

bfa Franchise Business Insights

e-zine

What is it?

Franchise Business Insights is the bfa's leading monthly e-magazine designed to give you a platform to promote your business, and educate others about your brand. This magazine will feature as well exclusive content from the bfa. Franchise Business Insights is targeted towards those who are already involved in franchising, and those who are looking at it as a possible business model.

Who can get involved?

Content is open exclusively to bfa members. If you are a Franchisor, Franchisee Champion, Affiliate or Supplier you can feature.

How do I take part?

1. Contact the external relations department directly by emailing press@thebfa.org.
2. Contact your Franchise Support Manager who can book you into our next available FBI.

Please remember you can book a place up to 12 months in advance.

What do we need from you

Once we have confirmed your place and whether you'll be submitting content for a single or double page spread, you will be given the deadline. Please note, this date is fixed and cannot be extended.

For a single page:

- 300-400 words (we will edit accordingly).
- 2 high resolution images to accompany your article (please ensure these are PNG or JPG only).

For a double page spread:

- 800-900 words (we will edit accordingly).
- 3-4 high resolution images to accompany your article (please ensure these are PNG or JPG only).

NB: All copy written must be exclusive for this e-magazine (it cannot already be published to your blog or featured in another magazine). As an ethical trade association, all copy submitted should be true and accurate at time of publishing and not defamatory to any other brand. Once the content has been received, we will take on its ownership and have the ability to edit as appropriate to fit with the current themes. We will not be sending the completed page back to any brand for sign off before publish.