# **BUSINESS** TIMES

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Advertising@DelawareBusinessTimes.com



From the publisher of **DelawareToday**.

## A division of **todaymedia**

MEDIA KIT

2017

# **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

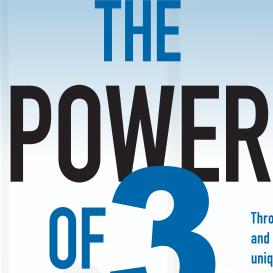
Local executives provide insight on important issues.

#### 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.



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

# **Event Marketing**

Delaware Business Times' executivefocused 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.

### **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.

Vintage Atlantic Wine Region

## **Enhance Your Brand** with Face-to-Face

## **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.



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