

# SOUTH SOUND BUSINESS

M A G A Z I N E



**MEDIA KIT 2019**

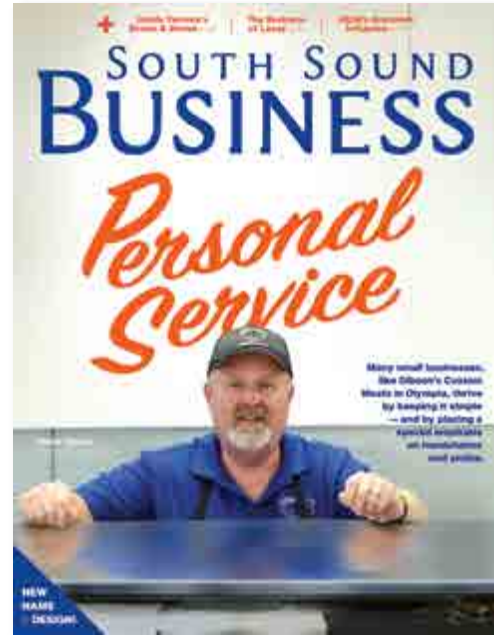
# OUR HISTORY



**1985**  
The Business Examiner is founded by husband-and-wife business partners Jeff and Jill Rounce. Business Examiner Media later expands to include much of Thurston, Lewis, Mason, and South King counties.



**2016**  
The Business Examiner becomes South Sound BIZ, a monthly magazine. In total, Business Examiner Media produces roughly 850 issues of both publications combined.



**2018**  
Premier Media Group acquires Business Examiner Media and rebrands as South Sound Business.

# THIS IS SOUTH SOUND BUSINESS.

South Sound Business provides readers access to top business leaders through insightful and authoritative journalism. Our audience is influential, community-minded, passionate, and educated. With more than 30 years of history, South Sound Business provides a unique and powerful look into local business.

## WHY ADVERTISE IN SOUTH SOUND BUSINESS?

- ▶ South Sound Business is the #1 source of trusted media in the South Sound.
- ▶ We serve one of the fastest-growing markets in the country.
- ▶ South Sound Business is the only local media dedicated exclusively to business topics in the South Sound.
- ▶ In 2017, Forbes magazine ranked the Olympia-Tumwater area as one of the best places in the nation to do business.

# OUR AUDIENCE

10,000  
RATE BASE

28,000  
READERS



55% MALE

45% FEMALE



51  
MEDIAN  
READER  
AGE

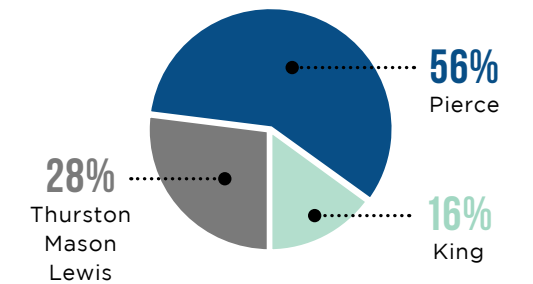
65%  
HAVE FOUR-  
YEAR COLLEGE  
DEGREE OR  
HIGHER

\$157K  
MEAN  
INCOME

## OUR READERS

- 85% influence company purchasing decisions.
- 72% are decision-makers or in top management.
- 95% say they prefer to buy locally.
- 63% say they act on or make purchases on what they see in South Sound Business.

## PRIMARY RESIDENCE OF READERS



## WE ARE ANCHORED WITH GREAT ORGANIZATIONS

The South Sound is home to a variety of vibrant new and legacy businesses. South Sound Business magazine is proud to be the premier publication to target and connect with this audience.

- ▶ Davita
- ▶ JBLM
- ▶ InfoBlox
- ▶ MultiCare
- ▶ CHI Franciscan
- ▶ Kaiser Permanente
- ▶ Providence St Peter
- ▶ State Farm
- ▶ Boeing
- ▶ Milgard
- ▶ Heritage Bank
- ▶ Columbia Bank
- ▶ Weyerhaeuser
- ▶ Harbor Wholesale
- ▶ Xerox

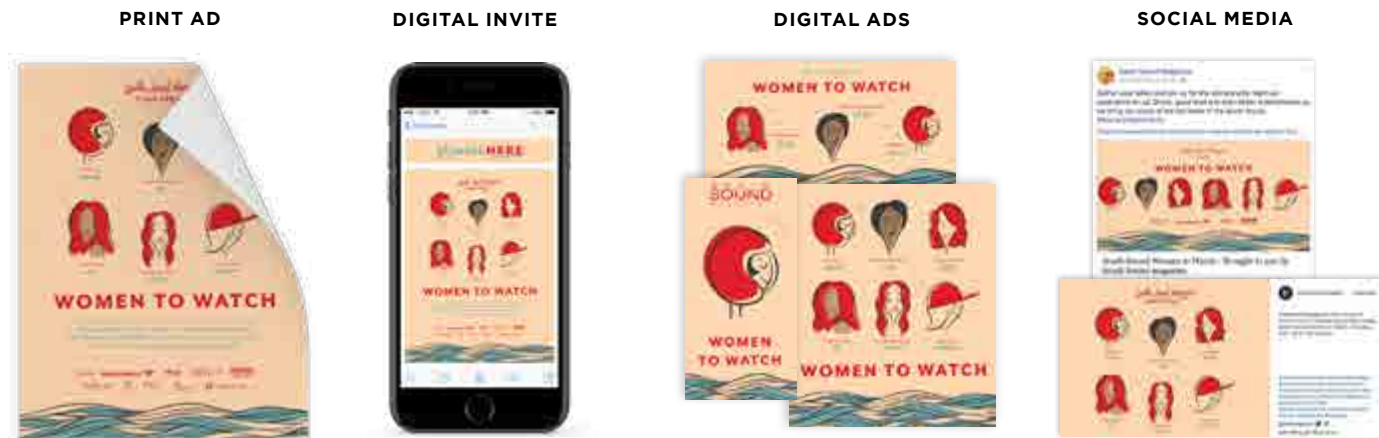




# SIGNATURE EVENTS

South Sound Business events are a series of unique and interactive experiences. Whether you are interested in **Women to Watch, Top Places to Work, Best of the South Sound, 40 Under 40, IDEA Awards, or the Northwest Idea House**, our events are an innovative way to directly connect and engage with the South Sound audience.

For performance-based event opportunities, contact [events@southsoundbiz.com](mailto:events@southsoundbiz.com)



## TITLE SPONSORSHIP

**\$10,000** (One available per event)

- ▶ Category exclusivity
- ▶ Unique, customized sponsorship opportunity
- ▶ 10 complimentary event tickets
- ▶ Prominent logo representation on all event marketing: print and digital ads, e-newsletters, event videos, and social media
- ▶ Sponsor logo represented on event web page
- ▶ Onstage verbal recognition and visual display
- ▶ Exclusive meet and greet with speaker(s), when applicable
- ▶ Post-event photos in magazine and on social media
- ▶ One full-page ad in magazine
- ▶ First right of refusal for 2020

## PREMIER SPONSORSHIP

**\$6,000**

- ▶ 8 complimentary event tickets
- ▶ Prominent logo representation on all event marketing: print and digital ads, e-newsletters, event videos, and social media
- ▶ Sponsor logo represented on event web page
- ▶ Onstage verbal recognition and visual display
- ▶ Exclusive meet and greet with speaker(s), when applicable
- ▶ Post-event photos in magazine and on social media
- ▶ One half-page ad in magazine
- ▶ First right of refusal for 2020

## SUPPORTING SPONSORSHIP

**\$3,000**

- ▶ 4 complimentary event tickets
- ▶ Prominent logo representation on all event marketing: print and digital ads, e-newsletters, event videos, and social media
- ▶ Sponsor logo represented on event web page
- ▶ Onstage verbal recognition and visual display
- ▶ Post-event photos in magazine and on social media
- ▶ One third-page ad in magazine
- ▶ First right of refusal for 2020

# 2019 EDITORIAL CALENDAR

## JANUARY HEALTHCARE

Business of Bonney Lake // Commercial Construction Update  
**List 1:** Hospitals // **List 2:** Independent Asst. Living Facilities

**RESERVE SPACE** 11/12/18 **AD DUE** 12/3/18

## FEBRUARY WORKPLACE CULTURE

Business of Auburn // Commercial Real Estate  
**List 1:** Technology Services // **List 2:** Transportation Firms

**RESERVE SPACE** 12/17/18 **AD DUE** 1/7/19

## MARCH WEALTH & FINANCE

Business of Tumwater // Making Social Media Work for your Business // **List 1:** Accounting Firms // **List 2:** Banks HQ-ed in Washington

**RESERVE SPACE** 1/18/19 **AD DUE** 2/4/19

## APRIL SECRETS OF SUCCESS

Business of Kitsap County // Continuing Education  
**List 1:** Architectural & Design Firms // **List 2:** Home Builders & Remodelers

**RESERVE SPACE** 2/15/19 **AD DUE** 3/4/19

## MAY MANUFACTURING

Business of Fife // Transportation // **List 1:** Women-Owned Businesses // **List 2:** Minority-Owned Businesses

**RESERVE SPACE** 3/18/19 **AD DUE** 4/1/19

## JUNE CRAFTSMANSHIP

Business of Mason County // Construction Update  
**List 1:** Entertainment Venues & Attractions // **List 2:** Meeting & Banquet Facilities

**RESERVE SPACE** 4/15/19 **AD DUE** 5/6/19

## JULY LEGACY BUSINESS ISSUE

**List 1:** Advertising & Marketing Firms // **List 2:** Caterers

**RESERVE SPACE** 5/20/19 **AD DUE** 6/3/19

## AUGUST SMALL BUSINESS

Business of Sumner // Agriculture // **List 1:** SBA 504 & 7(a) Lending Activity // **List 2:** Credit Unions

**RESERVE SPACE** 6/17/19 **AD DUE** 7/8/19

## SEPTEMBER WOMEN IN BUSINESS

Business of The Puyallup Fair // Aerospace // **List 1:** Engineering Firms // **List 2:** Financial Institutions Market Share

**RESERVE SPACE** 7/22/19 **AD DUE** 8/5/19

## OCTOBER 40 UNDER 40

Business of Centralia // 40 Under 40 Awards  
**List 1:** Commercial Builders // **List 2:** Commercial Real Estate

**RESERVE SPACE** 8/19/19 **AD DUE** 9/9/19

## NOVEMBER PHILANTHROPY

Business of Fife // Charitable Businesses  
**List 1:** Nonprofit Organizations // **List 2:** Law Firms

**RESERVE SPACE** 9/23/19 **AD DUE** 10/7/19

## DECEMBER IDEA AWARDS

Business of Port of Tacoma // Hospitality // Marketing  
**List 1:** Hotels // **List 2:** Photographers

**RESERVE SPACE** 10/21/19 **AD DUE** 11/4/19

# IN EVERY ISSUE



### THE INSIDER

Get the scoop on the latest and most important area news and products, and learn about the key personnel moves.



### TOP OFFICES

Office space in the South Sound is full of creative environments. We'll introduce you to some of them.



### ENTREPRENEURSHIP

The South Sound is full of creative souls — those who have launched their own businesses and those maintaining legacy shops. Get to know them.



### PUBLIC AND PRIVATE SECTORS

What projects are your government entities working on? How about the private sector? We help you find answers.

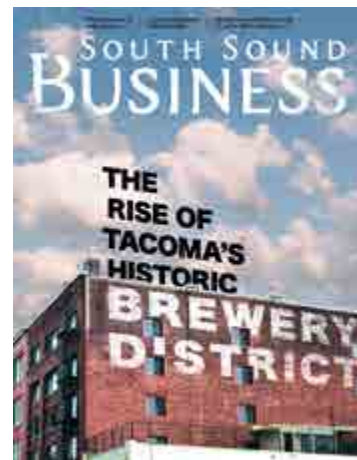


### 24 HOURS

Spend a day in the life of local thought leaders to see how they get things done.



# PRINT ADVERTISING



AD SIZE	1-3X	4-6X	7-9X	10-12X
Full Page	\$3,600	\$3,200	\$2,500	\$2,200
2/3 Page	\$2,900	\$2,500	\$2,200	\$1,800
1/2 Page	\$2,600	\$2,200	\$1,900	\$1,600
1/3 Page	\$2,400	\$2,000	\$1,600	\$1,200
1/6 Page	\$1,600	\$1,300	\$900	\$600

<b>2/3 PAGE VERTICAL</b> 4.7" X 9.75"	<b>1/2 PAGE HORIZONTAL</b> 7.125" X 4.8"	<b>1/2 PAGE VERTICAL</b> 4.7" X 7.25"	<b>1/3 PAGE SQUARE</b> 4.7" X 4.8"	<b>1/3 PAGE VERTICAL</b> 2.25" X 9.75"	<b>1/6 PAGE HORIZONTAL</b> 4.7" X 2.35"	<b>1/6 PAGE VERTICAL</b> 2.25" X 4.8"
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# DIGITAL ADVERTISING



SOUTHSOUNDBIZ.COM



E-NEWSLETTER

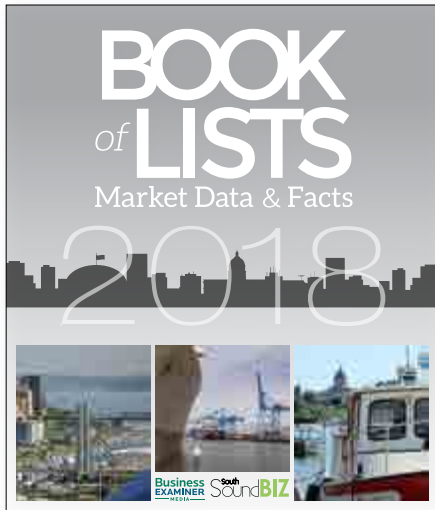
**SOUTHSOUNDBIZ.COM (MONTHLY RATE)**  
**Leaderboard (1880 x 132px)** \$895  
**Banner (1880 x 132px)** \$795  
**Sidebars (560 x 560px)** \$695

**DAILY BRIEF E-NEWSLETTER**  
**Leaderboard (728 x 110px)**  
 5 ads for \$750 or 12 ads for \$1,500  
**Sidebars (166 x 350px)**  
 5 ads for \$500 or 12 ads for \$1,000  
**Island (700 x 158px)**  
 5 ads for \$750 or 12 ads for \$1,500

**SPONSORED CONTENT AND PACKAGE PARTNERSHIPS**  
 Sponsored content and print/digital package partnerships are available — contact us for opportunities.

# BOOK OF LISTS

**The Book of Lists: Market Data & Facts** is the South Puget Sound businessperson's definitive resource guide of industry lists containing more than 1,500 companies and related executives. The book is published every December.



<b>Back Cover</b>	Presenting sponsor, full page only. As available.	\$3,500
<b>Inside Cover</b>	Front or back, full page only	\$2,975
<b>Full Page</b>		\$2,375
<b>1/2 Page Horizontal</b>		\$1,750
<b>List Sponsor</b>	Includes logo, highlight, and full page ad adjacent	\$2,850
<b>Highlighted Listing</b>		\$110

## ABOUT PREMIER MEDIA GROUP

Premier Media Group was founded in 2001 and publishes *South Sound*, *South Sound Business*, *425*, and *425 Business* magazines. Publications are written, designed, and published locally. Premier Media Group also produces event experiences. [premiermedia.net](http://premiermedia.net)



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**Facebook:** southsoundbusiness \ \ **Twitter:** @SouthSoundBiz\_ \ \ **Instagram:** @southsoundbusiness