that are leading from the front and putting corporate sustainability at the core of their operation. Each month, **SB** talks at length to a high-profile figure from British enterprise.

INTERVIEW

Past subjects featured in the **SB** Interview include policymakers and politicians (Greg Barker, Nick Clegg, Zac Goldsmith), sustainability experts (Pooran Desai, Jonathon Porritt), technology developers (Jeremy Leggett of SolarCentury) and business leaders (BT's Chris Tuppen).

MARKET INTELLIGENCE

SB reads between the lines of the latest surveys and market research to reveal essential information about consumer attitudes to environmental and climate change issues.

DIARY

What not to miss in conferences, exhibitions, events and awards.

JANUARY 2011

Built Environment

Planning, development, construction and maintenance of sustainable buildings:

- Planning
- Environmental impact assessment
- Land remediation
- Biodiversity
- Construction materials and methods
- Building services
- Water use and re-use

Transport

Transport-related environmental impacts and how to mitigate them including:

- Fleet management
- Food miles & supply chains
- Alternative vehicles
- Behaviour change
- Renewable fuel sources i.e. biofuels, hydrogen fuel cells

PLUS Bi-Annual Training supplement

FEBRUARY 2011

Carbon Reduction

We look at how organisations can reduce their carbon emissions and energy:

- Carbon management
- Carbon Reduction Commitment: An update
- Energy in buildings
- Renewable energy
- Carbon offsetting, labelling and footprints

Corporate Strategy

What policy and how to communicate and execute it? We look at all the angles including:

- Sustainability policies
- Procurement
- Communications
- CR reporting
- Employee awareness training
- Social and community policies
- Corporate risk
- Supply chain issues
- Environmental management systems
- Verification and assurance services
- Ethical investment/trading/sourcing policy

MARCH 2011

Resource Efficiency

Procurement and management of water, energy, and other raw material resources including coverage of topics such as:

- Reduction, re-use and recycling
- Sustainable sourcing
- Life-cycle assessment
- Design for life
- Clean manufacturing

Built Environment

Planning, development, construction and maintenance of sustainable buildings:

- Planning
- Environmental impact assessment
- Land remediation
- Biodiversity
- Construction materials and methods
- Building services
- Water use and re-use

PLUS Source Testing Association Annual Guide 2011

APRIL 2011

Waste

Solid waste management including:

- Reduction, re-use and recycling
- Hazardous/special waste
- Waste exchange
- Producer responsibility: packaging, electrical and electronic equipment, end of life vehicles, batteries and accumulators
- Food waste
- Energy from waste
- Transportation, storage and handling

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PLUS Official preview of Sustainability*live!* 2011

MAY 2011

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JUNE 2011

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PLUS Bi-Annual Training supplement

AUGUST/SEPTEMBER 2011

Built Environment

Planning, development, construction and maintenance of sustainable buildings:

- Planning
- Environmental impact assessment
- Land remediation
- Biodiversity
- Construction materials and methods
- Building services
- Water use and re-use

Transport

Transport-related environmental impacts and how to mitigate them including:

- Fleet management
- Food miles
- Alternative vehicles
- Behaviour change
- Renewable fuel sources i.e. biofuels, hydrogen fuel cells

OCTOBER 2011

Carbon Reduction

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- Carbon management and accounting
- Carbon Reduction Commitment: An update
- Energy in buildings
- Renewable energy
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Waste

Solid waste management including:

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NOVEMBER/DECEMBER 2011

Built Environment

Planning, development, construction and maintenance of sustainable buildings:

- Planning
- Environmental impact assessment
- Land remediation
- Biodiversity
- Construction materials and methods
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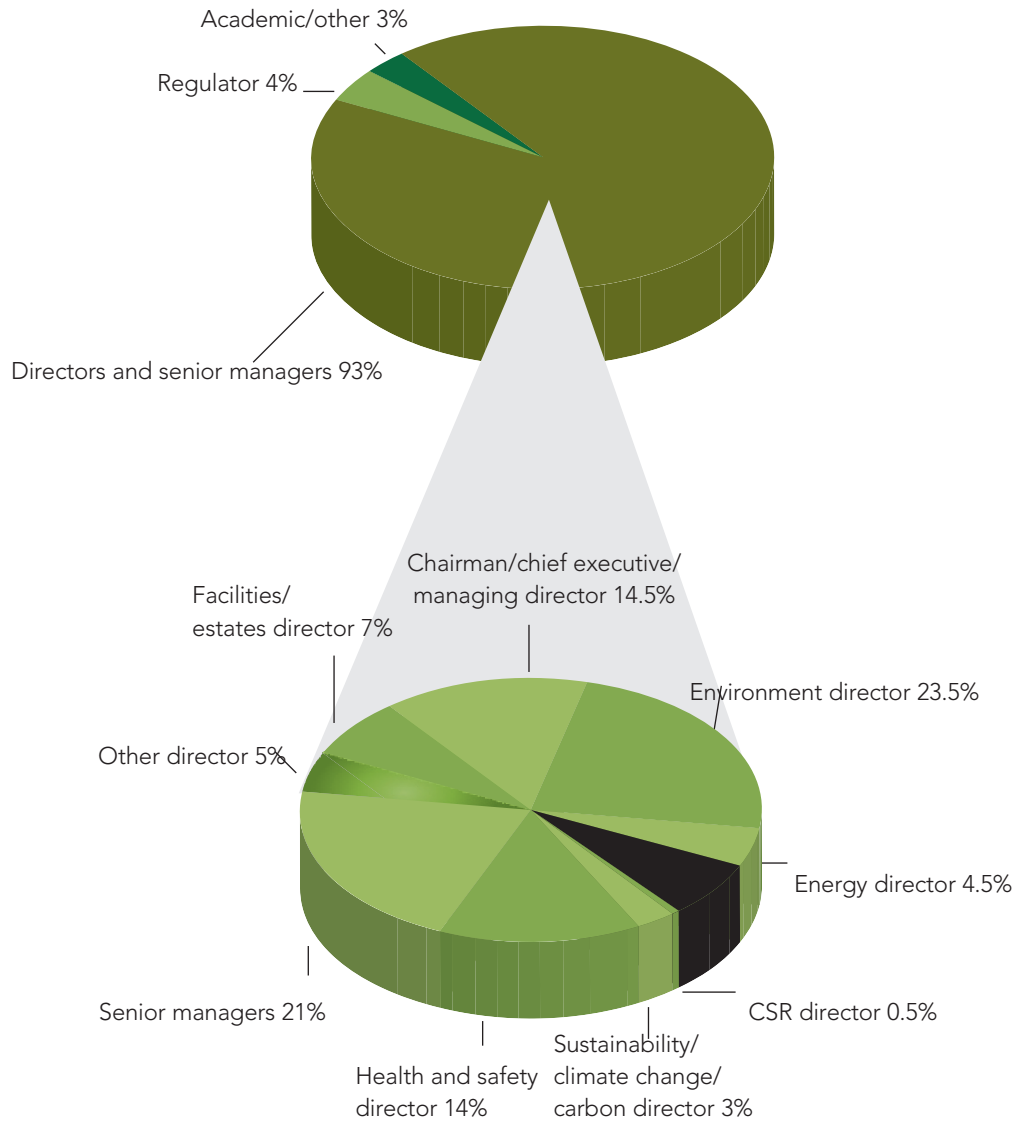
SB REACH THE DECISION MAKERS

THE UK'S LEADING BUSINESS MAGAZINE READ BY THE ENVIRONMENTAL DECISION MAKERS

Sustainable Business delivers 5,000 readers with direct control of sustainability and climate change issues within their companies. They provide a unique grouping of the most influential sustainability readers of any UK business magazine.

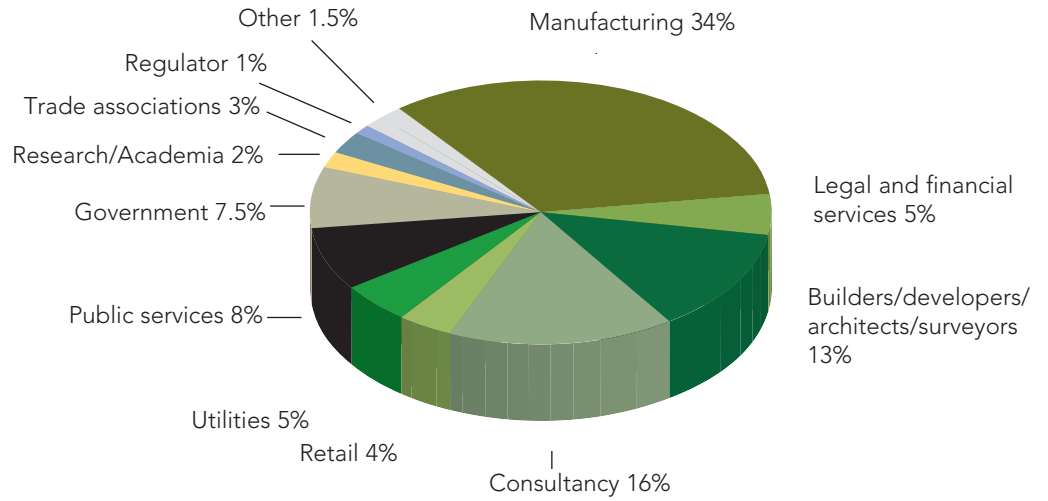
With a pass-on readership of approximately five individuals per copy, we estimate **SB**'s print readership is 25,000. And this figure is growing all the time as **SB**'s print and digital edition subscriptions continue to grow.

Over 90% of **SB** readers are directors or senior managers

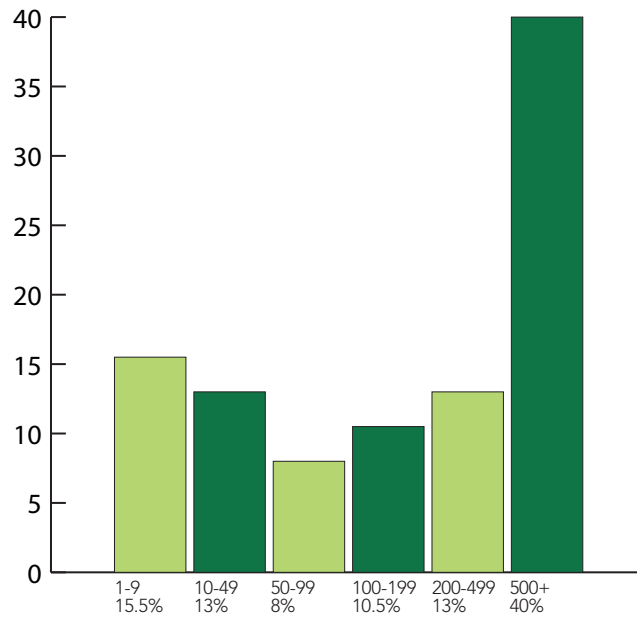


SB REACH THE DECISION MAKERS (CONTINUED)

SB readers reflect a cross section of UK business



Over 40% of readers represent some of the largest companies in the UK (500+ employees)



DISPLAY

	Full-colour	Two-colour	Mono
Page	£1,920	£1,820	£1,620
Half page	£1,272	£1,172	£972
Quarter page	£867	£767	£567
DPS	£3,678		
Cover positions	£2,300		

INSERTS

£115 per 1,000 inserts full run
£125 per 1,000 split run for inserts weighing up to 10g
Additional postage charged for inserts weighing over 10g

DIRECT MAIL

List rental for a direct marketing campaign is available with a comprehensive range of targeting options, and a quick, easy-to-use service. You can ensure your sales message reaches your chosen target marketplace quickly, accurately and cost effectively. For further details, ask the advertising team.

COPY DATES

1st week of preceding month
Cancellations 8 weeks before publication date
Publication date Monthly, at the end of the month prior to cover date

VAT

All rates are exclusive of VAT

CREATIVE OPTIONS

For maximum impact choose from a number of creative options including: False Cover; Belly Band, Tip-On, Gatefold, Bound Inserts, Sponsored Supplements

CONTACT

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ADVERTISEMENT SIZES

	TypeArea	Trim	Bleed
Full page	270 x 180	297 x 210	303 x 216
Half page vertical	270 x 88		
Half-page horizontal	130 x 180		
Quarter page portrait	130 x 88		
Quarter page horizontal	60 x 180		
DPS	270 x 390	297 x 420	303 x 426

All measures mm depth x width

COPY REQUIREMENTS**Open documents**

Originated in Mac versions of QuarkXPress, Adobe Illustrator, Adobe Indesign, Adobe Photoshop. We do not accept Word, PowerPoint or Publisher documents.

Colour

Colour must be CMYK. No RGB colours or spot colours, or embedded ICC profiles

Fonts

All fonts must be supplied. Mac fonts only. No PC fonts. Fonts used in Illustrator eps documents must be converted to paths. Fonts used in layered Photoshop documents must be rasterised

Images/Logos

File formats: TIFF, EPS, JPEG. Images to be at least 300dpi at 100% (size used in ad). All fonts to be included. True Type fonts preferred.

PDFs

Before creating a PDF, ensure your document complies with the colour, font and resolution specifications provided above. Distilled using Acrobat 4 or higher. Highest quality compression. Pictures placed in document must be TIFF or EPS not JPEG. Allow a 3mm bleed. Include crop marks. When checking your PDFs, click on Overprint Preview to check that all information appears. A hard, colour copy must accompany digitally supplied ads.

Delivery

Files larger than 6Mb to be sent on CD to:

Faversham House Group Ltd
Faversham House
232a Addington Road
South Croydon
Surrey CR2 8LE

Files under 20Mb to be sent via ISDN on: 020 8651 1471.

Files under 6Mb can be emailed directly to our production department. Your sales representative will provide you with the email address of the correct person to contact.

File naming protocol: All emails and ISDNs must be given a file name indicating the magazine/client/issue.

SB BE A STRATEGIC PARTNER



SB is in a privileged position to help drive the sustainability agenda forward at the highest level within UK business. To help maximise the impact we have on progressing the agenda, we facilitate a series of initiatives, including focused supplements, round table debates and other high level networking events.

It is with the support of our strategic partners that we are able to engage with those within business and government that are ultimately going to decide on policy and facilitate real change.

- Align your company to **SB** initiatives and engage with key business and government contacts
- Take advantage of some of the highest profile sponsorship opportunities available
- Demonstrate your expertise
- Raise brand awareness
- Deliver thought leadership
- Position your company in front of the UK's largest sustainability decision making audience



FUTUREPROOF SUPPLEMENTS

The *FutureProof* series of supplements provide focused examinations of key issues impacting business. As a *FutureProof* sponsor, you can help develop and steer discussion through:

- Key note articles
- Front page logo
- Company profile
- Own copies to distribute to clients and prospects



SUSTAINABLE BUSINESS ROUND TABLE DEBATES

Sustainable Business Round Tables are amongst the highest profile industry forums available in the UK and attract widespread industry attention and media coverage. Sponsors benefit from:

- Highest level government representation
- Your company's industry experts at the debating table
- Genuine high-level influence among decision makers from business
- Prestigious location and venue
- Professional and relaxed networking at a three-course meal following the debate
- Substantial coverage within **SB** and other media



A CRC scheme round table debate held at Stamford Bridge, London



SUSTAINABLE BUSINESS - THE EVENT, THE NEC, BIRMINGHAM

Sustainable Business – The Event takes place each year at the year’s largest sustainability event, Sustainability*Live!*

Taking place on the main stage of Sustainability*Live!* the conference is designed to offer delegates a succinct three-day snapshot of what companies need to do to become sustainable businesses.

- Keynote speaker opportunities
- Access to the **SB** VIP networking area...mingle with speakers, dignitaries and business leaders
- Exhibit to approximately 8,000 visitors
- On-stage branding
- Piggybacked national marketing exposure



SB editor Tom Idle addresses the packed auditorium at the inaugural event which was endorsed by Ed Miliband MP, Secretary of State for Energy and Climate Change

WHAT OUR STRATEGIC PARTNERS SAY...

“Hyder Environment was delighted with the opportunities delivered by this highly professional event. The show presented a focused and serious arena in which to meet and do business with existing clients and to explore new ventures with a host of high quality visitors. Hyder’s staff thoroughly engaged with delegates and gained valuable market insight by listening to the environmental concerns that present the greatest challenges to business performance in the current economic climate.”

Annabel Britton, Business Development Manager – Hyder Environment

“A dynamic, refreshing and informative event, we have had a fantastic amount of quality leads that will hopefully be converted to business. The event also offers brilliant networking and the opportunity to build business opportunities with other exhibitors.”

Stacey Pottinger, Communication Manager, Parsons Brinckerhoff

For more information on any of the above please contact Rob Barton, robert.barton@fav-house.com
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Sustainable Business

MAKING IT HAPPEN

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