

A New Magazine For A New Age In Liberia Business

BUSINESS

L I B E R I A

ABOUT BL

As Liberia faces the challenges of rebuilding, business is a, if not, the key component for our success as a nation. Every industry in Liberia requires microscopic attention. The players, their actions, forecasts, planning, management, financing, current state, global connections, policies, strategies, techniques, and ideas...all need platforms for discussions and solutions.

Our mission is to see businesses grow, new businesses developed, wealth created, investments rising, a robust economy, and the quality of life in Liberia improved. To do this, Business Liberia is a magazine that will go beyond the realm of publishing, but also engage in forums, training, conventions, meetings, and other hands on approaches to shaking up, uniting, and developing the marketplace.

Business Liberia is a quarterly magazine published by Baker Pearson Communications, Inc., publisher of Liberia Travel and Life magazine.

2009 Media Kit

CONTENT

Our mission is to provide businesses, investors and professionals in Liberia with the essential tools for building and management of their businesses, investments and life. Our commitment to this mission is found in our editorial content which resonates powerfully our alignment with what our audience need and want in this market.

THIS QUARTER

- Business This Quarter
- Politics This Quarter
- Regulations This Quarter

RESOURCES

- Trends in the Market
- Human Resource Management
- Setting the Records Straight
- Sales and Advertising
- Closing the Deal
- Business Ethics
- Strategies and Techniques
- Future Strategies
- The List

EXECUTIVES

- Lessons of the Quarter
- Top CEOs
- The Innovators
- New Boss

SMALL BUSINESS ASSISTANCE

- Getting Started
- Success
- Cost Manager
- THE INVESTOR'S GUIDE
- Opportunities
- Regulations and Policies
- The Contact Book
- We Did It

THE REGION

- Cross Border Trade
- Top Markets
- Reforms
- Politics

Indicators

THE CLIENT

- Customer Service Desk
- Complaints
- Top Performers
- Counting The Cost

STRATEGIC SECTORS REPORTS

- Mining
- Agriculture
- Real Estate
- Banking and Finance
- Imports and Trade
- Petroleum
- Automotive
- Health
- Education
- Tourism

THE DEBATE ROOM

THE CORPORATE SHOP

- Technology
- Automotive
- Gifts
- Style

ECONOMIC INDICATORS

- Export and Imports
- Foreign Exchange
- Inflation
- Balance of Trade

CALENDAR OF EVENTS

CIRCULATION

Our aim is to get magazines into the hands of those key players that impact Liberia's business, economy, investments and society.

Total Circulation: 2,500

Readership: 5 readers per issue

Total Readership: 12,500

Average Shelf Life: 3 months

TARGET MARKET

Business Owners
Entrepreneurs
Liberia Diaspora
Investors (Current & Potential)
CEOs, Top Managers and Middle Managers
Professionals
Policy Makers

DISTRIBUTION

Supermarket Newsstand
Associations
Business Subscription Sales
Airlines
Hotels

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DISPLAY

Rates are based on an annual (12 months) period of time.

	4 ISSUES	3 ISSUES	2 ISSUES	1 ISSUE
Spread	\$2,500.00	\$2,650.00	\$2,760.00	\$2,900.0
Full Page	\$1,500.00	\$1,600.00	\$1,700.00	\$1,800.0
2/3 Page	\$1,200.00	\$1,300.00	\$1,400.00	\$1,500.0
1/2 Page	\$ 850.00	\$ 950.00	\$1,050.00	\$1,150.0
1/3 Page	\$ 550.00	\$ 650.00	\$ 750.00	\$
1/6 Page	\$ 250.00	\$ 350.00	\$ 450.00	\$

PRIME POSITIONS

Back Cover	\$3,200.00	\$3,400.00	\$3,600.00	\$3,800.0
Inside Front Cover	\$3,000.00	\$3,250.00	\$3,500.00	\$3,750.0
Page 3	\$2,800.00	\$3,000.00	\$3,200.00	\$3,400.0
Inside Back Cover	\$3,000.00	\$3,250.00	\$3,500.00	\$3,750.0