

THE ALLIANCE

OF AREA BUSINESS PUBLISHERS



NATIONAL NETWORK OF TOP LOCAL BUSINESS PUBLICATIONS

Connect with business leaders across the country.

3.6 million readers | 823,000 Circulation | 69% discount

AN EXTRAORDINARY MEDIA BUY

1 order, 1-buy simplicity.

50+ local business publications*.

3.6 million readership by top business professionals.

69% discount!

Does this seem too good to be true? Let us explain.

The Alliance of Area Business Publishers is the only trade association dedicated exclusively to the advancement of local business publishing. To help fund the important activities of the association, member publications donate the space for this very special media buy, which is available to no more than two advertisers each year.

This provides for a unique opportunity to place one or two insertions in local business publications belonging to The Alliance at a 69% discount.

You place one order, get one invoice, and your advertisement runs in 50+ business publications.

Investment

7"x 10", 4-color advertisement in 50+ publications* for a \$90,000 investment. (\$290,000 value)

**Media buy includes all member publications at time of placement. Refer to www.bizpubs.org for current membership.*



SERVING TOP BUSINESS LEADERS

The Alliance represents local, regional and state business publications in the United States, Canada and Australia.

These business journals and magazines provide in-depth, local business news and have developed unparalleled reader loyalty among the key business decision-makers.

This allows your marketing message to be delivered in an environment with a close relationship to your business prospects.

Audience

3.6 Million Business Owners, Executives and Other Decision Makers

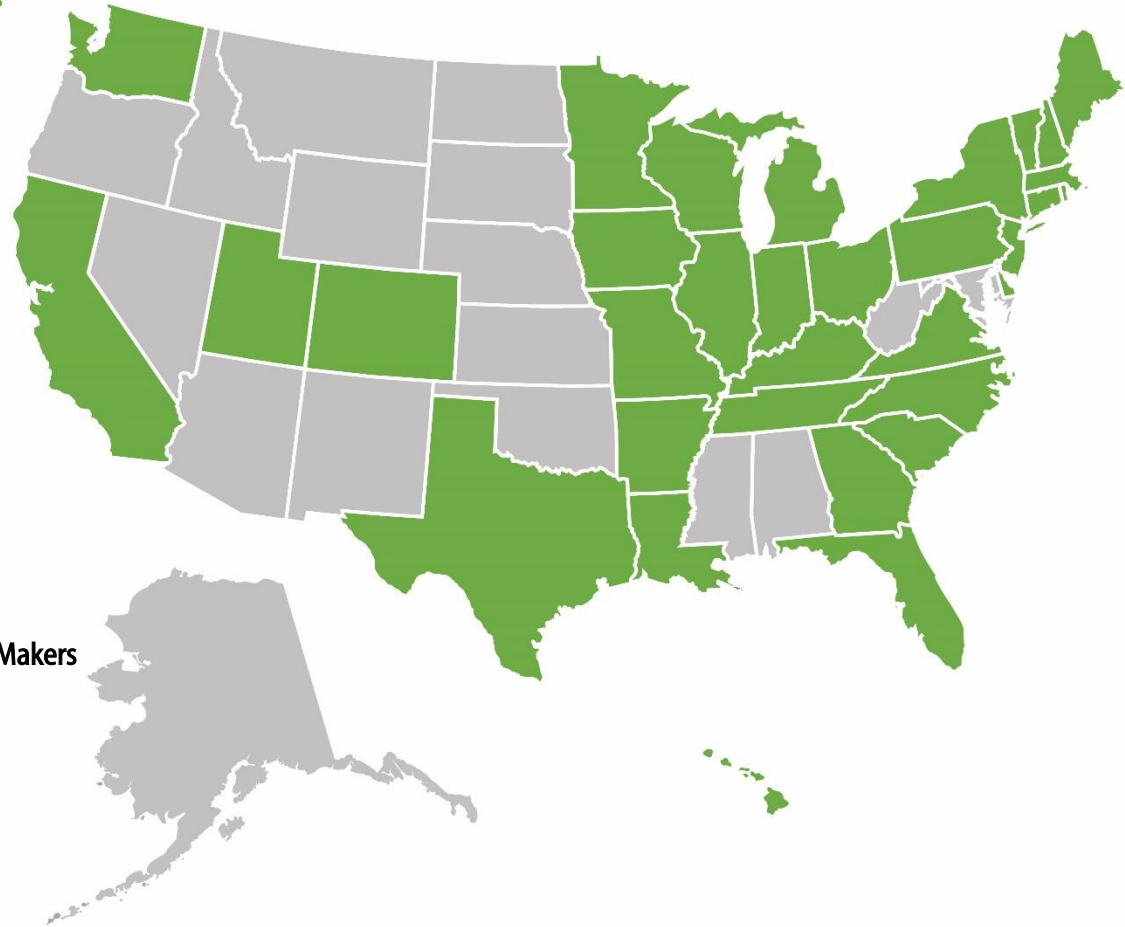
51 - Median Age

\$210,419 - Average Household Income

85% Influence Purchasing Decisions

84% Have at Least a Four-Year Degree

65% Males and 35% Females



Source: AABP Group Subscriber Study Circulation Verification Council Audit 2013

PUBLICATION	CITY	CIRC.
ARKANSAS		
Arkansas Business	Little Rock	7,376
Northwest Arkansas Business Journal	Springdale	1,790
CALIFORNIA		
Los Angeles Business Journal	Los Angeles	22,923
San Diego Business Journal	San Diego	11,655
San Fernando Valley Business Journal	Woodland Hills	13,000
The Business Journal Serving Fresno	Fresno	7,754
COLORADO		
BizWest	Boulder	6,000
Colorado Springs Business Journal	Colorado Springs	1,500
CONNECTICUT		
Hartford Business Journal	Hartford	8,728
DELAWARE		
Delaware Business Times	Wilmington	7,582
FLORIDA		
Florida Trend	St. Petersburg	55,326
GEORGIA		
Georgia Trend	Norcross	49,232
HAWAII		
Hawaii Business Magazine	Honolulu	13,846
IOWA		
Corridor Business Journal	Coralville	2,663
Des Moines Business Record	Des Moines	4,839
ILLINOIS		
Crain's Chicago Business	Chicago	46,522
Daily Herald Business Ledger	Lisle	14,455
Springfield Business Journal	Springfield	4,533
INDIANA		
Indianapolis Business Journal	Indianapolis	10,913
KENTUCKY		
Lane Report	Lexington	14,842
LOUISIANA		
Baton Rouge Business Report	Baton Rouge	10,689
Biz New Orleans	New Orleans	12,000
MASSACHUSETTS		
Worcester Business Journal	Worcester	8,397
MAINE		
Mainebiz	Portland	8,814
MICHIGAN		
Crain's Detroit Business	Detroit	29,257
DBusiness Magazine	Royal Oak	27,989
Grand Rapids Business Journal	Grand Rapids	5,191
MINNESOTA		
Twin Cities Business	Minneapolis	31,996

PUBLICATION	CITY	CIRC.
MISSOURI		
Ingram's	Kansas City	19,276
Springfield Business Journal	Springfield	5,015
NORTH CAROLINA		
Business North Carolina	Charlotte	28,916
Greater Wilmington Business Journal	Wilmington	8,663
NEW HAMPSHIRE		
New Hampshire Business Review	Manchester	12,454
NEW JERSEY		
NJBIZ	Somerset	15,079
NEW YORK		
Crain's New York Business	New York	51,967
Rochester Business Journal	Rochester	7,797
OHIO		
Columbus CEO	Columbus	25,000
Crain's Cleveland Business	Cleveland	18,595
PENNSYLVANIA		
Central Penn Business Journal	Harrisburg	10,204
Lehigh Valley Business	Bethlehem	8,682
RHODE ISLAND		
Providence Business News	Providence	6,075
SOUTH CAROLINA		
Charleston Regional Business Journal	Mount Pleasant	7,891
Columbia Regional Business Report	Columbia	5,912
GSA Business	Greenville	8,216
TENNESSEE		
Business Journal of Tri-Cities	TN/VA	6,500
TEXAS		
D CEO Magazine	Dallas	19,258
Fort Worth Business Press	Fort Worth	5,000
UTAH		
Utah Business	Salt Lake City	19,904
VIRGINIA		
Inside Business	Norfolk	5,620
Virginia Business	Richmond	28,800
VERMONT		
Vermont Business Magazine	So. Burlington	3,779
WASHINGTON		
Business Examiner – Tacoma	Tacoma	4,659
Journal of Business	Spokane	12,735
WISCONSIN		
BizTimes Milwaukee	Milwaukee	13,150
AUSTRALIA		
Business News	Perth	10,254
CANADA		
Ottawa Business Journal	Ottawa	14,000
TOTAL CIRCULATION		823,213

Source: Publishers 2015 media kit and circulation audits

ABOUT THE ALLIANCE OF AREA BUSINESS PUBLISHERS

Since 1979, the role of The Alliance has been to foster the growth of these publications and to make them increasingly useful to the business community they serve.

It provides the framework through which regional and local business publications can cooperate, exchange information, and work together on common industry issues.

Local and regional business publications fill the void between the national business publications, which are too large to focus consistently on local and regional business news, and the daily press, which in many cases inadequately reports local business news.

The Alliance member fills the vacuum by focusing on the local market, covering and working with the local business community, and translating the overall trends of the region into a targeted, expert information source for readers.



SPACE IS LIMITED

The AABP member group buy will be available to no more than two advertisers each year. Remember, this is a limited and unique opportunity to save 69% off the open rate and advance the work of an important trade association.

Call now to obtain additional information.

Act now to secure a great media buy.

Contact:

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