



dbusiness

DETROIT'S PREMIER BUSINESS JOURNAL

Media Kit 2017

Readers

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.



Readers



227,250+

Magazine
Readers



72%

51

Median Age



28%

93%

management
(title / function)

74%

readers are
college graduates

96%

make company
purchase decisions

67%

owner/partner/
c-level executive

\$212,779

DBusiness reader median HHI

Sources: CVC Audit, December 2015

Circulation & Distribution

DBusiness delivers a minimum bi-monthly reach of 227,250+ 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.



Editorial Calendar

Jan. / Feb.

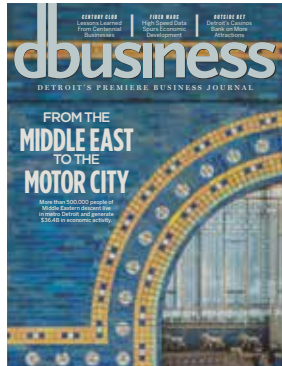


Space & Material Deadline:
11/25/2016

Editorial:
Automotive
Auto Dealer Survey
Franchise Report
Technology
Top Circuit Court Judges
Top Executives of the Big Three
Top Global Suppliers in Metro Detroit
Top Hotels in Metro Detroit

Special Advertising Sections:
DBusiness Profiles
Faces Of Automotive
Expert Q&A: Technology

Mar. / Apr.



Space & Material Deadline:
1/25/2017

Editorial:
Business Schools/Graduate Programs/Executive Education
Century Club with: Family-owned Businesses and Succession Planning
Executive Fashion - Sp./Su.
Franchise Report
Largest Mortgage Lenders
Michigan Casinos
Real Estate
Top Corporate Counsel
Top Home Builders

Special Advertising Sections:
DBusiness Profiles
Expert Q&A: Tax Strategy

May. / Jun.

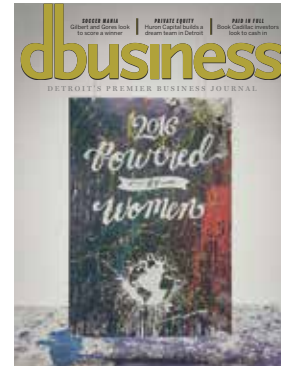


Space & Material Deadline:
3/27/2017

Editorial:
ACG Detroit M&A All-Stars Franchise Report
Junior Achievement's Champions of the New Economy
Largest Accident and Health Insurance Firms
Largest Business Insurance Agencies
Largest Contractors
Largest Law Firms
Resorts and Tourism
Southeastern Michigan Chambers of Commerce
Top Hotels Outside Metro Detroit

Special Advertising Sections:
DBusiness Profiles
Expert Q&A: Mergers & Acquisitions

Jul. / Aug.



Space & Material Deadline:
5/25/2017

Editorial:
Fastest Growing Companies
Corporate Aviation
Franchise Report
Largest Accounting Firms
Largest Banks
Largest Credit Unions
Powered by Women
Powered by Youth

Special Advertising Sections:
DBusiness Profiles
Faces of Detroit
Five Star Wealth
Expert Q&A: Real Estate

Sep. / Oct.

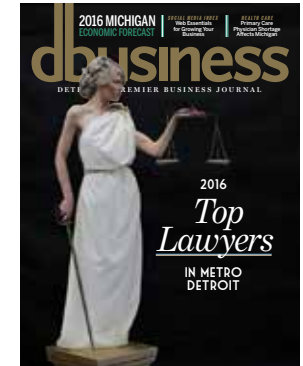


Space & Material Deadline:
7/25/2017

Editorial:
30 in Their Thirties
Biggest Conventions
Energy
Executive Fashion - Fa./Wi.
Franchise Report
Largest Intellectual Law Firms
Largest Meeting Venues
Restaurants
Sports Business

Special Advertising Sections:
DBusiness Profiles
Where to Meet, Where to Stay
Expert Q&A: Wealth & Money

Nov. / Dec.



Space & Material Deadline:
9/25/2017

Editorial:
2018 CEO/CFA Economic Survey
2018 Michigan Economic Forecast
CEO Gift Guide
Franchise Report
Health Care
Largest Hospitals
Multi-tenant Office Buildings
Top Lawyers
Top Michigan Social Brands

Special Advertising Sections:
DBusiness Profiles
Top Lawyers Hall of Fame
Expert Q&A: HR Strategies

DBusiness Events 2017

Top Lawyers

DBusiness magazine will host its celebratory cocktail party to honor its Top Lawyers. More than 800 attorneys will be named on the Top Lawyers list. This year's celebration will be another unforgettable event, and will provide access to one of the most sought after demographics in metro Detroit.

January 2017 | Venue TBD | 6 – 10pm

Breakfast Series

DBusiness magazine will host the *DBusiness* Breakfast Series featuring content related to the current issue. Guests will enjoy a strolling breakfast, comments from the groups and individuals being featured, and an exceptional opportunity to network with metro Detroit's top business leaders.

Gem Theatre | 7:30 – 9:30am

February 7, 2017

Automotive

April 4, 2017

Century Club: Business, Longevity, and Succession

July 18, 2017

The Corporate Growth Awards

August 22, 2017

The Powered by Women Honorees

October 10, 2017

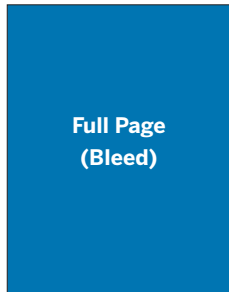
The 30 in Their Thirties Honorees

December 5, 2017

Economic Forecast



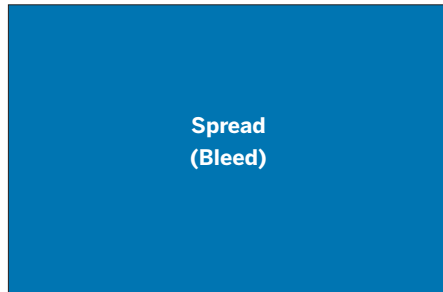
2017 Net Advertising Rates



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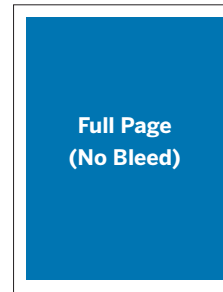
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Trim: 8.375" x 10x875"
Bleed: 8.625" x 11.125"



Spread
(Bleed)

Spread (Bleed):

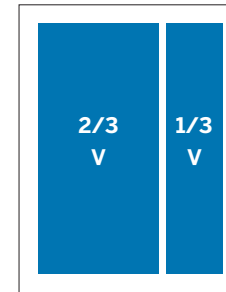
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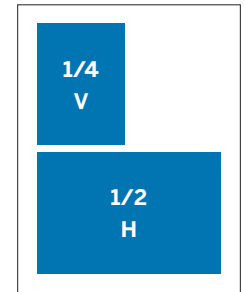
7.625" x 10.125"



2/3 V
1/3 V

2/3 V: 4.65" x 9.685"

1/3 V: 2.18" x 9.685"



1/4 V

1/2 H

1/4 V: 3.4" x 4.69"

1/2 H: 7.125" x 4.69"



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www.dbusiness.com

Size	1x	2x	4x	6x
2-Page Spread	\$7,590	\$7,210	\$6,830	\$6,450
Full Page	\$3,995	\$3,795	\$3,595	\$3,395
2/3 Vertical Page	\$3,285	\$3,115	\$2,953	\$2,785
1/2 Horizontal Page	\$2,650	\$2,520	\$2,385	\$2,250
1/3 Horizontal Page	\$2,160	\$2,055	\$1,940	\$1,835
1/3 Vertical Page	\$1,965	\$1,865	\$1,765	\$1,670
1/4 Vertical Page	\$1,550	\$1,470	\$1,395	\$1,315

Premiums	1x	2x	4x	6x
Cover 2	\$5,225	\$4,965	\$4,700	\$4,440
Cover 3	\$4,820	\$4,580	\$4,335	\$4,095
Cover 4	\$5,995	\$5,695	\$5,395	\$5,095
TOC/Guaranteed Positioning	\$4,820	\$4,850	\$4,335	\$4,095