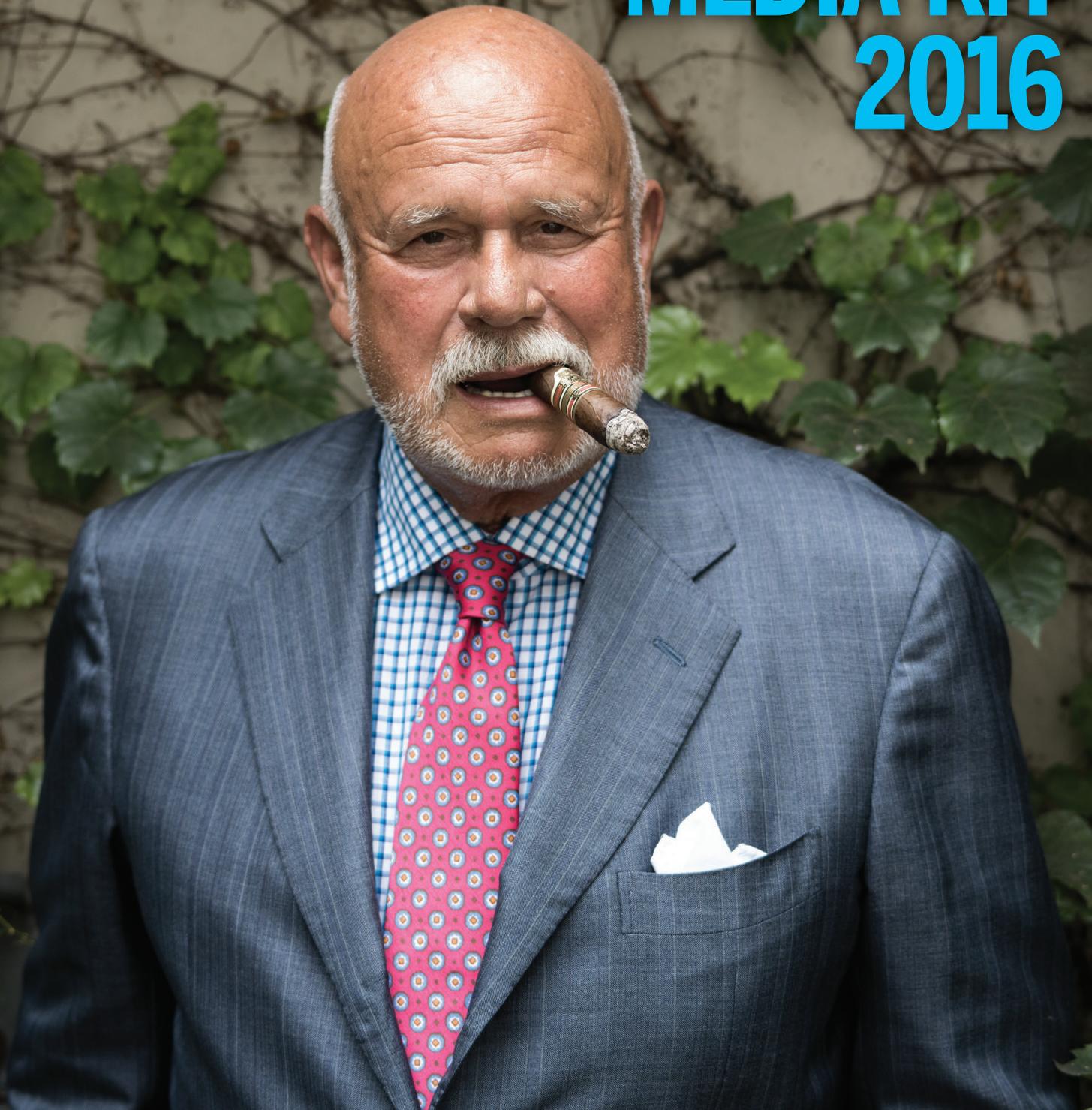


WINNER OF *16 Medals* from the Alliance of Area of Business Publications  
Including Best Business Magazine 2011

# dbusiness

DETROIT'S PREMIER BUSINESS JOURNAL

**MEDIA KIT  
2016**





## TARGET AUDIENCE PROFILE:

### THEY ARE:

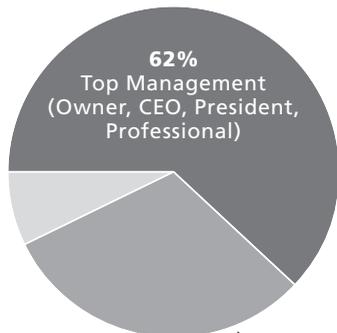
73% Male | 27% Female  
 75% Married | 25% Unmarried  
 Median Age: 48  
 Median HHI: \$228,040

### EDUCATION:

94% Attended College  
 74% College Graduates  
 42% Post-Graduate Work

### JOB TRENDS:

97% make company purchase decisions  
 93% Total Management (Title/Function)



7% Other

31% General/Corporate Management (VP, Director, General Manager)



Member of the Circulation Verification Council

**WHO WE ARE:** *DBusiness* is the region's only independently published, general-interest business magazine. It provides timely, local business intelligence and insights for business owners and decision-makers throughout metro Detroit. Its unbiased editorial coverage cuts to the heart of complex challenges and opportunities facing the area's business owners and managers.

**READERS:** *DBusiness* readers are Southeast Michigan's business leaders - and they have tremendous buying power. Our readers are well-educated, high-net-worth individuals who have the disposable income to indulge their passions for luxury vehicles, higher education, personal travel, fine dining, entertainment, theatre, sporting events, and other leisure activities.



**DISTRIBUTION & CIRCULATION:** *DBusiness* delivers a minimum bi-monthly reach of 150,000+ readers with a circulation of 25,000 using three major distribution channels:

**DIRECT MAIL:** Directly mailed to business owners, partners, professionals, and C-level executives throughout Oakland, Wayne, Macomb, Washtenaw, Livingston, Monroe, and Genesee counties.

**NEWSSTAND:** Sold on more than 250 newsstands in Michigan's seven-county region.

**DEMOGRAPHIC TARGETING:** Distributed to intensely high readership areas, such as professional office lobbies and in-room distribution through select hotels that cater to business travelers.



**ADVERTISING RATES:** All print advertisements submitted must be in **CMYK** format and at **300 dpi** (dots per inch). Preferred file formats include .pdf, .tiff. Microsoft Word and Publisher files can not be processed. Please note that all rates are net. Premium Positions +15%.

FOUR COLOR:	1x	2x	4x	6x
Spread	\$7,590	\$7,210	\$6,830	\$6,450
Full Page	\$3,995	\$3,795	\$3,595	\$3,395
2/3 Page	\$2,985	\$2,835	\$2,685	\$2,535
1/2 Page	\$2,650	\$2,520	\$2,385	\$2,250
1/3 Page	\$1,965	\$1,865	\$1,765	\$1,670
1/4 Page	\$1,550	\$1,470	\$1,395	\$1,315
1/6 Page	\$1,150	\$1,090	\$1,035	\$975

PREMIUMS:	1x	2x	4x	6x
CV 2	\$5,225	\$4,965	\$4,700	\$4,440
CV 3	\$4,820	\$4,580	\$4,335	\$4,095
CV 4	\$5,995	\$5,695	\$5,395	\$5,095
TOC/Guaranteed Position	\$4,820	\$4,850	\$4,335	\$4,095

**DBUSINESS.COM RUN OF SITE RATES:** Add online to your campaign and earn online advertising discounts with each print insertion. Note that all submitted web advertisements must be in **RGB** format and at **72 dpi** (dots per inch). Preferred file formats include .jpg, .png, and .gif.

Number of Impressions:	25,000	50,000	100,000	500,000	1Million
CPM Impressions	\$25	\$20	\$18	\$15	\$12

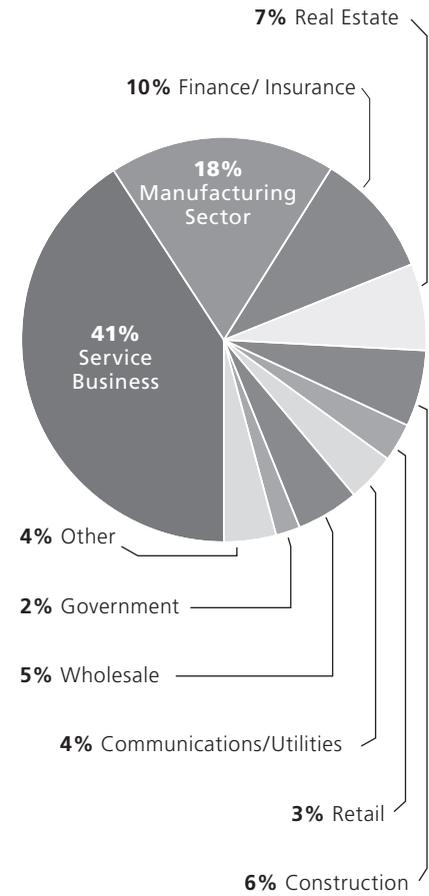
**DBUSINESS.COM AUDIENCE:**

- 69,000 Monthly Unique Visitors
- 100,000 Monthly Page Views
- 1:24 Average Time Spent On Site

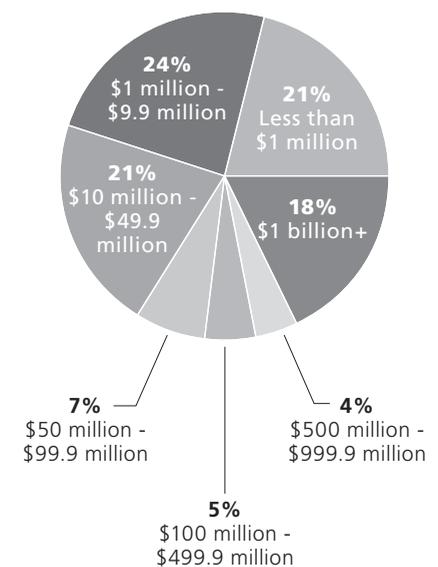


WEB AD SIZES: (in pixels at 72 dpi)	WIDTH	HEIGHT
Leaderboard	728	90
Island	300	250
Mobile Leaderboard	300	50

**READER INDUSTRY CLASSIFICATION:** > 96% in Business, Government, or Professionals



**READER COMPANY SIZE:** (By Sales)



## 2016 ADVERTISING & EDITORIAL CALENDAR:

ISSUE	SPACE CLOSE	EDITORIAL FEATURES	SPECIAL ADVERTISING SECTIONS	
January February	<b>11/25</b>	Automotive Auto Dealer Survey Franchise Report Technology	Top Circuit Court Judges Top Executives of the Big Three Top Global Suppliers in Metro Detroit	DBusiness Profiles Faces Of Automotive Expert Q&A: Technology
March April	<b>1/25</b>	Business Schools/Graduate Programs/ Executive Education Century Club (companies 100 years or more) with: Family-owned businesses & succession planning Executive Fashion - Spring/Summer	Franchise Report Largest Mortgage Lenders Michigan Casinos Real Estate Top Corporate Counsel Top Home Builders (by permit)	DBusiness Profiles Expert Q&A: Tax Strategy
May June	<b>3/25</b>	ACG Detroit M&A All Stars Franchise Report Junior Achievement's Champions of the New Economy Largest Accident & Health Insurance Firms Largest Business Insurance Agencies	Largest Contractors Largest Law Firms Resorts & Tourism Southeastern Michigan Chambers of Commerce Top Hotels Outside Metro Detroit	DBusiness Profiles Expert Q&A: Mergers & Acquisitions
July August	<b>5/25</b>	Fastest Growing Companies Corporate Aviation Franchise Report Largest Accounting Firms	Largest Banks Largest Credit Unions Powered by Women Powered by Youth	DBusiness Profiles Faces of Detroit Five Star Wealth Expert Q&A: Real Estate
September October	<b>7/25</b>	30 in Their Thirties Biggest Conventions Energy Executive Fashion - Fall/Winter Franchise Report	Largest Intellectual Law Firms Largest Meeting Venues Restaurants Sports Business Top Hotels in Metro Detroit	DBusiness Profiles Where to Meet, Where to Stay Expert Q&A: Wealth & Money
November December	<b>9/25</b>	2016 CEO / CFA Economic Survey 2017 Michigan Economic Forecast CEO Gift Guide Franchise Report Health Care	Largest Hospitals Multi-Tenant Office Buildings Top Lawyers Top Michigan Social Brands	DBusiness Profiles Top Lawyers Hall of Fame Expert Q&A: HR Strategies