

# THE ALLIANCE

OF AREA BUSINESS PUBLISHERS

## NATIONAL NETWORK OF TOP LOCAL BUSINESS PUBLICATIONS

Connect with business leaders across the country.

**1 order, 1-buy simplicity. 50+ local business publications.**

### An Extraordinary Media Buy

The Alliance of Area Business Publishers is the only trade association dedicated exclusively to the advancement of local business publishing. To help fund the important activities of the association, member publications donate the space for this very special media buy, which is available to no more than two advertisers each year.

This provides for a unique opportunity to place one or two insertions in local business publications belonging to The Alliance at a 69% discount.

You place one order, get one invoice, and your advertisement runs in 50+ business publications.

#### Investment

**7" X 10", 4-color advertisement in 50+ publications for a \$90,000 investment. (\$290,000 value)**

\*Media buy includes all member publications at time of placement. Refer to [www.bizpubs.org](http://www.bizpubs.org) for current membership.

### Serving Top Business Leaders

The Alliance represents local, regional and state business publications in the US, Canada and Australia.

These business journals and magazines provide in-depth, local business news and have developed unparalleled reader loyalty among the key business decision-makers.

This allows your marketing message to be delivered in an environment with a close relationship to your business prospects.

#### Audience

**3 Million Business Owners, Executives & Other Decision Makers**

**51 – Median Age**

**\$210,419 – Average Household Income**

**85% Have at Least a Four-Year Degree**

**65% Males | 35% Females**

*\*Source: AABP Group Subscriber Study Circulation Verification Council Audit 2013*

**3 million readers | 754,700 Circulation | 69% discount**

## PUBLICATIONS

### ALABAMA

BHM Biz

### ARKANSAS

Arkansas Business  
Northwest Arkansas Business  
Journal

### CALIFORNIA

San Fernando Valley Business  
Journal  
The Business Journal Serving  
Fresno

### COLORADO

BizWest

### CONNECTICUT

Hartford Business Journal

### DELAWARE

Delaware Business Times

### FLORIDA

Florida Trend

### GEORGIA

Georgia Trend

### HAWAII

Hawaii Business Magazine

### IOWA

Corridor Business Journal  
Des Moines Business Record

### ILLINOIS

Crain's Chicago Business  
Daily Herald Business Ledger  
Springfield Business Journal

### INDIANA

Indianapolis Business Journal

### KENTUCKY

Lane Report

### LOUISIANA

Baton Rouge Business Report  
Biz New Orleans  
New Orleans City Business

### MASSACHUSETTS

Worcester Business Journal

### MAINE

Mainebiz

### MICHIGAN

Crain's Detroit Business  
DBusiness Magazine  
Grand Rapids Business Journal

### MINNESOTA

Twin Cities Business

### MISSOURI

Biz 417  
Ingram's  
Springfield Business Journal

### NORTH CAROLINA

Business North Carolina  
Greater Wilmington Business  
Journal

### NEW HAMPSHIRE

New Hampshire Business Review

### NEW YORK

Crain's New York Business

### OHIO

Columbus CEO  
Crain's Cleveland Business

### PENNSYLVANIA

Lehigh Valley Business

### RHODE ISLAND

Providence Business News

### SOUTH CAROLINA

Charleston Regional Business  
Journal  
Columbia Regional Business  
Report  
GSA Business

### TEXAS

D CEO Magazine  
Fort Worth Business Press

### VIRGINIA

Inside Business  
Virginia Business

### VERMONT

Vermont Business Magazine

### WASHINGTON

Journal of Business

### WISCONSIN

BizTimes Milwaukee

### AUSTRALIA

Business News

### CANADA

Ottawa Business Journal

**TOTAL CIRCULATION**

**754,700**



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# THE ALLIANCE

## OF AREA BUSINESS PUBLISHERS

### About the Alliance of Area Business Publishers

Since 1979, the role of The Alliance has been to foster the growth of these publications and to make them increasingly useful to the business community they serve.

It provides the framework through which regional and local business publications can cooperate, exchange information, and work together on common industry issues.

Local and regional business publications fill the void between the national business publications, which are too large to focus consistently on local and regional business news, and the daily press, which in many cases inadequately reports local business news.

The Alliance member fills the vacuum by focusing on the local market, covering and working with the local business community, and translating the overall trends of the region into a targeted, expert information source for readers.

### Space is Limited.

The AABP member group buy will be available to no more than two advertisers each year. Remember, this is a limited and unique opportunity to save 69% off the open rate and advance the work of an important trade association.

**Call now to obtain additional information.**  
**Act now to secure a great media buy.**

**contact:**

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