



DELAWARE BUSINESS TIMES

Smart. Business. Information.

2018 MEDIA KIT

How Delaware decision makers stay in touch with the times:
In Print, in Person and Online.



Carol DeAngelis of New Process Fibre Co. in Greenwood, Delaware.

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OVERVIEW

Smart. Business. Information.

That's what we publish every two weeks. 26 informative issues, plus a daily digital version, packed with vital, up-to-the-minute news, editorials, analyses and insights on the companies, people, events, topics and trends that are driving businesses throughout Delaware. Here's why you should be reading us and advertising with us – to reach them.

Power Of Three

Connect with Delaware's most influential and largest audience of business leaders.



PRINT

Delaware Business Times is a bi-weekly business journal with more C-level readers than any other business publication in the state. Our readers rely on Delaware Business Times for profiles of our state's influential leaders, analysis and strategic insights on issues, plus trends and outlooks. Our supplement publications provide in-depth, topical information to grow your customer base and market share.



EVENTS

Delaware Business Times hosts a series of high-profile events throughout the year where business and community leaders come together to network, share ideas, hear from experts, and celebrate companies and leaders who positively impact the business community.



DIGITAL

DelawareBusinessTimes.com and our digital newsletters deliver breaking news, timely and relevant e-newsletters and the top stories of the day.

TESTIMONIALS

“ The paper is a terrific resource for targeted information and timely reporting on what’s on the minds of business people and decision makers in the state of Delaware.”

Mike Strigel

Senior Vice President, Wells Fargo Bank

“ *Delaware Business Times* is a great resource for business news and profiles of Delaware’s movers and shakers. We primarily use DBT for print and digital features. Absolutely satisfied. DHIN participated in the cybersecurity business roundtable last fall, and we’re looking forward to participating in the upcoming panel about innovation.”

Stacey Schiller

Director of Marketing, Delaware Health Information Network

“ *Delaware Business Times* is the ‘must-read’ business publication in Delaware so it helps us to get our message directly to the audience we are trying to reach. Our advertising campaign has helped us with name recognition and brand awareness in a market we were new in. Working with our Account Executives at *Delaware Business Times* has been easy and seamless as well.”

Julie Gurney

Director of Marketing and Communications,
Benesch, Friedlander, Coplan & Aronoff LLP

“ I have been a fan of *Delaware Business Times* since day one. In a few short years it has quickly become a prominent business news resource for our marketplace. We market our company at *Delaware Business Times* through print ads, digital ads and event sponsorships. With its quality readership base, we can affectively position our message to key stakeholders throughout the state. We can make quality, targeted impressions through a fully integrated advertising platform. We are very satisfied with *Delaware Business Times*. The partnership has helped grow our brand and has created some pivotal relationships on various projects.”

Ryan Kennedy

Director of Marketing, Harvey, Hanna & Associates, Inc.

“ Through a partnership with *Delaware Business Times*, Junior Achievement of Delaware promotes its Delaware Business Leaders Hall of Fame, which highlights successful leaders whose work has positively influenced workforce and economic development in the region. We use a combination of print and digital ads as part of DBT’s Hall of Fame sponsorship. The digital provides a direct link for online ticket sales, which has really brought the Hall of Fame into the modern age and made it more accessible to younger and up-and-coming professionals. *Delaware Business Times* has helped increased awareness, sponsorships and ticket sales for the Delaware Business Leaders Hall of Fame.”

Rob Eppes

President, Junior Achievement of Delaware

PRINT DEMOGRAPHICS

When you need to reach the C-suite, presidents, owners, partners and decision makers, *Delaware Business Times* delivers maximum impact – and value. Our powerful readers lead a diverse group of companies who spend an average of **40.0** minutes with each issue of the publication.

Audience

Engaged Audience

8,073

Qualified Circulation per issue

32,292

Readers per issue

40.0 Minutes

Average time spent reading each issue

44%

Contacted a company because of an ad in *Delaware Business Times*

62%

Passed an item along or refer information to a business associate/client

Demographics

Decision Makers

66%

are top management (Owners, Operators, Presidents, C-Suite, Partners)

Affluent

\$193,366

average household income

Purchasing Power

74%

influence and make company purchasing decisions

Fast Growing

48%

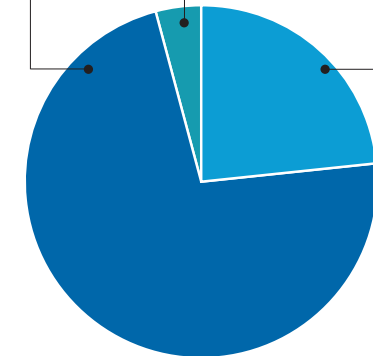
have more than \$1,000,000 in annual sales

\$1,416,204

average household net worth

Statewide Distribution

New Castle County **67.6%**
Other **10.9%**
Kent and Sussex Counties **21.5%**

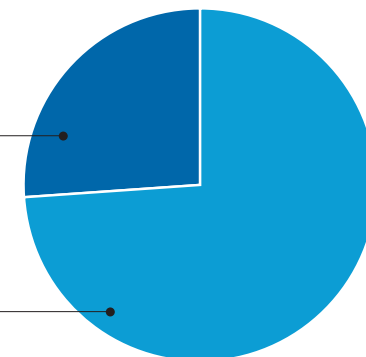


33%

female

67%

male



Age Ranges

18%

25 – 39 years old

24%

40 – 49 years old

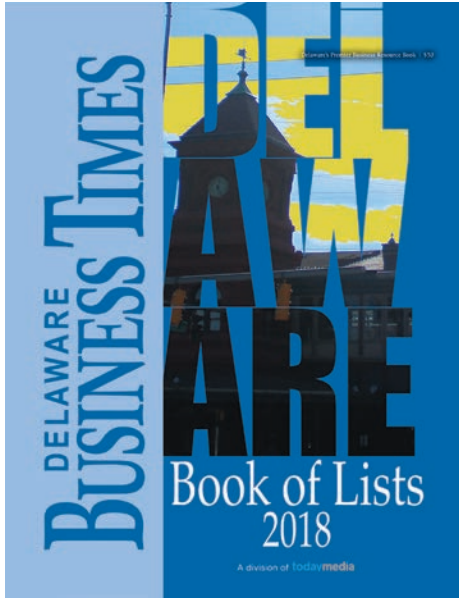
40%

50 – 59 years old

36%

Over 60 years old

ANNUAL SUPPLEMENTS



Book of Lists

The Book of Lists is the only resource guide to business and industry rankings in the First State, providing a wealth of business intelligence to industry and business leaders. With over 50 lists, this 10.75" x 14.25" valuable business reference guide is the one publication readers turn to throughout the year. It's the ultimate reference tool.

Published on April 13, 2018.



Innovation Delaware

Delaware companies are leading the nation with innovation across several industries. The Innovation Delaware magazine highlights companies and their technological achievements in a beautiful, glossy magazine. The editorial content includes a comprehensive report on recent achievements and what the future holds presented by industry sector.

Published in the June 12, 2018 issue.



Corporate Meeting and Events Guide

In addition to useful corporate event planning topics, this special publication will feature information about both traditional and unique venues in categories such as hotels and conference centers, country clubs and golf courses, restaurants with banquet facilities, as well as outdoor and other unique venues. This glossy magazine will also include a comprehensive listing of meeting and event services.

Published in the February 20, 2018 issue.



STUFF Made and Built in Delaware (New in 2018)

This glossy publication will profile manufacturers and construction-related companies. It will not only feature the many products and buildings peculiar to Delaware, it will also provide companies and organizations with the opportunity to present their stories, which will include jobs and career paths at those companies. As such, STUFF will provide manufacturers and building and construction-related employers with a recruitment tool.

Published in the October 2, 2018 issue.

ANNUAL SUPPLEMENTS



Public School Choice

The Delaware Charter Schools Network (DCSN) is partnering with *Delaware Business Times* to publish a primer to provide information for school selection in time for school section enrollment month. The primer will include traditional public and charter schools. In addition to appearing in the *Delaware Business Times* this directory and informational supplement will be distributed at each of the DCSN's school choice expos.

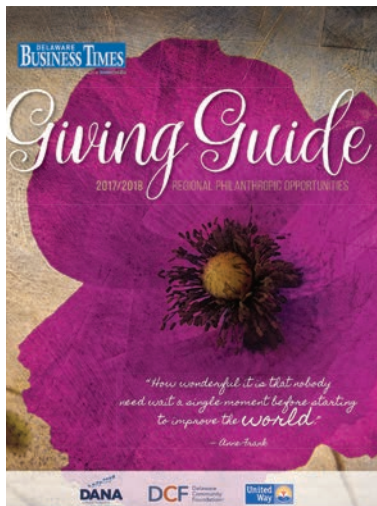
Published in the October 16, 2018 issue.



DCA Construction Excellence

Delaware Business Times is in partnership with the Delaware Contractors Association (DCA) to produce the official publication showcasing the 2018 Construction Excellence Awards Winners. In addition to being inserted into *Delaware Business Times*, this glossy magazine will be distributed at the Awards Dinner, as well as used by the DCA throughout the year for strategic marketing efforts.

Published in the October 30, 2018 issue.



Giving Guide

Delaware Alliance for Nonprofit Advancement (DANA), with Delaware Community Foundation and United Way in partnership with *Delaware Business Times* is publishing the annual Giving Guide. This glossy magazine will feature profiles of the area's nonprofit organizations. The Giving Guide will provide nonprofits with a unique opportunity to have year-long exposure to the region's most influential leaders who are looking to support our most important community resources.

Published in the November 13, 2018 issue.



World Trade Center Delaware International Business

The World Trade Center (WTC) Delaware helps businesses to engage in importing and exporting. Look for this special supplement to *Delaware Business Times* to provide information – a directory of services – for businesses that engage in international trade. In addition to being inserted in *Delaware Business Times* this supplement will be used by WTC Delaware for strategic marketing purposes as well as sent to all 320 World Trade Centers globally. Plus the U.S. Department of Commerce, USTDA, and EXIM!

Published in the December 11, 2018 issue.

DIGITAL

For advertisers, *Delaware Business Times* digital provides a commanding presence available for marketing to Delaware business decision-makers during their business day.

DelawareBusinessTimes.com Display Advertising

Delivers a highly targeted audience for your marketing message by reaching into Delaware's community of entrepreneurs, business owners, executives and decision makers. DelawareBusinessTimes.com is a top source for local business news stories where business leaders go for up to the minute news and information.

Afternoon Briefing Daily E-newsletter

Each Monday through Friday, the Afternoon Briefing delivers exclusive, local business news to your inbox keeping you and other executives in touch with what's happening in the local business community.

Sponsored Content Posts

Sponsored Content includes: labeled a "Sponsored Post", 150 words (not including headline and contact information) and intro copy that will appear on the newsletter and click through to the full write-up.

Dedicated VIP E-Blasts

Take advantage of the *Delaware Business Times* opt-in readers list with a custom eblast. You customize the art, the message, even the subject line and we deliver it to the inboxes of our VIP subscribers.



DIGITAL

Digital Audience Extension Bundle

Maximize the reach of our website visitors by targeting them both when they are on the DelawareBusinessTimes.com website, and also when they leave through the latest in targeted display tactics. The bundle includes 100,000 impressions and one eblast per month.

Business Insights

Business Insights is a powerful opportunity to leverage the *Delaware Business Times* brand and audience by writing content that your prospective customers find valuable and positioning your company as a thought leader in your industry.

Branded Content

Create a featured article on the homepage of DelawareBusinessTimes.com with the help of one of our writers. Take advantage of this opportunity to create a story that will be part of our web site. Create a high level of awareness for your business with inbound links directing readers to your web site.

Targeted Display Advertising

Programmatic targeting strategies are utilized to put your message in front of a customized, interested audience based on criteria including their physical location, web searches, and past website visits.



EVENTS



90 Ideas In 90 Minutes

This breakfast event showcases nine of Delaware's business leaders and influencers who share ten of their best ideas. In just 90 minutes, you'll walk away with collective wisdom and expert advice. Ninety ideas to strengthen your business and carry it to the next level.

January 17, 2018, 7:30 – 9:30 am,
The Queen Theater, Wilmington

Family Owned Business Awards

Join *Delaware Business Times* as we recognize outstanding achievements in family owned business and pay tribute to the legacy and success of Delaware-based family owned businesses that have distinguished themselves in the marketplace and community.

June 20, 2018, 5:30 – 8:30 pm,
The Wilmington-Christiana Hilton

DBT40 – 40 Under 40

This event honors the DBT40 – "40" of Delaware's best and brightest "under 40" professionals, who are making a difference with their intelligence, initiative and innovation. The honorees represent the best in a wide range of fields. This special cocktail reception and awards ceremony allows you to connect with Delaware's current and future civic leaders.

October 23, 2018, 5:30 – 8:30 pm, Baby Grand

EVENTS



Custom Events

Let *Delaware Business Times* customize a special event that will put your business in front of the Delaware business community with thoughtful and dynamic programs.



Women In Business

Delaware Business Times and *Delaware Today* present the annual Women in Business Upstate and Downstate Luncheons. These powerhouse luncheons feature an iconic keynote speaker and honor the women profiled in the *Delaware Today's* December "Women in Business" feature, who are recognized for their distinctive accomplishments.

December 2018, 11 am - 2 pm,
Chase Center (Upstate), Baywood Greens (Downstate)

SBDC Delaware Business Times Small Business Series

Delaware Business Times, in partnership with Small Business Development Center (SBDC), presents a four-part business series focusing on the unique goals and challenges of small business owners especially in family owned businesses. These events bring together a panel of regional experts or a keynote speaker who provide insights about challenges and best solutions. Quarterly speaker programs for executives to learn about challenges in business

AD EDIT CALENDAR

| Issue Date | Ad Close | Ad Due | Spotlight | Supplement | Industry Roundtable (Sponsored Content) |
|------------|----------|--------|--|--|---|
| 1/9 | 12/26 | 12/28 | Economic Forecast (Sectors) | | |
| 1/23 | 1/9 | 1/11 | 90 Ideas in 90 Minutes | 90 Ideas in 90 Minutes | |
| 2/06 | 1/23 | 1/25 | Sussex County Growth | | |
| 2/20 | 2/6 | 2/8 | Banking/Financial | | Downstate Delaware Economic Roundtable |
| 3/06 | 2/20 | 2/22 | Middletown Area Focus | Meeting and Planning | |
| 3/20 | 3/6 | 3/8 | Hospitality | | Healthcare Innovation |
| 4/03 | 3/20 | 3/22 | Healthcare | | |
| 4/10 | 3/13 | 3/21 | | Book of Lists | |
| 4/17 | 4/3 | 4/5 | Innovative Workplaces | | |
| 5/01 | 4/17 | 4/19 | Kent County Focus | | |
| 5/15 | 5/1 | 5/3 | Family Owned Business | Family Owned Business Awards (FOBA) | |
| 5/29 | 5/15 | 5/17 | Legislation | | |
| 6/5 | 5/7 | 5/15 | | Innovation Delaware (inserts in 6/12 issue) | |
| 6/12 | 5/29 | 5/31 | Disaster Preparedness/Cyber Security | | |
| 6/26 | 6/12 | 6/14 | Real Estate Transactions (Last 2 quarters) | | |
| 7/10 | 6/25 | 6/27 | Education - Executive | | |
| 7/24 | 7/10 | 7/12 | Workforce Training | | |
| 8/07 | 7/24 | 7/26 | Construction & Development | | Financials - Tax |
| 8/21 | 8/7 | 8/9 | Transportation & Infrastructure | Small Business Development (SBDC) (35th Anniversary) | Commercial Real Estate |
| 9/04 | 8/21 | 8/23 | Sussex County Focus | | |
| 9/18 | 9/4 | 9/6 | DBT 40 | DCAD | Cyber Security |
| 10/02 | 9/18 | 9/20 | Biotechnology | DBT40 STUFF Made and Built in Delaware | |
| 10/16 | 10/2 | 10/4 | Health Care | Public School Choice | |
| 10/30 | 10/16 | 10/18 | Kent County Focus | HR Awards DCA Construction Excellence | Human Resources - Challenges in Today's Workplace |
| 11/13 | 10/30 | 11/1 | Education - Private and Charter Schools | Giving Guide | |
| 11/27 | 11/13 | 11/15 | Real Estate Transactions (Last 2 quarters) | | Higher Education/Career Advancement |
| 12/11 | 11/27 | 11/29 | Women in Business (Women Peer Groups) | World Trade Center | Women in Business |
| 12/25 | 12/11 | 12/13 | People to Watch | | |



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