



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.

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.

Print Group Buy

**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.

Digital Buy Add-Ons

Dedicated Email Blast to 250,000 targeted names.

Client provides email content, subject line and links: **\$5000 per deployment**

**Targeted Digital Ad Banners to targeted viewers through
programmatic ad network.**

Client provides standard IAB ad units and demographic targets
to 250,000 users. **\$5000 per ad run**

Added Value

Social Media: With 200+ social media outlets over the 70+ members, client provides content for Facebook, Instagram, Twitter and LinkedIn posts. AABP will deploy to publishers with the request to run these across their social media platforms as added value. *No formal reporting is available on added value*

2,588,082 readers | 601,756 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

Greater Fort Wayne Business
Indianapolis Business Journal

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
Rochester Business Journal

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
FW Inc.

VIRGINIA

Inside Business
Virginia Business

VERMONT

Vermont Business Magazine

WASHINGTON

Journal of Business

WISCONSIN

BizTimes Milwaukee

AUSTRALIA

Business News

CANADA

Business in Vancouver
Ottawa Business Journal

TOTAL CIRCULATION

601,756



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THE ALLIANCE

OF AREA BUSINESS PUBLISHERS

AUDIENCE

**2,588,082 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*

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.

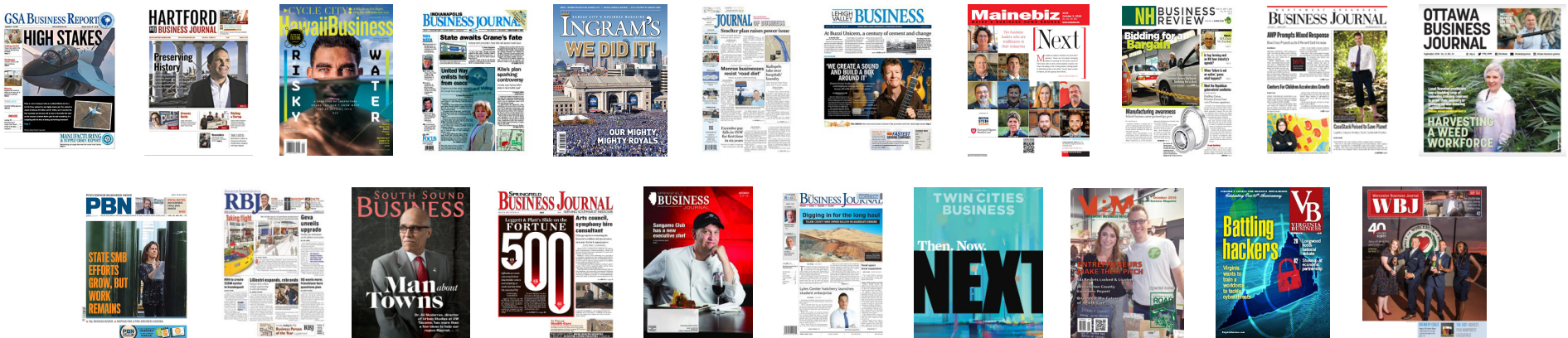
**Call now to obtain additional information.
Act now to secure a great media buy.**

contact:

Cate Sanderson, Executive Director

Phone: 203/515-9294

Email: admin@bizpubs.org



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