

About The Informed Executive

What is The Informed Executive?

It is a magazine researched and written for managers, directors and owners of companies operating in the UK. Most of the features have been written with the small to medium-scale business in mind.

How is the magazine financed?

There is no subscription charge for readers who qualify to receive the magazine on the basis of their involvement in an SME or similar organisation.

The magazine does not accept advertising so is funded by the sale of Premium Subscriptions. An organisation taking out a Premium Subscription is entitled to a comprehensive package of editorial services. That includes an editorially independent analysis of the subscriber's business.

As the subscription - which is irrevocable - is paid before the editorial analysis is researched and written, the impartiality and independence of the profile which results is guaranteed.

The draft of a company profile is always passed to the subject company to be checked for factual accuracy. That ensures that every feature is correct, but the editorial opinion expressed there must remain that of the publishers.

Who should become a premium subscriber?

- An SME wishing to raise its profile
- A larger business wishing to highlight the activities of a division
- Any organisation launching new products
- Vendors wishing to promote success through objective case studies
- Companies wishing to have the ground prepared before embarking on an IPO
- Companies seeking to attract new partners

What do Premium Subscribers receive?

If you purchase a Premium Subscriber, you will be entitled to a number of important facilities:

- Editorial analysis of the whole or part of your organisation or operations. The length of the analysis is linked to the value of the subscription but will never be less than two complete pages of editorial (or their equivalent).
- The right to a high resolution PDF of the analysis for use on their own web site or other means of electronic distribution. You may also opt to have conventionally produced reprints of the feature (at cost) on high quality art paper for use as cost-effective marketing collateral.
- Shorter updates (eg company results and new products) during the currency of the subscription.
- Reduced rates for premium subscribers for a broad range of business services provided by Comms Strategy, the publishers of The Informed Executive.
- Purchasing benefits in the Publishers' online business shop over and above those available to all other subscribers to The Informed Executive.

The cost of a premium subscription

The entry level cost of a Premium Subscription is £2400 + VAT. This is inclusive of a two-page feature written by the editorial team and published at a time which best meets your requirements (subject to availability of space in a particular edition).

The cost is increased by £950 + VAT for each additional page contracted.

For further information on becoming a Premium Subscriber, please contact the editorial office by telephone or email as shown opposite.