



# Inspired by Change

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## A New Beginning

Biz Age is the new publisher of Biz magazine starting October 2009. Ever since, the magazine has reinvented itself, challenging its status quo and the most adverse market situation known in print publishing industry in years.

Still, 2010 has been one of the most prolific years for Biz magazine, Biz events and Biz special editorial projects:

### Entrepreneur's Agenda

A complete guide with information on financing, marketing and also a daily agenda for entrepreneurs.

### BrandRo. 50 Most Powerful Romanian Brands

The first book with profiles and stories of top local brands, based on an original dedicated study.

### Sustine Printul. Fa-ti abonament!

A campaign started by Biz in order to sustain the print industry.





## Cool, New, Fresh

Starting with its 10 years anniversary, Biz has positioned itself as a new, cool and fresh brand according to consultant Aneta Bogdan.

It has started a series of original covers, whether it was "stripping" Romania's online prodigy entrepreneurs or dressing up top entrepreneurs as a footballers and making them pose as a team on the football field.

### **Biz 48h**

Can you make a whole magazine in only 2 days? Biz has proven it is possible, not only by putting together its No200 issue – from interviews to print – in 48 hours but by doing so in a public space. More than 30 top entrepreneurs and top managers were interviewed and photographed in Baneasa Shopping City adhoc editorial.





# Biz Editorial Sections

## What's Next

A dynamic news section with interviews and opinions spotting what's new and what's hot in technology, entrepreneurship, online, design, greenbiz, franchising, new business opportunities. (6-8 pages)

## Start-up

Tools for entrepreneurs and business strategies from serial entrepreneurs, innovative start-up ideas, creative solutions and inspiration for both traditional businesses and young entrepreneurs. (2-4 pages)

## Cover-story

Main story of the magazine featuring some of Biz top subjects: Top Salaries, Internet Marketing, Top 200, Start-up, Innovation, Retail, Luxury Trends. (6-12 pages)

## Harvard Business Review

The articles published under HBR license have influenced the fate of worlds top corporations. Starting 2006, Biz includes with every issue a special Harvard Business Review file featuring the most interesting articles of the prestigious publication.

## Trendsetter

The Biz People is a special section featuring portraits and profiles of leaders and innovators in the business community. They can be business owners that take the risk while working on the next great big idea, groundbreaking executives or performers that make a significant difference around them. They are those who are not afraid to be different and try new ways of doing things, the ones that will lead the change and spark innovation, becoming inspiration models for others. (3 - 5 pages)

## Marketing & Advertising

We cover the people and the ideas that matter so our readers can make the right marketing and advertising decisions for their brands. Opinions, special features and analyzes of the newest concepts in marketing, new media, campaign case studies and ads from most creative communication offline and online agencies. (2-4 pages)

## BizLife

Stories about humor, auto, gadgets, fashion, tourism, art&culture, wellness&goodlife travel, leisure and entertainment that help business people bring the same sense of creativity to their personal lives that they do to their business lives. (6-8 pages)

## GreenBiz

News on green business, climate change, corporate social responsibility and sustainable business practices. (2-4 pages)



## Management & Career

Special section dedicated to carrier models and managers' profiles. Tools for taking a proactive approach to structural and organizational systems. The section includes special management features and an editorial column signed by Jack Welch. (2-4 pages)

# Our Readers

## Very successful, high income, early on in their careers

- 52% of Biz readers are young, aged 25-34 y.o
- 15% earn more than 3000 euro monthly income
- 9 out of 10 have personal bank accounts, 70% have their own car
- 63% own their own house, 8% own a second house (also a holiday house)

## Key influencers, both at work and in their communities

- 90% are decision makers, 29% top management executives
- 32% of Biz readers are department managers, followed by business executives (29%) and top managers (29%).
- 30% have recently been promoted and 17% will open their own business

## Trend Setters, highly Educated, Self motivated and Continuous learners

- 6 out of 10 Biz readers have at least university degree, and 47% have economical academic degrees
- 88% have extra curricular professional and personal development courses, trainings out of which 20% are international courses.
- 37% intend to follow post academic courses and MBA degrees
- 97% speak English fluently and 30% speak at least two foreign languages
- 11% work in consultancy, 10% in media, advertising, PR and 9% in IT&C

## Loyal, Involved, and Engaged

- Readers spend an average of 1 hour and 37 minutes with the magazine at every issue
- 90% agree, "Biz covers business like no other magazine"
- 94% trust advice/recommendations from Biz editors
- 73% agree, "advertising in Biz adds credibility to a brand"
- 80% characterize themselves as passionate people, proactive, ethic, responsible who believe in power of example and success through hard work

\*Biz Readership Study, Realized by Synovate, 2009



# Events

## BRAND<sup>RO</sup>

September 8, 2010  
Novotel Hotel, Bucharest  
[www.bizforum.ro/brandro](http://www.bizforum.ro/brandro)

Conference with top practitioners on brands and history of branding in Romania. Event dedicated to Romanian brands, their owners and architects. BrandRo gets together branding specialists, managers and entrepreneurs, marketing and advertising professionals who meet to celebrate Romania's most powerful 50 local brands.



29 September 2010, Timisoara  
[www.bizforum.ro/socialmediasummit](http://www.bizforum.ro/socialmediasummit)

First business event on building influence, powerful networking and using social media to increase brand awareness. Social Media Summit is Romania's first event to focus on influence and online influencers. We will find out who they are and have them tell us how they got it. They will reveal the strategies to increase relevance and build influence. And join us for the presentations and howto sessions about main social media channels: LinkedIn, FaceBook, Twitter and blogging.



28 October 2010, Bucharest  
[www.bizforum.ro/greenbiz](http://www.bizforum.ro/greenbiz)

GreenBiz Forum is a one-day event presenting the challenges, opportunities and implication of green business, sustainable management practices, presentations and case studies of the most successful CSR campaigns, norms and legislation, best practices, green marketing and PR strategies, solutions for eco-friendly brands. The event includes 2 presentation sessions, workshops, round tables and the GreenFair (where the most active NGO-s will present their projects and ideas). Audience: top and middle management, state officials, PR specialists, corporate communication officers, brand managers, PR and branding agencies, NGOs, new media representatives, bloggers.



15-19 November, Bucharest  
[www.zilelebiz.ro](http://www.zilelebiz.ro)

More than 150 speakers, local specialists and international guests, will present original view points and exclusive case studies. The concept: new business, new challenges, new opportunities, new ideas, new partners. Audience: top and middle managers, marketers, representative actors from private, public, civil society and mass media business leaders activists and academics, new media specialists, experts of all the economic fields.

## **Biz Age**

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