

DELAWARE BUSINESS TIMES

From the publisher of
DelawareToday®



DELAWARE
BUSINESS TIMES

Contact us today to let us show you how
you can put the Power of Three to work for you.

Advertising@DelawareBusinessTimes.com

2017
MEDIA KIT

A division of **todaymedia**

DELAWARE BUSINESS TIMES



Providing access to business decision makers in print, in person and online.

ESSENTIAL BUSINESS INFORMATION

DELAWARE BUSINESS TIMES publishes bi-weekly and contains vital, relevant business news. The statewide newspaper reports on the companies, people, events and issues that impact the Delaware business community.

NEWS

Emerging business trends, regional implications of national news, economic development and government actions that affect business.

STATISTICS

Local market facts, business conditions, labor profiles and demographic trends.

THE LIST

Revenues, employment, products, services and top executives of area companies.

SPOTLIGHT SECTIONS

Trends, marketing efforts, new products and services from specific industries.

BUSINESS PROFILES

Secrets to success, operating philosophies and plans.

COMMENTARY AND VIEWPOINT

Local executives provide insight on important issues.

NEWS COVERAGE

Regular coverage of specific industries including agribusiness, banking and finance, commercial real estate, construction and development, education, environment, health care, hospitality, philanthropy / non-profits and professional services.

PEOPLE ON THE MOVE

Listings of new positions, appointments, honors and awards.

THE POWER OF 3

Through a distinctive marketing mix that includes print, digital and events, DELAWARE BUSINESS TIMES provides access to a unique targeted audience of business decision makers.



Access to Thousands of Decision Makers

Delaware Business Times reaches companies, both large and small, from all industries that have a presence in Delaware and nearby areas.

- 78% of our readers hold the title of Owner, President, Vice President or C Level positions.
- DELAWARE BUSINESS TIMES is a valued resource that is passed along by our subscribers to other interested readers. Each edition has 3.6 readers and a total readership of 28,800.

Enhance Your Brand with Face-to-Face Event Marketing

Delaware Business Times' executive-focused live events provide first-hand access to key leaders, experts and national best-selling authors. In addition, Delaware Business Times' local and statewide events honor some of the most dynamic companies and executives in the region.

Digital Solutions Beyond the Print Subscribers

Delaware Business Times online is a dynamic engaging digital community delivering targeted business news each day. It has a wide array of tools and resources for Delaware's business leaders including the Delaware Business Times e-newsletter delivered each Tuesday and Thursday, and the power of branded content.

READERS WHO TAKE ACTION

An independent audit and study by the Circulation Verification Council found that DELAWARE BUSINESS TIMES reaches an engaged audience of senior executives and top management decision makers.

- 43% of readers have directly contacted a company because of an advertisement they saw in DELAWARE BUSINESS TIMES.
- Our ultra affluent readers have an average household income of \$194,116.
- 88% of our readers hold college or graduate degrees.
- Our readers spend an average of over 40 minutes reading each edition.

