

# BELLY BAND

An eye-catching band, 10cm wide, which wraps around the magazine cover both front and back. The ends of the bellyband tuck into the pages of the magazine and are glued in place. The magazine then opens up to a specific page either with your editorial or advert on it (so directing the reader straight to your company's page). The glue is removable so the pages are not damaged in the process.

## The reader opens the magazine straight to your pages.

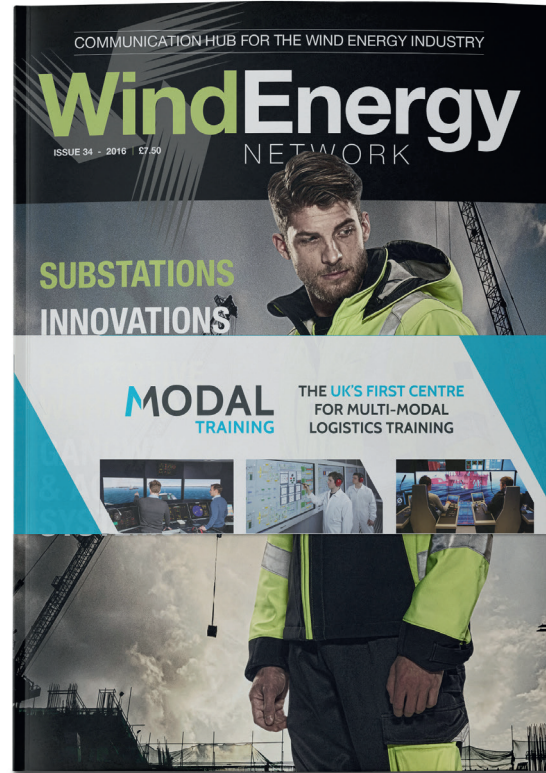
The artwork runs on one side of the belly band and can contain any information of your choice - such as logos, images and text. This is useful to promote a product launch or presence at a particular conference or event. We will create the artwork for you. Cost is included in the price.

### FEATURES

- » Prominent position
- » Opens to a specified page in the magazine
- » Use your own design
- » Low cost, high impact

### BENEFITS

- » Will catch the eye of our reader
- » Opens to your advertising/ editorial page, guaranteeing it will be seen
- » Create brand awareness
- » Ensuring your company stands out



**COST PER ISSUE: £2900**

