

South Sound **BIZ**

MAY 2016

A PUBLICATION OF **Business EXAMINER** MEDIA

trade **disagreement**

Debate continues locally on impact of Trans-Pacific partnership



GAIN MARKET ADVANTAGE

A PUBLICATION BY

Business EXAMINER
— MEDIA —

www.southsoundbiz.com • May 2016 • South Sound



DAILY



WEB



EVENTS

MAXIMIZE YOUR EXPOSURE

63%
of our readers
say they act
on or make
purchases
based on
something they
see or read in
our pages

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GOT YOU
COVERED**

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15 South Oregon Avenue Suite 101,
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P.O. Box 1575
Tacoma, WA 98401-1571

www.BusinessExaminer.com

SUBSCRIBER SNAPSHOT

A LOOK AT THE INDIVIDUALS READING THE BUSINESS EXAMINER

READERSHIP

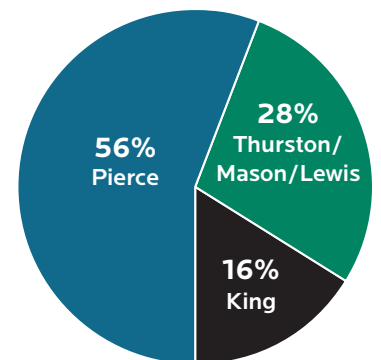
- 157** thousand dollars is the mean income of our reader
- 65%** of our readers have a four year college education or higher
- 2.8** average number of readers per copy of Business Examiner
- 4.2** average number of times during a typical week that our readers dine out
- 14.1** number of hours per week our readers spend online ... more time than TV or radio
- 98.5%** of our readers say they would rather buy locally
- 63%** of our readers say they act on or make purchases based on something they see or read in BE pages and content services
- 9.4%** of our readers say they plan to open or move their business account for financial services in the next 12 months
- 18%** of our readers say they plan to open or move their personal financial services account in the next 12 months

CIRCULATION

- 3** average pass-along readers per copy
- 16,000+** Total readership*
- 55%** Male readership*
- 45%** Female readership*
- 56%** Keep our Book of Lists for more than one year

*Total readership includes subscribers and pass-along readers

Primary Residence of Business Examiner Readers (by county)



DEMOGRAPHICS

- 55%** Male
- 43%** Female
- 55** Average subscriber age

72%
are decision
makers or
in top
management

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**Business
EXAMINER**
— MEDIA —

BUSINESS PROFILE

A LOOK INSIDE BUSINESSES THAT READ THE BUSINESS EXAMINER

IN THE WORKPLACE

- 72%** are decision makers or in top management
- 52%** had 2011 gross sales greater than \$1 million
- 10-24** median number of employees in Business Examiner reader's local workforce

PURCHASE/LEASE NEED IN NEXT 12 MONTHS

- 28%** Accounting Services
- 24%** Advertising/Public Relations
- 13%** Automobiles/Fleet
- 38%** Computer Equipment
- 27%** Computer Networking Services
- 42%** Computer Software
- 20%** Construction Products/Services
- 16%** Convention/Meeting Facilities
- 21%** Express Delivery/Freight
- 15%** Financial Planning
- 21%** Graphic Design Services
- 28%** Legal Services
- 22%** Local/Long-Distance Services
- 19%** Office Furniture
- 23%** Office Machinery
- 28%** Printing/Mailing Services
- 8%** Security Services
- 11%** Temporary Help Services
- 8%** Travel Agencies/Planning Assistance
- 19%** Website Development

Circulation:



Published 1st week
of each month

Space Reservation
10th of prior month

Camera-Ready Deadline
15th of prior month

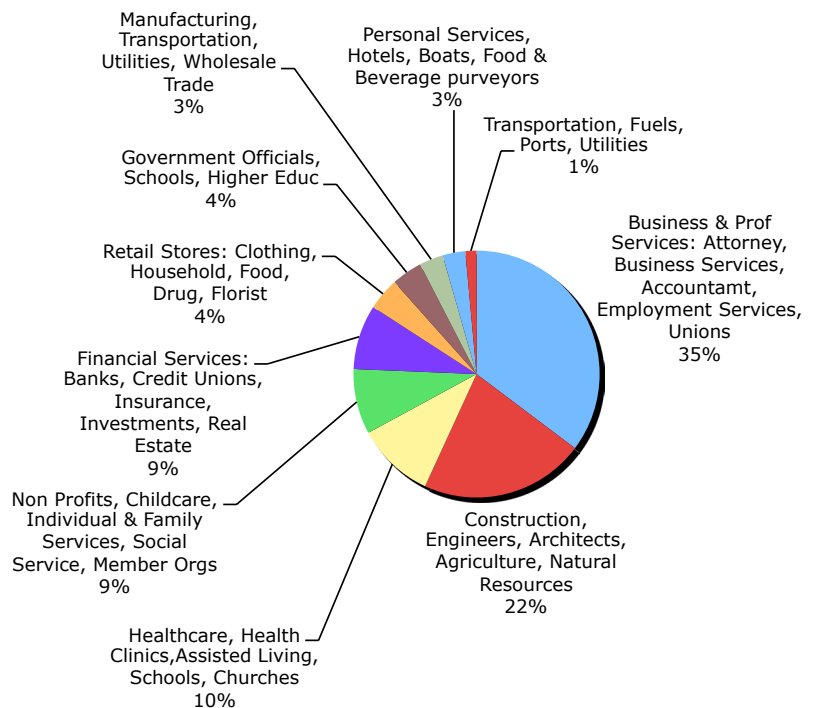


South Sound BIZ is a monthly magazine delivering Local Business content to **Business Examiner** subscribers and readers – key decision makers who we’ve been serving since 1985. This modern, four-color product on glossy paper stock with extensive color images and imaginative design makes lasting impressions in today’s new “digital & print world.”

7,102 Current Deliveries U.S. Mail (as of January 2016)

<i>PIERCE COUNTY</i>	3,772
<i>Tacoma, Lakewood, Puyallup, Gig Harbor, et al</i>	
<i>THURSTON COUNTY</i>	2,207
<i>Olympia, Lacey, Tumwater, et al</i>	
<i>So. KING COUNTY</i>	1,033
<i>Federal Way, Kent, Auburn, Des Moines</i>	

Demographic distribution per SIC Codes



Calendar:



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Camera-Ready Deadline
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2017 Issues *Topics* *Event / Special Publication*

January

2017 Economic Forecast :: The Money Issue

February

Building the South Sound

March

To Your Health



April

Financial Services for Business

May

Today’s Workplace/Workforce



June

Healthy Business & Manufacturing

July

Construction & Technology



August

Financial Trends

September

Health Care Innovation



October

Women in Business

November

Business Gift Guide :: The Money Issue



December

Year in Review



Display Ad Rates:



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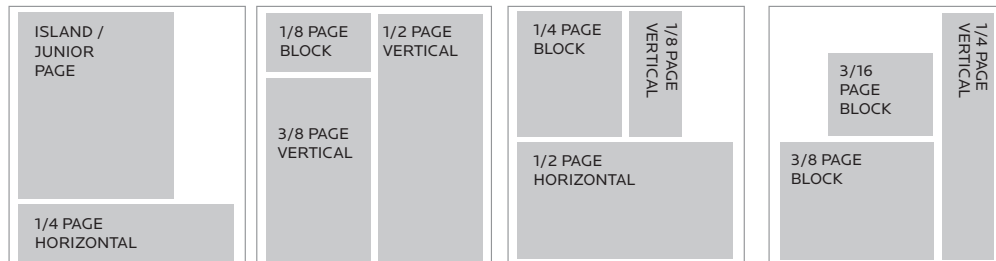
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PRINT AD SIZE	1x	4x	8x	12x
FULL PAGE	\$3,885	\$3,435	\$2,995	\$2,625
3/4 PAGE	\$3,610	\$3,215	\$2,835	\$2,415
ISLAND / JR PAGE	\$3,275	\$2,945	\$2,620	\$2,205
1/2 PAGE V/H	\$2,775	\$2,505	\$2,245	\$1,945
3/8TH PAGE	\$2,220	\$1,960	\$1,650	\$1,365
1/4 PAGE V/H	\$1,720	\$1,470	\$1,285	\$1,050
3/16TH PAGE	\$1,470	\$1,305	\$1,070	\$920
1/8TH PAGE V/H	–	\$1,200	\$1,020	\$790
PREMIUM COVERS	1x	4x	8x	12x
FULL PAGE				
OUTSIDE BACK	\$4,250	\$3,750	\$3,500	\$3,250
FULL PAGE				
INSIDE COVERS	\$4,025	\$3,625	\$3,225	\$2,875

All Ad Prices Include Full Process Color

Print Reservation Deadline: 10th of Prior Month

Camera Ready Ads Due by 15th of Prior Month



Ad sizes * Magazine Trim: 10.25" x 12" Linescreen: 175 lpi Binding: saddle-stitch

Live content area must be at least 0.25" inside trim area. For bleed, add 0.25" each direction.

Bleed ads must be requested prior to reservation dates.

Back Cover	full page only - 10.25" wide x 12" tall + .25" bleed
Inside Cover	Front or Back (full page only - 10.25" wide x 12" tall + .25" bleed)
Full Page	9.5625" wide x 11.125" tall + .25" bleed
3/4 Page Horizontal	9.5625" wide x 8.375" tall + .25" bleed
3/4 Page Vertical	7.125" wide x 11.125" tall + .25" bleed
Island / Junior Page	7.125" wide x 8.5" tall + .25" bleed
1/2 Page Horizontal	9.5625" wide x 5.5" tall + .25" bleed
1/2 Page Vertical	4.6875" wide x 11.125" tall + .25" bleed
3/8 Page Block	7.125" wide x 5.5" tall
3/8 Page Vertical	4.675" wide x 8.3125" tall
3/8 Page Horizontal	9.5" wide x 3.5" tall
1/4 Page Block	4.6875" wide x 5.5" tall
1/4 Page Horizontal	9.5625" wide x 2.6875" tall
1/4 Page Vertical	2.25" wide x 11.125" tall
3/16 Page Block	4.6875" wide x 4.6875" tall
1/8 Page Block	4.6875" wide x 2.6875" tall
1/8 Page Vertical	2.25" wide x 5.5" tall
1/8 Page Horizontal	4.6875" wide x 2.6875" tall

Digital Ad Rates:



Daily Biz Briefs
DELIVERED VIA EMAIL

DAILY BIZ BRIEFS is an e-newsletter delivering timely Local Business content to *Business Examiner* subscribers and requestors each weekday afternoon. This free service is focused on "Today's News Today" and has limited advertising opportunities on a first-come, first-served basis.

About our digital readers:

81% consider Timeliness of items in Daily Biz Briefs to be Very Good or Good.

76% of readers consider its Coverage of South Sound Business Very Good or Good.

61% are college graduates or have post graduate degrees/studies..

87% influence purchasing decisions for their company.

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MONTHLY RATES

DATES AS AVAILABLE OR CONSECUTIVE

LEADERBOARD (1 AVAILABLE PER DAY)

ISLAND (2 AVAILABLE PER DAY)

4-DAYS DISPLAY

1 MONTH

3 MONTHS

\$1,300

\$3,250

\$1,100

\$2,750

1ST POSITION

2ND POSITION

ROTATE

SKYSCRAPER

\$900

\$700

\$400

BLOCK 120 X 120 PX

\$250

MINI BLOCK 120 X 60 PX

\$200

BLOCK / MINI BLOCK ONLY AVAILABLE IN DIGITAL + PRINT PACKAGE

LEADERBOARD
728 X 90 PX

SKYSCRAPER
120 X 240 PX

ISLAND
300 X 250 PX

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Website Ad Rates:



www.BUSINESSEXAMINER.COM and 3 included Local Biz News portals provide on-going, timely reports of Local Business News pertaining to South King County, Tacoma-Pierce County and Olympia-Thurston (including Lewis-Mason counties.) Local users bookmark their specific sub-region to keep up-to-date on business items in their own neighborhood. Advertisers can focus messages to each portal or the whole South Sound in the main website.

About our digital readers:

- 87%** influence purchasing decisions for their company.
- 61%** are college graduates or have post graduate degrees/studies.
- 66%** of BE website users grade our coverage of South Sound business news to be Very Good to Excellent.
- 83%** of BE users have taken action as a result of reading our content in one or more ways.



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MONTHLY RATES

	EXCLUSIVE	ROTATION
LEADERBOARD	\$1,500	\$750
ISLAND	\$1,100	\$550

	1ST POSITION	2ND POSITION	ROTATION
SKYSCRAPER	\$900	\$700	\$400

BLOCK 120 X 120 PX	\$250
MINI BLOCK 120 X 60 PX	\$200

BLOCK / MINI BLOCK ONLY AVAILABLE IN DIGITAL + PRINT PACKAGE

www.BUSINESSEXAMINER.COM WEBSITE

MARKET-NICHE AREA NEWS PORTALS

Frequent news content updates will bring deep user engagement to BE pages that highlight timely Local Business content in our three major sub-markets:

- South King County
KENT AUBURN FEDERAL WAY
- Tacoma Pierce County
LAKEWOOD PUYALLUP GIG HARBOR
- Olympia Thurston County
LACEY TUMWATER SHELTON
CENTRALIA CHEHALIS

Pre-Printed Insert Rates:

Quantities vary, ask for current counts prior to printing

South SoundBIZ

Published 1st week
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Space Reservation
10th of prior month

Camera-Ready Deadline
15th of prior month

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Full Run: All Zones \$200/cpm*

Selected Zones \$250/cpm*

Zone 1 South King County (Federal Way, Kent, Auburn, Des Moines)

Zone 2 East Pierce County (Puyallup, Spanaway, Sumner, East Tacoma)

Zone 3 Tacoma Metro (Zip Codes 98401–98465)

Zone 4 Gig Harbor/Lakewood/DuPont/Fircrest/ West Tacoma

Zone 5 Thurston, Mason, Lewis County (Olympia, Lacey, Tumwater, Shelton, Chehalis, Centralia, Yelm)



Pre-Print Production:

Inserts delivered to Business Examiner by 20th of prior month or to Immedia NLT 25th of prior month.

Pricing for single sheet on 70# paper stock
Minimum size: 3" x 6" Maximum size: 9.5" x 11.75"

Call for pricing on multiple-page insert or heavier paper stock.

Printing available upon request.

* cost per thousand

Events

**FINANCIAL
EXECUTIVES**
OF THE YEAR

TOP PLACES
to
WORK

40
UNDER
FORTY

WOMEN
of
INFLUENCE

Honoring the South Sound's senior-level officers for the outstanding fiscal leadership and asset management.

Recognizing outstanding company cultures based on solidarity, gratification, equity, appreciation and integrity.

Recognizes outstanding business and community leaders under the age of 40.

Honors outstanding female leaders selected for their achievement in community, business, government, military and/or non-profit sectors

PRESENTING SPONSORSHIP

Call for Price

Limit one sponsorship per event. First right of refusal for 30 days after event.

- Includes full page color ad in supplement and logo placement on cover
- 15 Event Tickets
- 6 Foot display table
- 3-minute speech at event
- Leaderboard advertisement and logo placement on BEMG's website event page and logo placement on event advertisements, nomination forms, invitations, visual presentation, CDs, signage and handouts.

SUPPORTING SPONSORSHIP

Call for Price

Limit five sponsorships per event. First right of refusal for 30 days after event.

- Includes half page color ad in event supplement
- 10 Event Tickets
- 6 Foot display table
- Recognition by emcee at event
 - Logo placement on website event page, supplement, nomination form, invitations and visuals.

CONTRIBUTING SPONSORSHIP

Call for Price

Unlimited sponsorships.

- Includes 1/4 page color ad in event supplement
- 5 Event Tickets
- 6 Foot display table
- Recognition by emcee at event
- Recognition on website event page and logo placement on visual presentation and supplement.

SOUTH SOUND BUSINESS PROFILE



It's your story
Tell it your way

NEW
FEATURE

Every business has a story to tell
INFORM, EDUCATE, INSPIRE.

We can help tell your story in a Full-Color Profile that will be a collaborative effort between your company and a professional Feature Writer and Photographer.

In addition to your profile being published in the **Business Examiner**, you will also receive your story in an electronic format that can be reproduced and used in online or print promotions, marketing tools, direct mail, or as a glossy flyer to tell your prospects more about your business.

Our new Business Profile Feature is an excellent opportunity to share or showcase your company story with the South Sound business community.



CONTACT YOUR ACCOUNT MANAGER TODAY! 800.540.8322 | 253.404.0891

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Book of Lists: Market Data & Facts

Access the Power
of our expanded
Book of Lists.

About our readers:

52% companies have gross revenues of more than \$1 million.

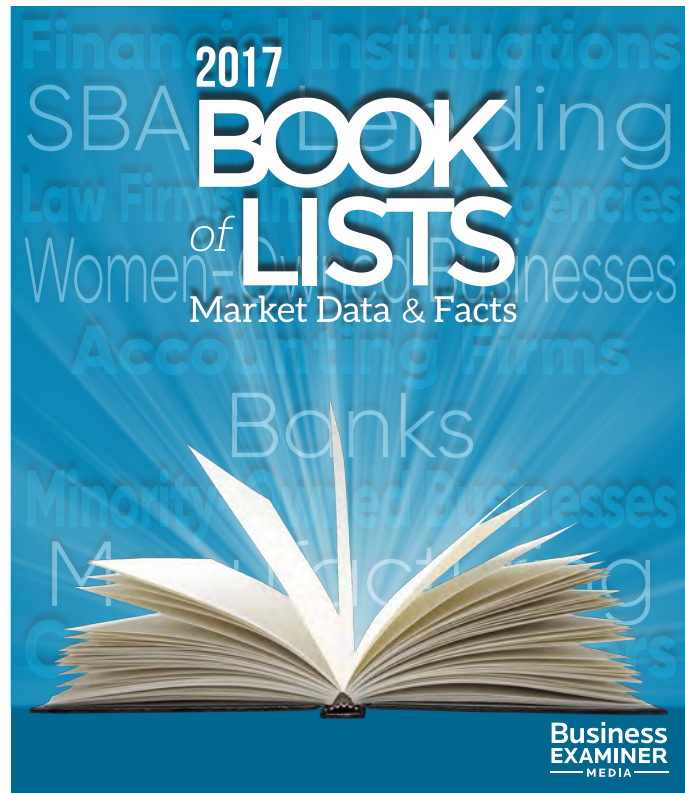
68% have fewer than 50 employees.

77% hold executive level positions within their organization.

87% influence purchasing decisions for their company.

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The Book of Lists: Market Data & Facts is the South Puget Sound businessperson's desk reference of industry lists containing more than 1,500 companies. Lists are available in each monthly edition, the annual publication published every December and updated daily through an online databank. Individual list downloads are also available for marketing purposes.

Ad sizes

(Price Includes Full-Color)

Ad sizes	(Price Includes Full-Color)
Back Cover*	<i>Presenting sponsor only</i>
(full page only · 10.25" wide x 12" tall + .25" bleed)	
Inside Cover*	\$2,975
(Front or Back, full page only· 10.5" wide x 12" tall + .25" bleed)	
List Sponsor (Full page ad opposite sponsored list; logo placement)	\$2,850
Full Page (9.5625" wide x 11.125")	\$2,375
1/2 Page Horizontal (9.5625" wide x 8.375" tall) add .25" for bleed	\$1,750
1/2 Page Vertical (4.625" wide x 11" tall) add .25" for bleed	\$1,750
1/4 Page (4.6875" wide x 5.5" tall)	\$1,150
Highlighted/Enhanced Listing	\$ 110

Space closing deadline: December 15, 2017

Camera ready art due: December 19, 2017

Small Business Resource Guide

The Ultimate Guide for Small Business Owners

About our readers:

52% companies have gross revenues of more than \$1 million.

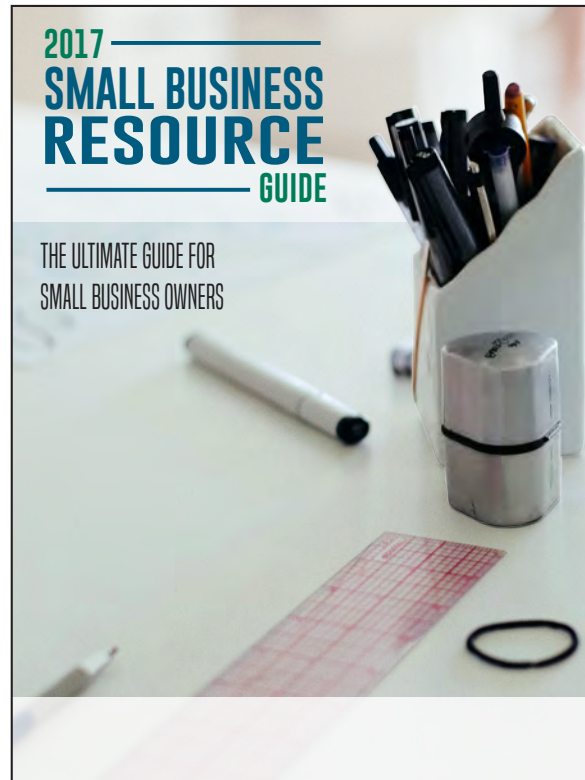
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New business formations are the lifeblood of any region's economic future. Yet too often, start-up companies do not find success and many are out of business before their third anniversary.

Each year, *Business Examiner* collects useful, easy-to-understand tips and guidance from experts in their fields to improve the odds of survival and growth for entrepreneurs' dreams. Place your message among them.

Advertising Rates

Ad sizes	Full-Color
Back Cover (Full page only, 8.75" wide x 11" tall, .5" bleed)	\$2,500
Inside Cover* (Front or Back, Full page only, 7.25" wide x 9.5" tall)	\$2,300
Full Page* (7.25" wide x 9.5" tall)	\$1,800
1/2 Page Horizontal (7.25" wide x 4.75" tall)	\$1,165
1/2 Page Vertical (3.5" wide x 9.5" tall)	\$1,165
1/4 Page (3.5" wide x 4.75" tall)	\$ 790
1/8 Page (3.5" wide x 2.4" tall)	\$ 535

*Full Bleed ads available on cover positions only - (add .5" bleed)

Space closing deadline: November 15, 2017

Camera ready art due: November 18, 2017

News & Noteworthy

We are interested in what is happening in your business and industry! Keep us in the loop by submitting press releases, business briefs, story ideas, and authored articles. This document contains tips and details about what we look for in a story. This will make your publicity efforts more effective.

Writing an Effective Press Release

Answer these essential questions: Who? What? When? Where? Why? How? Include your name, e-mail, and phone number along with high resolution photo(s).

Tips for Effective Press Releases

- Ask yourself, "What am I trying to accomplish with this release?" The most effective releases are written to appeal to the market we serve.
- Include high resolution (minimum 200 dpi) photos in .jpeg, .psd, or .tiff format. Make sure subjects are doing something other than staring at the camera.
- Keep the release short - one page maximum.
- Double check your spelling, dates, phone numbers and event times.
- Send your release at least three weeks before you hope to see it in print. Allow ample time for our staff to research and review the information and to follow up on a potential story.
- Keep in mind that several thousand businesses are competing for space in each edition. Don't be discouraged if the release doesn't run on schedule. If it doesn't run on time, please resubmit.

Email news@businessexaminer.com – use the subject line "Press Release"

What to Submit for Business Briefs

Business briefs are great way to get FREE publicity! They appear in the back of every print issue and in the BE Daily e-mail news service. Send announcements for:

- New hires, promotions, retirements, closures, career changes
- Dividends, stock payments, earnings
- Awards, nominations, major events
- New Web site, product launch, location/move
- Endowments, grants, donations, contributions
- Financial milestones, major contracts
- New businesses, fund raising

Email news@businessexaminer.com – use the subject line "Business Brief" or submit online @ www.BusinessExaminer.com

Story Ideas

If you have a story idea that goes beyond the basic business brief, or would like to see your company profiled, forward us your ideas. Please e-mail news@businessexaminer.com. Include your daytime phone number and e-mail address. If your story idea or profile is beneficial to our readers, we'll contact you to schedule an interview and photo shoot.

Business Examiner coverage area



Business
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Guidelines for authored article submissions:

The BE welcomes authored article submissions from local industry experts. We believe our readers are well served by receiving quality information from area contributors. Such articles often appear in focus sections and special reports.

- Authored articles should educate and inform readers about topics they may find relevant, useful and applicable to their businesses. They should not advertise a business or service. If your submission is perceived as advertising, an account manager will contact you to discuss running it as a paid column.
- Articles should speak to our readers who are typically owners, executives and managers of small to medium-sized businesses in the South Puget Sound. See map on opposite page for geographical coverage area.
- Ideal length of an authored article is 1,000 words, typed. Submissions should include the author's photograph and a short biography. Let us know if you have access to additional photos or artwork that would enhance your article.
- All submissions are subject to editing for length, Associated Press style and content. We cannot guarantee the article will appear in any particular issue or part of an issue, but we will work closely with you.
- We assume no liability, financial or otherwise, for content of published articles. We rely on the expertise of our authors for accuracy.
- If you are targeting a particular issue send your submission two weeks before the target publication date. Email the article to our editor at news@businessexaminer.com
- Unless other agreements are made in advance, we reserve the right to post articles to our Web site for public and archival reference use.
- Please phone or e-mail us with any questions.

Editorial Contact

Arnie Aurellano

Content Manager

arniea@BusinessExaminer.com



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