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# businessGreen

56% are involved in the allocation of their company's 'green' budget

## Sustainable Thinking

BusinessGreen provides the latest news, analysis, reviews and commentary on green business and the low carbon economy. The brand offers best-practice advice and up-to-date information on how to become an environmentally sustainable business while still growing the bottom line.

Companies of all sizes are coming under increasing pressure to make their operations less polluting and more sustainable. These considerations of social responsibility have become important in customer satisfaction and staff retention, in the award of contracts and in stock market valuations. Change is also being driven by new legislation. The UK has endorsed EU targets to cut greenhouse emissions by 20 percent and generate 20 percent of energy from renewables by 2020.

BusinessGreen is leading the thinking behind how the UK can move to a true low carbon economy yet maintain its financial and commercial preeminence.



## Meet the BusinessGreen audience

### David Cooper

- Responsible for sustainability strategy at a large British blue chip.
- On the board or ambitious to get there within the next five years
- Background is in marketing or operations
- He has control of a budget and a small team, and has direct responsibility for improving the firm's environmental performance. He reports directly to the chief executive and CFO and has a key role influencing environmental investment decisions.
- He has made a small number of private investments in clean tech firms and would one day like to run his own green business.
- He reads BusinessGreen every day to help keep track of the news in the sector. He is particularly interested in policy and product development and useful examples of what other businesses are doing to curb their environmental impact.
- He is interested in politics, but he is not particularly party political. As such has been impressed by the consensus that has built around environmental policy.



### Mike Hanwell

- Mike is the CEO and founder of Trees Energy, a specialist provider of green energy.
- A self confessed environmentalist with a BSc in environmental science. He set the business up eight years ago in an attempt to "actually do something" about climate change. The company now employs 70 people and is expanding fast.
- He is highly ambitious and has already turned down several acquisition offers. His goal is to establish the company as the UK's pre-eminent green brand and challenge the dominance of the conventional energy companies.
- He is also on the lookout for other green investment opportunities.
- He reads BusinessGreen every day and encourages his staff to do likewise in order to keep track of competitors, understand market trends and keep an eye on new business opportunities.



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# businessGreen

Two thirds of our audience visits the site more than once a week

Media Solutions  
2011

## 5 Reasons to advertise with BusinessGreen

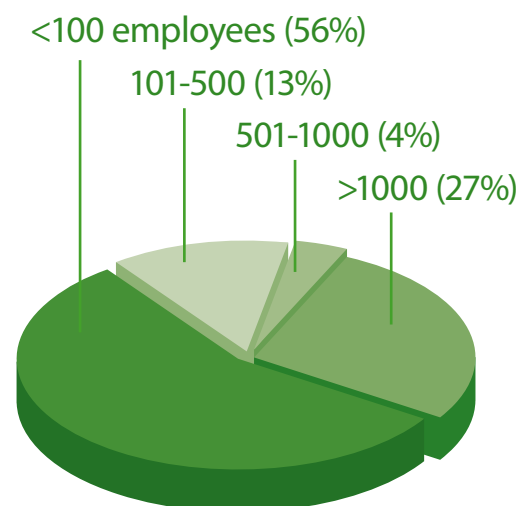
1. Only UK publication specifically serving the green business market
2. BusinessGreen stimulates the thinking needed to ensure the UK moves to a low carbon economy
3. No other website provides its readers with the information they need to plan and undertake successful green initiatives that both cut costs and enhance their brand value
4. We allow you to target the hard to reach senior decision makers in both the private and public sector who are tasked with improving their company's green credentials
5. Opportunity to be involved in face to face insightful and through provoking events with industry leaders, political leaders and business decision makers



## Target Audience

- Owner/ Director
- Strategy Development CEOs and COOs
- Sustainability manager
- Finance directors and Accountants
- Facilities and site managers
- Risk managers
- Investment professionals
- In-house council and environmental lawyers

## Company size



## Advertising opportunities available

Let us develop a customised program to meet your marketing objectives. Opportunities include:

### Online products

All standard ad types plus section take-overs, category take-overs, interstitials, prestitials, push-down ads, page peels and welcome screens

### User participation

Online Events, Face to face events, Interactive site elements

### Push marketing

Email newsletters, Mobile advertising/ sponsorship, Podcasts

For 60% of our audience, green issues and practices form a major part of their role