

IN PRINT / ONLINE / IN PERSON

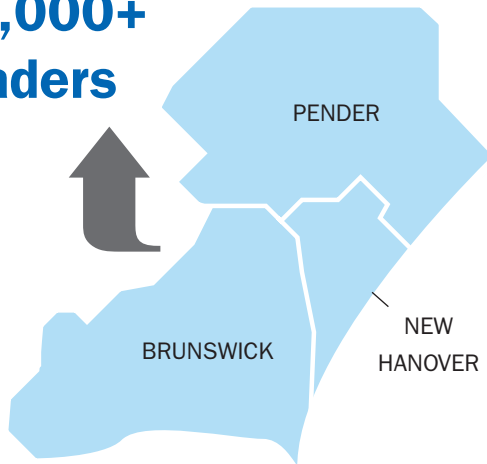


# BY THE NUMBERS

GREATER WILMINGTON BUSINESS JOURNAL STATISTICS

## IN PRINT

**30,000+**  
readers



**47**

Median reader age

**87%**

Has at least one college degree or higher

**65% :: 35%**

Percentage of male to female readers

**\$125,000**

Median household income

**89%**

Own home

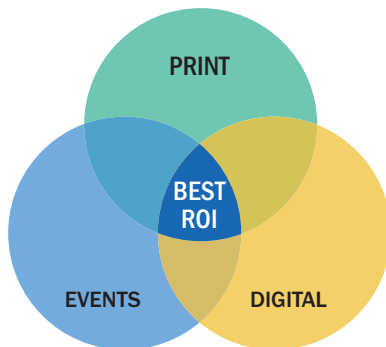
**\$322,823**

Median home value

The Greater Wilmington Business Journal print edition is distributed through high-visibility locations throughout the Wilmington metro area.

Source: CVC Audit 2019

## ONLINE



### EMAIL

**13,000+**

Daily email subscribers

### SOCIAL MEDIA

**13,064+**

Facebook Followers

**9,147+**

Twitter Followers

### WEB

**66,000+**

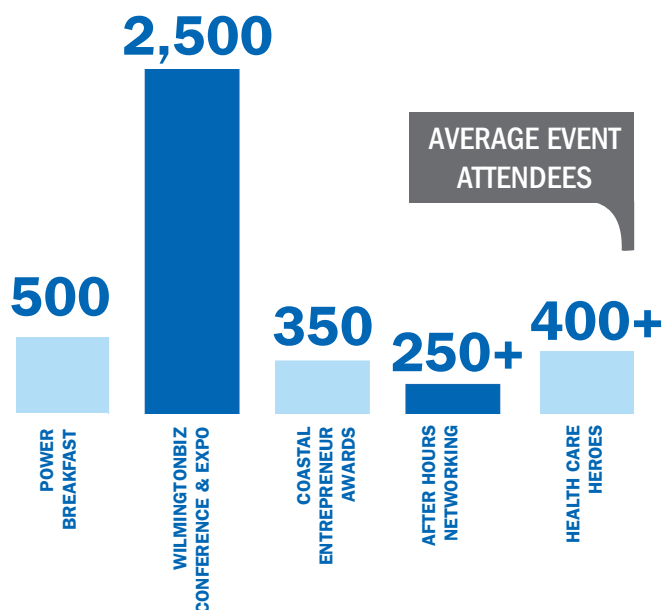
Unique visitors/month

**162,000+**

Pageviews/month

Source: Google Analytics, CVB Audit Report

## IN PERSON



### PAST EVENT SPEAKERS



**CHIP MAHAN**  
CEO,  
Live Oak Bank



**VIVIAN HOWARD**  
Chef & TV Personality,  
Chef & the Farmer  
A Chef's Life on PBS



**ROY WILLIAMS**  
Former Coach,  
UNC Chapel Hill



**GIRARD NEWKIRK**  
Co-founder/CEO,  
Genesis Block



**JUDY GIRARD**  
President Emeritus,  
HGTV, Food Network  
Board Chair, GLOW Academy



**JAMES GOODNIGHT**  
CEO,  
SAS



**NATALIE ENGLISH**  
President/CEO,  
Wilmington Chamber  
of Commerce



**DAVID SWAIN**  
Founder,  
Swain & Associates  
Developer, CenterPoint

Issue Date	Ads Due	Industry Focus	Business Growth	Special Sections	After Hours	Lists
Jan. 7	Dec. 10	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	<a href="#">Insights On Wellness</a>	The Business of Life	Private Schools Fitness Centers
Jan. 21	Dec. 17	Residential Real Estate, Hospitality, Technology	MADE	Family Business	Restaurant Roundup	Hotels
Feb. 4	Jan. 14	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	<a href="#">Insights On Hiring and Retaining Employees</a>	The Business of Life	Accounting Firms   SBA Lenders, SBA Loans
Feb 18	Jan. 28	Residential Real Estate, Hospitality, Technology	MADE		Restaurant Roundup	Wealthiest Zip Codes Interior Design Firms
<b>March</b> <b>WilmingtonBiz Magazine - 2022 Real Estate Issue</b>						
March 4	Feb. 11	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	<a href="#">Insights On Residential Real Estate</a>	The Business of Life	Golf Courses Marinas
March 18	Feb. 25	Residential Real Estate, Hospitality, Technology	MADE	Brunswick County	Restaurant Roundup	Residential Real Estate Companies
April 1	March 11	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	<b>The Legal Issue</b> <a href="#">Insights On Legal Issues</a>	The Business of Life	Law Firms
April 15	March 25	Residential Real Estate, Hospitality, Technology	MADE		Restaurant Roundup	Credit Unions Mortgage Brokers
May 6	April 15	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	<b>2022 Coastal Entrepreneur Awards Issue</b>	The Business of Life	Attractions Event Transportation
May 20	April 29	Residential Real Estate, Hospitality, Technology	MADE	<a href="#">Insights On Business Growth</a>	Restaurant Roundup	Computer Hardware and System Integration Firms
<b>June</b> <b>WilmingtonBiz Magazine - Pulse 2022 + Waterways</b>						
June 3	May 13	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	<b>SPECIAL SECTION: Hurricane Preparedness</b>	The Business of Life	Engineering Firms Staffing Companies
June 17	May 27	Residential Real Estate, Hospitality, Technology	MADE	Manufacturing	Restaurant Roundup	A/V Companies   Web Designers & Developers
July 1	June 10	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	Pender County	The Business of Life	Commercial Real Estate Brokers   Auto Dealers
July 15	June 24	Residential Real Estate, Hospitality, Technology	MADE	<a href="#">Insights On Commercial Real Estate</a>	Restaurant Roundup	Event Facilities
Aug. 5	July 15	Commercial Real Estate, Health Care, Banking & Finance	Economic Development		The Business of Life	General Contractors
Aug. 19	July 29	Residential Real Estate, Hospitality, Technology	MADE	<a href="#">Insights On Estate Planning</a>	Restaurant Roundup	Restaurants
<b>September</b> <b>WilmingtonBiz Magazine - Spark + 2022 Event Planning Guide</b>						
Sept. 2	Aug. 12	Commercial Real Estate, Health Care, Banking & Finance	Economic Development		The Business of Life	Homebuilders
Sept. 16	Aug. 26	Residential Real Estate, Hospitality, Technology	MADE	<b>2022 Wilmington Biz Expo Issue</b>	Restaurant Roundup	Catering Companies
Oct. 7	Sept. 16	Commercial Real Estate, Health Care, Banking & Finance	Economic Development		The Business of Life	Advertising and PR Firms
Oct. 21	Sept. 30	Residential Real Estate, Hospitality, Technology	MADE	<b>2022 Health Care Heroes Issue</b> <a href="#">Insights On Health Care</a>	Restaurant Roundup	Physician Groups Hospitals
Nov. 4	Oct. 14	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	<a href="#">Insights On Wealth Management</a>	The Business of Life	Banks
Nov. 18	Oct. 28	Residential Real Estate, Hospitality, Technology	MADE	Rural Economy	Restaurant Roundup	Architecture Firms
<b>December</b> <b>WilmingtonBiz Magazine - The WilmingtonBiz 100</b>						
Dec. 2	Nov. 11	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	<b>The Retirement Issue</b>	The Business of Life	Assisted & Independent Living Facilities   Financial Planners
Dec. 16	Nov. 25	Residential Real Estate, Hospitality, Technology	MADE	<a href="#">Insights On Technology</a>	Restaurant Roundup	Largest Employers



# GREATER WILMINGTON BUSINESS JOURNAL

## 2022 COLOR RATES

Size	24x	18x	12x	6x	1x
<b>Double</b>	\$3,144	\$3,668	\$3,930	\$4,192	\$5,240
<b>Full</b>	\$2,034	\$2,374	\$2,543	\$2,713	\$3,391
<b>3/4</b>	\$1,820	\$2,123	\$2,275	\$2,427	\$3,033
<b>Island</b>	\$1,591	\$1,856	\$1,988	\$2,121	\$2,651
<b>1/2</b>	\$1,170	\$1,366	\$1,463	\$1,561	\$1,951
<b>3/8</b>	\$981	\$1,144	\$1,226	\$1,308	\$1,635
<b>1/4</b>	\$690	\$805	\$863	\$920	\$1,151
<b>1/8</b>	\$443	\$517	\$554	\$591	\$739
<b>List Banner</b>	\$547	\$638	\$684	\$729	\$912
<b>Discount</b>	40%	30%	25%	20%	

**GUARANTEED PLACEMENT:** For guaranteed placement, add 10%. For back cover, add 20%.

**BLACK AND WHITE:** For black & white ads, reduce the price by 20%. (Guaranteed placement ads are in color.)

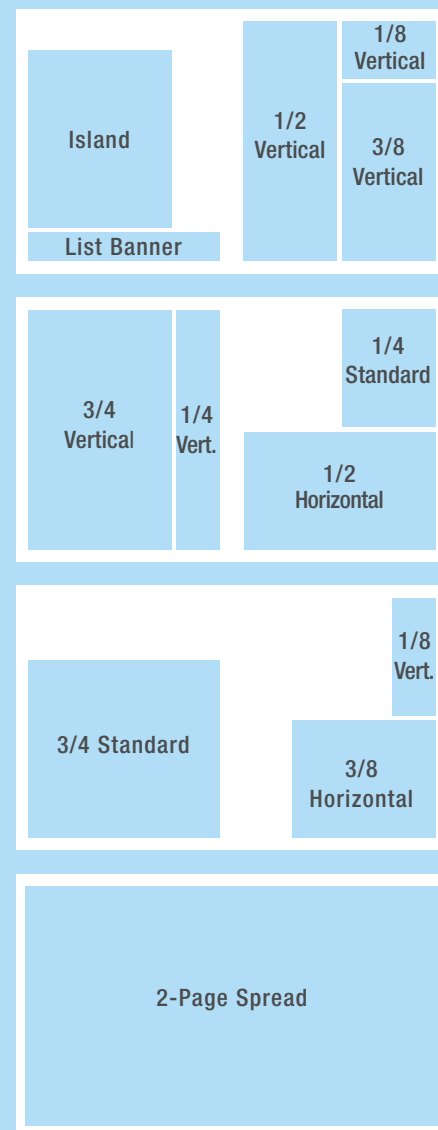
**Ad Production Services:** \$50/hr

## 2022 Publication Dates

<b>January</b> 7, 21	<b>February</b> 4, 18	<b>March</b> 4, 18	<b>April</b> 1, 15
<b>May</b> 6, 20	<b>June</b> 3, 17	<b>July</b> 1, 15	<b>August</b> 5, 19
<b>September</b> 2, 16	<b>October</b> 7, 21	<b>November</b> 4, 18	<b>December</b> 2, 16

## Advertising policies

- **Ads and space reservations are due 21 days before the publication date.**
- All rates are net of agency commissions.
- Cash with copy for new advertisers.
- Payment is due upon receipt of invoice. A service charge of 1.5% per month is applied to accounts more than 30 days past due.
- Publisher reserves the right to refuse any advertisement and may insert the word "advertisement" in any ad.
- All advertisements are accepted and published upon the representation by the advertiser or its agent that the advertiser is authorized to publish the entire contents and the subject matter of the advertisement. The agency and advertiser agree to indemnify and hold the publisher harmless for any loss or expense resulting from any claims or suits for defamation, libel, violation of right to privacy, plagiarism or copyright infringement.
- Hard copy proof required with all digital files. Publisher is not responsible for outcome of ad reproduction unless provided with a hard copy "go-by" for proofing purposes.
- No typographical mistakes will be considered for adjustment of copy received after deadline.
- Changes to ad schedules must be received in writing 21 days before the publication date. Advertising canceled after the deadline will be billed in full.



## Ad Sizes (inches)

### Width x Height

2-Page Spread . . . . .	21 x 12.5
Full . . . . .	10 x 12.5
3/4 Standard . . . . .	10 x 9.25
3/4 Vertical . . . . .	7.5 x 12.5
Island . . . . .	7.5 x 9.5
1/2 Horizontal . . . . .	10 x 6.125
1/2 Vertical . . . . .	4.875 x 12.5
3/8 Horizontal . . . . .	7.5 x 6.125
3/8 Vertical . . . . .	4.875 x 9.25
1/4 Standard . . . . .	4.875 x 6.125
1/4 Vertical . . . . .	2.345 x 12.5
1/8 Horizontal . . . . .	4.875 x 3
1/8 Vertical . . . . .	2.345 x 6.125
List Banner . . . . .	10 x 1.5

## Advertising Production

**Please email files to  
production@wilmingtonbiz.com**

- Press-ready ads accepted in Adobe PDF or JPEG
- Resolution 300 DPI
- Color mode CMYK,
- For black and white ads please use 100% black or grayscale: (not rich black)

# DAILY EMAILS

DIGITAL ADVERTISING - INCREASE YOUR REACH BEYOND OUR PRINT READERS

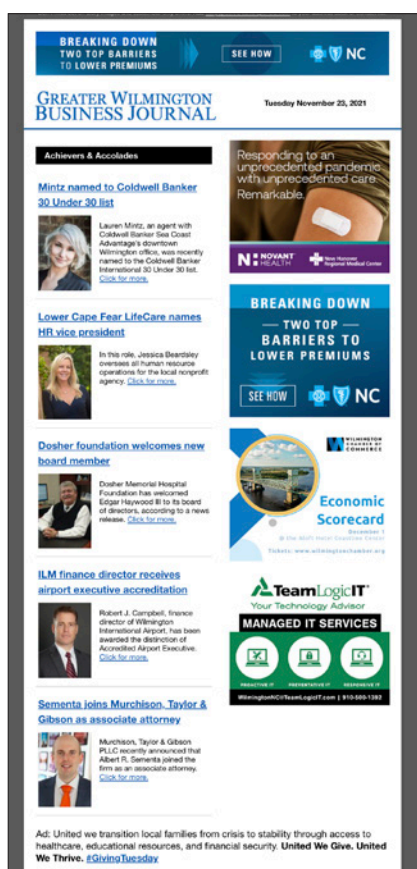
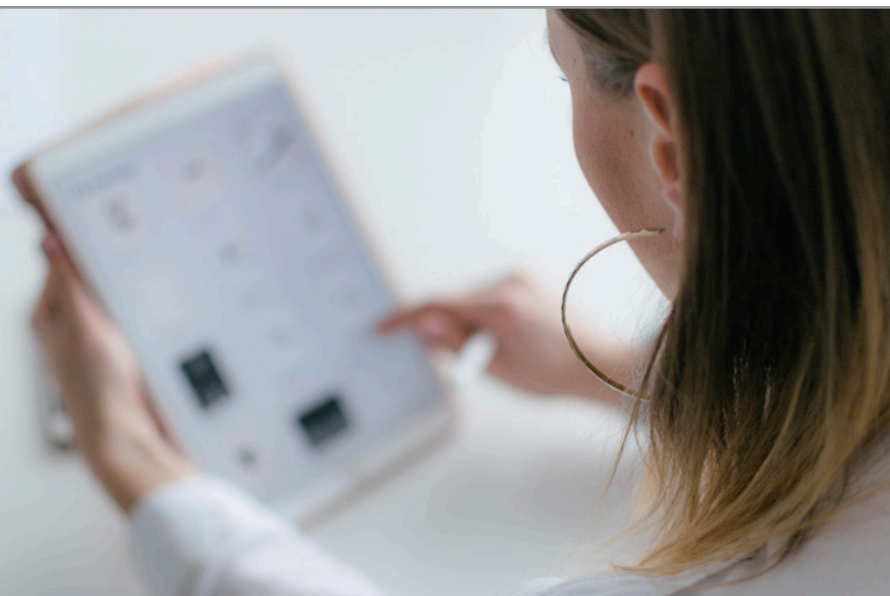
## DAILY EMAILS: MONDAY - FRIDAY

Daily updates on the latest business happenings in our region. \*Sold by the week.

13,000 + Average Subscribers

Breaking News + Prime Editorial Coverage

Subscribe at [WilmingtonBiz.com/register](http://WilmingtonBiz.com/register)



## BANNER AD

26 weeks	13 weeks	6 weeks	1 week
\$602/wk	\$685/wk	\$771/wk	\$857/wk

728 x 90 pixels and 300 x 100 pixels (mobile)

## BLOCK AD

26 weeks	13 weeks	6 weeks	1 week
\$602/wk	\$685/wk	\$771/wk	\$857/wk

300 x 250 pixels

## TEXT AD

26 weeks	13 weeks	6 weeks	1 week
\$203/wk	\$233/wk	\$261/wk	\$290/wk

240 character limit

## \* NOW OFFERING SATURDAY EMAILS!

A roundup of top-read stories of the week from WilmingtonBiz.com  
Sold by the month: 1 month Saturday emails = 1 week daily emails

12 months	6 months	1 month
\$685/mo	\$771/mo	\$857/mo

Banner, Block, and Text sizes available

## OPTIMIZED FOR MOBILE



## EXCLUSIVE EMAIL \$650/one per week

\*Must include exclusive offer and be approved by the Journal

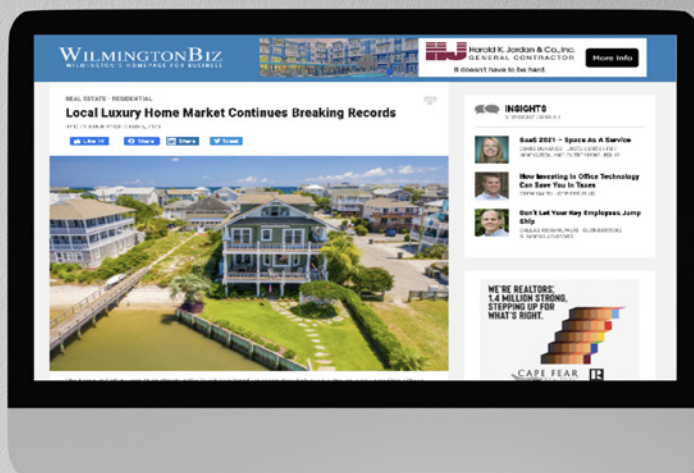


# WEBSITE

## ADVERTISE ON WILMINGTONBIZ.COM

The Business Journal website offers a wealth of information from stories that ran in the newspaper as well as online-only stories and breaking news. Readers can track news by particular industries, search for coverage of specific companies and individuals, see videos of Business Journal events and more.

Advertisers can share messages on the home page or target readers who click on stories that relate to banking, health care, real estate and other specific industries.

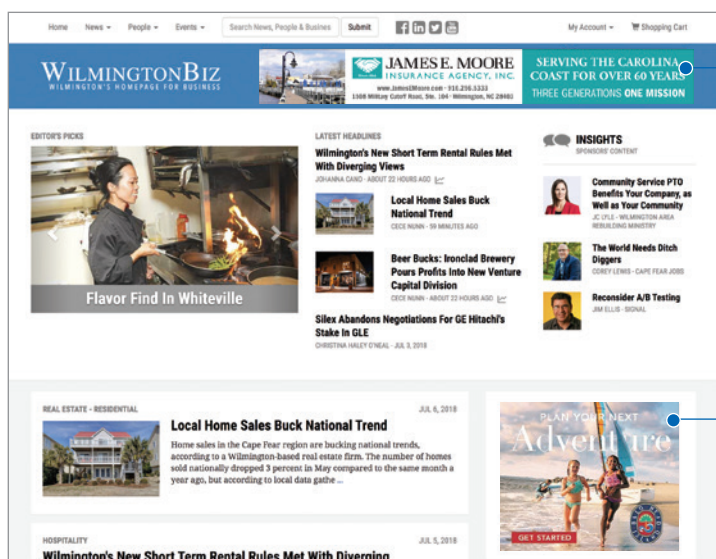


## 2022 WEBSITE MONTHLY RATES

Website Page	Block/Banner
<b>Home Page</b> (3 rotations per month)	\$493
<b>Industry Pages</b>	
Banking & Finance	\$329
Health Care	\$329
Real Estate-Commercial	\$329
Real Estate-Residential	\$329
Restaurants	\$329
Retail	\$329
Technology	\$329
Run of Site	\$329

### WEB AD SIZES

Banner Ad .....728 x 90 pixels  
 Mobile Banner Ad.....300 x 100 pixels  
 Block Ad.....300 x 250 pixels



\*Banner ads require both banner ad and mobile banner ad sizes (728x90 and 300x100)

### AD FORMAT

Maximum file size 100KB; JPG, PNG or GIF format. Please also supply website url link.



# INSIGHTS

ONLINE SPONSORS' CONTENT DISTRIBUTED  
BY WILMINGTONBIZ.COM



## SPONSOR BENEFITS

- Share your ideas and perspective with the Business Journal audience
- Position yourself and your firm as the thought leader in your industry
- Host a dedicated page on the Business Journal site with your content and contact information with shareable links accessible 24/7

## DISTRIBUTION

Insights will be featured throughout the Business Journal website, daily emails, with additional distribution via social media

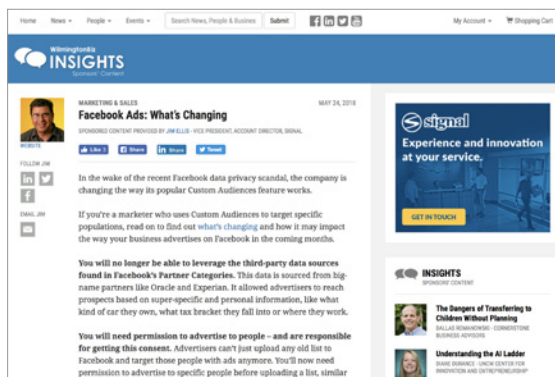
## INVESTMENT

\$550/month

You submit content to the Business Journal

\$750/month

Includes a marketing writer producing two pieces per month for you



## FEATURED ON:

- DAILY EMAIL
- FACEBOOK
- YOUR INSIGHTS PAGE
- WEBSITE - WILMINGTONBIZ.COM (Homepage and industry pages)



## CATEGORIES

- Business Growth
- Commercial Real Estate
- Economic Development
- Financial
- Health Care
- Human Resources
- Legal Issues
- Marketing & Sales
- Residential Real Estate
- Technology

# InsightsOn

Sponsors' Content

## BENEFITS

- Educate the Business Journal's influential and affluent audience of 32,000+ readers in a full-page feature
- Additional exposure to the Business Journal's 13,000+ email subscribers and 11,000+ Facebook followers
- Share links of the piece from WilmingtonBiz.com and a digital flipbook of the special section
- Receive a PDF version for your website, emails, social media as well as printouts for sales kits, office copies and events

**INVESTMENT \$1,885**

**HEALTH CARE**

The complexity and choices in health care can be head spinning. Fortunately, our region offers a wealth of resources to help. On the following pages, Insights contributors lend their perspectives on three topics — health insurance, oral surgery and treating depression.

**DR. C. CRAVEN JAMESON**  
Oral Surgeon  
Bicarbonate Associates  
Family Dentistry

**DEBORAH KELLER, RH, RN, CMON, CMC, CPHQ**  
Chief Executive Officer  
ICS Healthcare Technologies

**DR. SANDEEP VAISHNAVI MD, PhD**  
Medical Director  
MindPath Care Center's  
Interventional Psychiatry and  
Clinical Research Institute

**THE RISE OF "FLEX-SPACE" IN THE HOME**

**CANDACE BALDING**  
CEO  
Balding Brothers

As a successful entrepreneur right in the heart of the city, it's no surprise that Candace Balding is a woman who knows her home. She's a real estate professional who's seen it all, from the early days of real estate to the current boom. She's also a mother of three, and she knows that her home is her sanctuary. She's also a woman who knows that her home is her business. She's a woman who knows that her home is her life.

## THE PROCESS

1. Pick your special sections to share your expertise
2. Reserve your exclusive topic to cover in your InsightsOn piece
3. Work with a Business Journal marketing writer or submit your Insights

## UPCOMING INSIGHTS ON



**Real Estate**  
March 4



**Estate Planning**  
Aug. 19



**Health Care**  
Oct. 21



**Wealth Management**  
Nov. 4



**Technology**  
Dec. 16



# EVENTS

SPONSORSHIP OPPORTUNITIES - MEET YOUR POTENTIAL CUSTOMERS

## POWER BREAKFAST SERIES: MARCH, JUNE, SEPTEMBER, DECEMBER

A quarterly gathering of the business community to discuss issues of interest to the region.

**AVERAGE ATTENDANCE: 500+**

Sponsorship levels include presenting and corporate levels.



## WILMINGTON BIZ CONFERENCE & EXPO: OCTOBER 6, 2022

The Wilmington region's largest business-to-business conference, where professionals come to learn, network, and grow their businesses. The Expo features: Keynote Lunch, 100+ exhibitors, Free Seminars and After Hours Party!

**AVERAGE ATTENDANCE: 2,500+**

Sponsorship levels include presenting, seminar, booth, and keynote sponsor packages.



## COASTAL ENTREPRENEUR AWARDS: MAY 24, 2022

The Business Journal and UNCW's Cameron School of Business join forces each year to shine a spotlight on entrepreneurs in our region. The category winners will be profiled in a special Coastal Entrepreneur Awards section of the Business Journal.

**AVERAGE ATTENDANCE: 350+**

Sponsorship levels include presenting and corporate levels.



## HEALTHCARE HEROES AWARDS: NOVEMBER 11, 2022

The Business Journal's annual celebration to bring together the Wilmington-area medical community and its supporters. This program gives members of the health care community a chance to connect in a fun, relaxed atmosphere, celebrate individuals who go well beyond expectations to provide excellent care for our community and award scholarships to up-and-coming members of the health care community.

**AVERAGE ATTENDANCE: 400+**

Sponsorship levels include presenting, corporate, scholarship and supporter levels.



## WILMINGTONBIZ 100: DECEMBER 8, 2022

The WilmingtonBiz 100 is a new Business Journal initiative to recognize the top 100 Power Players, Influencers, Innovators, Connectors and Rising Stars impacting Southeastern North Carolina's business landscape.

**AVERAGE ATTENDANCE: 400+**

Sponsorship levels include presenting, corporate and supporter levels.



## BUSINESS AFTER HOURS: JANUARY, MARCH, MAY, JULY, SEPTEMBER, NOVEMBER

A great networking opportunity to meet people in the local business community.

**AVERAGE ATTENDANCE: 250+**

Sponsorships available.



**Ask your Account Rep for more details on any of the above sponsorship opportunities**

GREATER WILMINGTON BUSINESS JOURNAL | 910.343.8600 x212 | WILMINGTONBIZ.COM