

# BIZ 417



## MEDIA KIT 2016-2017

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From the publishers of



Do you ever drive by a business and say to yourself, “I wonder who owns that?” “I wonder what they did to succeed?” “I wonder if I could make it?” Whitaker Publishing is launching a bi-monthly publication to answer those questions. *Biz 417* showcases the entrepreneurs starting new ventures, profiles professionals working to improve their performance and creates a forum for masters anxious to share their expertise. *Biz 417* is a subscription-based magazine that serves a market of business-minded readers and client advertisers and engages them by focusing on growth. **It's networking in print.**

Gary Whitaker  
Publisher, *Biz 417*

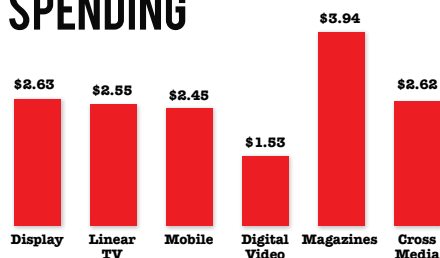
*Biz 417* has a **circulation of 8,500**. Within just one year *Biz 417* has accumulated more than **2,000 paid subscribers**. An additional **4,500** copies are mailed to a curated list of business executives and decision makers, civic and community leaders in our region..

In addition, **1,000** are mailed to waiting rooms and **500** copies are sold on newsstands. The balance are distributed at *Biz 417* events and other networking events. Based on an industry standard of 2.5 readers per copy, the readership of each issue of *Biz 417* is estimated at **21,250**.

# DID YOU KNOW...

**MAGAZINES**  
are more trusted,  
*inspiring and influential*  
than any other media.

## RETURN ON ADVERTISING SPENDING\*



## MAGAZINES OUTPERFORM

TV and online for  
**BRAND AWARENESS, FAVORABILITY & PURCHASE INTENT**



The Association of Magazine Media 2014

\*Source: Nielsen Catalina Solutions, Multi-Media Sales Effect Studies from 2004–Q4 2015. Copyright 2016 ©Nielsen Catalina Solutions

# INSIDE THE MAGAZINE

## DEPARTMENTS



Quick-hit, easy-to-digest nuggets that are full of must-know information that can help our readers be successful and effective.



Stories to help you learn, grow and succeed. Wisdom shared from those who have been there before. Learn who's next to take over the family business.



Networking done right. Calendar of upcoming events to attend as well as photos recapping past events.

# EDITORIAL CALENDAR 2016-2017

## NOVEMBER // DECEMBER 2016

### SPACE CLOSE & MATERIALS DUE:

Friday, September 23, 2016

### DELIVERED ADS DUE:

Friday, September 30, 2016

### EDITORIAL:

Biz 100

### SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles

### EVENTS:

B-School Breakfast Series

## JANUARY // FEBRUARY 2017

### SPACE CLOSE & MATERIALS DUE:

Friday, November 18, 2016

### DELIVERED ADS DUE:

Wednesday, November 23, 2016

### EDITORIAL:

Local Giants

### SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles

### EVENTS:

B-School Breakfast Series - February

Think Summit - January

## MARCH // APRIL 2017

### SPACE CLOSE & MATERIALS DUE:

Friday, January 20, 2017

### DELIVERED ADS DUE:

Friday, January 27, 2017

### EDITORIAL:

Women Who Mean Business

### SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles

### EVENTS:

B-School Breakfast Series - April

## MAY // JUNE 2017

### SPACE CLOSE & MATERIALS DUE:

Friday, March 17, 2017

### DELIVERED ADS DUE:

Friday, March 24, 2017

### EDITORIAL:

Millennials

### SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles

### EVENTS:

B-School Breakfast Series - June

## JULY // AUGUST 2017

### SPACE CLOSE & MATERIALS DUE:

Friday, May 19, 2017

### DELIVERED ADS DUE:

Friday, May 26, 2017

### EDITORIAL:

Family-Owned Businesses, Design Awards

### SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles

### EVENTS:

B-School Breakfast Series - August

## SEPTEMBER // OCTOBER 2017

### SPACE CLOSE & MATERIALS DUE:

Friday, July 21, 2017

### DELIVERED ADS DUE:

Friday, July 28, 2017

### EDITORIAL:

20 Under 30

### SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles

### EVENTS:

20 Under 30, B-School Breakfast Series

# MEDIA PLAN

## BONUSED ITEMS

	PACKAGE VALUE	PACKAGE RATE	BONUSED ITEMS			TOTAL INVENTORY	
			ONLINE PREMIUM LISTING ON BIZ417.COM	MONTHLY WEB CAMPAIGN ON BIZ417.COM	1/2 BUSINESS SPOTLIGHT		
PREMIUM PARTNER   ADJACENT TO EDIT/ FAR FORWARD	<b>FULL</b> 6X	\$3,144	\$2,268	●	●	●	18
	<b>2/3</b> 6X	\$2,360	\$1,863	●	●		2
	<b>1/2</b> 6X	\$1,760	\$1,580	●	●		11
RUN OF BOOK	<b>FULL</b> 6X	\$2,743	\$2,025	●			3
	<b>1/2</b> 6X	\$1,885	\$1,377	●			10
	<b>1/4</b> 6X	\$1,290	\$790	●			16

ASK YOUR SALES REPRESENTATIVE ABOUT OUR SIGNATURE EVENTS

PREMIUM POSITIONS <i>(Includes all benefits of a premium partner)</i>			
<b>BC</b> SOLD OUT 6X	\$2,835	<b>IBC</b> SOLD OUT 6X	\$2,430
<b>IFC</b> SOLD OUT 6X	\$2,430	<b>PAGE 1</b> SOLD OUT 6X	\$2,430

OPEN RATES	
<b>SPREAD</b>	\$5,600
<b>FULL PAGE</b>	\$2,800
<b>2/3</b>	\$2,300
<b>1/2</b>	\$1,950
<b>1/4</b>	\$975

**B** **BiZ**  
**SCHOOL** **100**  
BREAKFAST SERIES

BIZ 417

**THINK SUMMIT**

20 UNDER 30  
BIZ 417