

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 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.

The 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
FW Inc.

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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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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Email: admin@bizpubs.org



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