



# DELAWARE BUSINESS TIMES

## 2020 MEDIA KIT

The Exclusive Business Publication in Delaware In Print, In Digital, In Person.

## Why Delaware Business Times?

*Delaware Business Times*, a division of Today Media, publishes 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 business throughout Delaware. *Delaware Business Times* is the exclusive business to business publication in the state of Delaware with integrated media platforms to reach decision makers in print, in person and in digital.

## Delaware Business Times provides you the opportunity to:

- Create brand awareness in the state of Delaware
- Establish new relationships or move existing relationships to the next level
- Brand your leadership and business development team through event participation
- Create added visibility through speaking opportunities, roundtables, event sponsorships, awards judging committees and forums
- Create a dynamic and engaging experience with the powerful tools of print, digital and video platforms

## Tremendous Reach



Reach up to **33,000** executives and decision makers 2x a month.

## Here's What Our Advertisers Are Saying...



"*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.



*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.



*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.



*Delaware Business Times* is the B2B digital experts by providing a platform to reach the business community with your message utilizing our proprietary data of businesses in Delaware. DelawareBusinessTimes.com is a resource of up-to-date information and digital newsletters that deliver breaking news, timely and relevant e-newsletters and the top stories of the day.

In 2020, we will host over 15 events throughout the year



Walk away with the collective wisdom and expert advice from 9 leaders in the business community. 90 ideas that will help you strengthen your business to the next level.



Celebrate with the companies that made the "List". Mix and mingle with growing companies in multiple industry verticals to build your network.



The Family Owned Business Awards program honors family owned businesses that make up the backbone of the American economy.



Honoring 50 of Delaware's fastest growing companies at a black tie optional dinner.



The DBT40 Awards program recognizes 40 of Delaware's most accomplished leaders under 40 years old, for their Professional Accomplishments, Community Service, Leadership and Vision.



The Diversity Champion Awards recognizes companies and individuals who practice and support diversity in the workplace and inclusive initiatives.



Delaware Business Times and Delaware Today present the annual Women in Business Luncheon honoring women for their accomplishments coupled with a speaker program.



Quarterly roundtable discussions on topics pertinent to running a business. Contribute and position you and your company as subject matter experts on a given topic. Editorial coverage featured in *Delaware Business Times* and on DelawareBusinessTimes.com



Delaware Business Times has partnered with the Small Business Development Center (SBDC) to produce a four-part business series focusing on the unique goals, challenges and questions of small business owners.



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