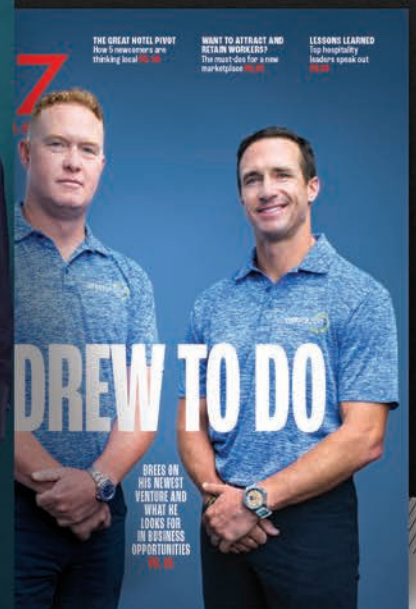


Biz

NEW ORLEANS

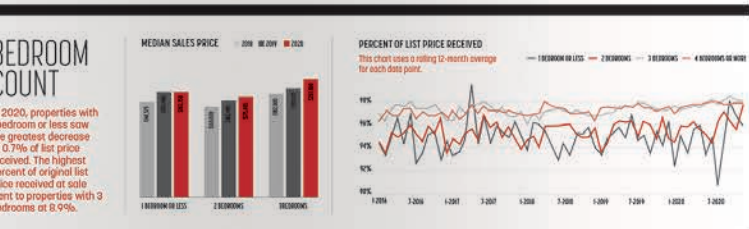
2022 MEDIA KIT



WINNER OF 5 NATIONAL AWARDS IN 2021

Gold Magazine Design • **Gold** Best Explanatory Journalism • **Gold** Feature Design • **Silver** Best Feature • **Bronze** Best Use of Multimedia

FROM OUR BIZ TO YOUR BIZ



DAVID HECHT

FOUNDER AND PRINCIPAL
FORMWORK DESIGN AND DEVELOPMENT

Formwork Design and Development is an integrated real estate development company focused on mixed-use and urban infill projects, primarily in the Greater New Orleans region. Its work includes mixed-use buildings in the French Quarter and Warehouse District, the redevelopment of the former Brown's Dairy site, and several housing- and hospitality-focused projects.

What are you most excited about for the coming year?

Formwork is developing a shared workspace in a historic warehouse along the LaFitte Greenway. We conceived this project almost like a hotel, in that we strive to create a unique sense of place and a high level of service. We also recently completed an affordable housing development in partnership with a shared-housing provider. By providing a higher level of service, we've removed much of the friction from living with roommates and delivered much-needed housing to our community, without public subsidy.

What is the biggest challenge facing your industry today?

Cost. We're getting hit from all sides in a way that increases the price of space, especially housing, and puts downward pressure on investment and innovation.

COVID-19 disrupted the supply chain, caused material cost increases, and led to a general increase in subcontractor costs. A tight labor market, a shortage of skilled workers and the rebuilding demands created by Hurricane Ida further exacerbate this challenge.

Policy also plays a role in development costs. Given the cost to build, the resources in our region and the demand for additional supply — especially across most sectors of the housing market — supportive policy is critical to the viability of new projects. Measures such as the timely issuances of permits, coordination across agencies and land use policies that encourage housing creation can meaningfully reduce the cost of development.

Executives turn to *Biz New Orleans* to reach affluent professionals in business—from entrepreneurs launching the city's hottest startups to the area's most recognizable corporate executives.

Award-Winning

Since 2015, *Biz* has won **6 Gold** awards from the Alliance of Area Business Publishers (national) and **12 First Place** awards from the New Orleans Press Club (local).



CHAIR // VIEUX CARRE COMMISSION (VCC)
VP // GULF COAST BANK

MAMIE GASPERECZ

MAMIE GASPERECZ is proud to continue her tenure as the first female chair of the Vieux Carré Commission, an 85-year-old agency responsible for oversight of the historic preservation of the French Quarter. The VCC was written into the Louisiana State Constitution in 1936 and charged with preserving and protecting the invaluable historic architectural heritage of the French Quarter. The commission advises and guides the process to ensure that the historic fabric of the Quarter is maintained to the highest standards of the National Historic Landmarks District. She is also the current president of the VCC Foundation, a nonprofit organization founded to specifically support and further the preservation efforts of the VCC.

What are you most excited about for the coming year? In recent years, the foundation has taken on big projects like the Design Guidelines and the Vieux Carré Virtual

Library (digitizing all the VCC's paper files to save them from natural disasters and make them more accessible to the public.) This resource was one of the only city websites that was unaffected by the cyber attack and Hurricane Ida. The foundation also works directly with engagement and education of residents, property owners and caretakers. Since the VCC is a city agency that ensures the permitting of new building projects, outreach and education is important work.

What is the biggest challenge facing your industry today? The 2019 cyber attack on City Hall and COVID protocols drastically changed the manner in which the VCC conducts its public meetings — literally propelling us into the 21st century. Our virtual meetings have ensured the continued engagement of residents, property owners (local and out-of-town), and those who work in the French Quarter, and have allowed us to continue our important work.

2022 EDITORIAL LINEUP

JANUARY

EDITORIAL

Executives of the Year

PERSPECTIVES

Banking & Finance
Healthcare
Law

SPONSORSHIP

Executives of the Year

SPACE DEC 6

MATERIALS DEC 8

APRIL

EDITORIAL

Annual Giving Back and Nonprofit Issue

PERSPECTIVES

Insurance
Law
Real Estate & Construction

PROFILES

Giving Back: Business and Nonprofit Profiles

SPACE MARCH 6

MATERIALS MARCH 9

JULY

EDITORIAL

New and Notables

PERSPECTIVES

Banking & Finance
Healthcare
Law

PROFILES

Jefferson Strong

WRITE-UP SECTION

Continuing Education

SPONSORSHIP

New and Notables

SPACE JUNE 6

MATERIALS JUNE 9

OCTOBER

EDITORIAL

Real Estate and Economic Forecast: Top Influencers

PERSPECTIVES

Education
Healthcare
Law

PROFILES

Leading Lawyers

WRITE-UP SECTION

Senior Solutions

SPACE SEPT 5

MATERIALS SEPT 8

FEBRUARY

EDITORIAL

Best Lawyers

PERSPECTIVES

Education
Healthcare
Maritime & Ports

SPECIAL SECTION

Best Lawyers

SPACE JAN 5

MATERIALS JAN 7

MAY

EDITORIAL

Women's Issue

PERSPECTIVES

Banking & Finance
Maritime & Ports
Real Estate & Construction

PROFILES

Women to Watch

SPACE APRIL 5

MATERIALS APRIL 7

AUGUST

EDITORIAL

Q+A

PERSPECTIVES

Healthcare
Real Estate & Construction
Technology

PROFILES

Financial Frontrunners

SPACE JULY 7

MATERIALS JULY 9

NOVEMBER

EDITORIAL

Family Business Issue

PERSPECTIVES

Banking & Finance
Insurance
Maritime & Ports

PROFILES

The Family Business

SPACE OCT 6

MATERIALS OCT 9

MARCH

EDITORIAL

Q+A

PERSPECTIVES

Banking & Finance
Healthcare
Real Estate & Construction

WRITE-UP SECTION

Senior Solutions

SPACE FEB 6

MATERIALS FEB 9

JUNE

EDITORIAL

Q+A

PERSPECTIVES

Technology
Healthcare
Insurance

PROFILES

Northshore Businesses

WRITE-UP SECTION

Senior Solutions

SPACE MAY 5

MATERIALS MAY 9

SEPTEMBER

EDITORIAL

Q+A

PERSPECTIVES

Banking & Finance
Healthcare
Real Estate & Construction

PROFILES

New Orleans Chamber Proud Member

SPACE AUG 7

MATERIALS AUG 9

DECEMBER

EDITORIAL

Top 10 Business Stories

PERSPECTIVES

Banking & Finance
Education
Real Estate & Construction

PROFILES

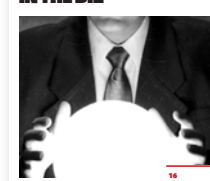
Inside the Industry

SPACE NOV 7

MATERIALS NOV 10

IN EVERY ISSUE

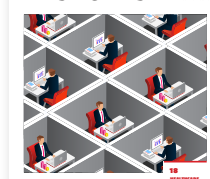
IN THE BIZ



IN THE BIZ

Dining
Tourism
Sports
Entrepreneurship

PERSPECTIVES



PERSPECTIVES

Hot Topics in 3
Business Industries +
Guest Perspective

FROM THE LENS



FROM THE LENS

Great Workspaces
Why Didn't
I Think of That?
Biz New Orleans 500

EDITORIAL CALENDAR
SUBJECT TO CHANGE

OUR READERS

73% are C-level executives
(Owner/Partner, CEO,
President, CFO, CIO & COO)

91% influence the purchasing
decisions of their company

\$233,000

Average household income

Gender
66% male
34% female

Age
21% 60-65+
39% 50-59
29% 35-49
11% 18-34

68% discussed
an item in Biz
with others

64% contacted
a company
because of an
advertisement
in Biz

DISTRIBUTION

10,000+ printed
per month

40,000 average
monthly
readership

6+ months
average shelf life

6,000+ directly mailed to
business leaders in local
chambers

4,000+ copies distributed at
business organizations, retail
locations and additional
distribution at various
business events each month

POSITION YOUR BRAND WITH PROFILES + MORE

Every profile showcased in Biz is combined with multimedia campaigns across our network to ensure maximum exposure of your featured profile.

Profiles are professionally photographed, written, edited and designed

Online presence on BizNewOrleans.com for a full year

Exclusive sponsored content post on an afternoon e-newsletter



Social media post

PROFILE LINEUP



APRIL
Giving Back
Businesses and
Nonprofit Profiles



MAY
Women to Watch
Top Female
Professional



JUNE
Northshore
Businesses
Northshore
Businesses



JULY
Jefferson Strong
Jefferson Parish
Businesses



AUGUST
Financial
Frontrunners
Top Financial
Experts



SEPTEMBER
Proud New Orleans
Chamber Member
New Orleans Chamber
Members



OCTOBER
Leading Lawyers
Top Legal Experts



NOVEMBER
The Family
Business
Family-owned
and Family-run
Businesses



DECEMBER
Inside the
Industry
Top Leading
Industry Experts –
Industry Exclusive



MONTHLY
Ask the Executive
Q&A Profiles with
Top Thought Leaders
Sharing Insight



MONTHLY
Biz Forward
Q&A Profiles with
Thriving Businesses

WRITE-UP AND SPECIALS SECTIONS

MARCH, JULY, OCTOBER
Senior Solutions

These magazines include a special advertorial section exclusive to clients that serve the senior community PLUS multimedia exposure across our award-winning digital and social media outlets

JULY
Continuing Education

Our July issue includes an exclusive advertorial feature showcasing higher education and continuing education programs PLUS multi-media exposure across our award-winning digital and social media outlets

LISTING PROFILES

Best Lawyers

FEBRUARY
Best Lawyers

Each year, Biz exclusively partners with the Best Lawyers of America to publish a list of those recognized in the GNO area in three categories: Best Lawyers, Ones to Watch, & Best Lawyers of the Year. Advertising is offered within the section to further highlight and congratulate those named.

GO BEYOND THE MAGAZINE TO **BIZNEWORLEANS.COM** + MORE

In addition to *BizNewOrleans.com*'s award-winning digital product offerings, our team also offers directly targeted and impression based digital products to service any and all digital and streaming marketing needs.

E-NEWSLETTERS

MORNING BIZ

7,000+ SUBSCRIBERS

A customized daily newsletter that uses artificial intelligence to deliver news tailored to a user's interests and industry

AFTERNOON BIZ

12,000+ SUBSCRIBERS

Local news sent every weekday afternoon

WEEKEND BIZ

12,000+ SUBSCRIBERS

Weekend recap

CUSTOM E-NEWSLETTERS

17,000 - 18,000 SUBSCRIBERS

Custom e-blast sent to all afternoon e-newsletter subscribers plus events subscribers

TARGETED E-BLAST CAMPAIGN

B2C LIST: MINIMUM \$800 SPEND

40,000 targeted emails.....\$800
50,000 targeted emails.....\$1,000
60,000 targeted emails.....\$1,200

REDROP: B2C LIST ONLY

Redrop to up to 20,000 opened emails.....\$500

B2B LIST: MINIMUM \$500 SPEND

16,000+ targeted emails\$500
20,000+ targeted emails\$600
23,000+ targeted emails\$700

TARGETED DIGITAL PRODUCTS



DISPLAY

Deliver a targeted message.

Website banner ads are accessible across mobile, desktop and laptop devices. Coupled with programmatic targeting, they are an effective way to deliver your message to a precise audience.



DEVICE ID

Target prospects on their devices.

Target consumers or their devices based on where they have been and where they live.



MICROPROXIMITY

Reach them where they work.

Identify specific commercial locations of ideal target audiences and turn into targetable data segments.



PPC / SEM

Be seen at the right time.

et in front of your customers when they are actively searching for your products via Search Engine Marketing and Pay Per Click.



SEO

Show up in relevant searches.

Use SEO (search engine optimization) to ensure your business shows up in the categories most relevant to your business.



NATIVE

Ads that feel like articles

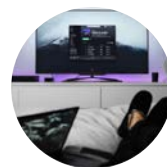
In-feed and in-article native ads allow you to immerse your brand within a website to reach the right user at the right time.



PRE-ROLL VIDEO

Promotional video messages

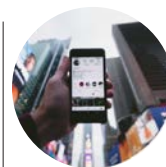
Pre-Roll Video is as scalable as banner advertising and offers all of the innovative targeting options in a desirable video format. Video Advertising has never been easier for a local marketer.



OVER-THE-TOP TV

Streaming TV and On-Demand Commercials

Over-the-top (OTT) is the combination of ConnectedTV and Full Episode Player (FEP) streaming or on-demand inventory.



SOCIAL ADVERTISING

Utilize social platforms

Ads on Facebook, Instagram and LinkedIn maximize reach across both platforms, YouTube videos are also available.

PODCAST

Sponsorships are available for "BIZ TALKS" WITH TOP LEADERS - A weekly podcast featuring in-depth conversations with members of the local business community hosted by Managing Editor Kim Singletary and Associate News Editor Rich Collins.

WEB STATS

Average monthly unique views:

51,000+

Average monthly page views:

104,000+

Gender

51% male

49% female

Age

12% 65+

21% 55-64

19% 45-54

20% 35-44

21% 25-34

6% 18-24

2022 RATES & SPECS

PRINT



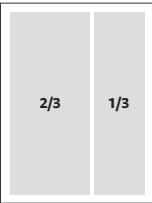
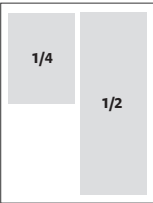

Net Rates/Priced per Insertion

	1x	2-5x	6-11x	12x
2-Page Spread	\$8,580	\$5,840	\$5,150	\$4,465
Back Cover	\$5,310	\$3,615	\$3,190	\$2,765
Inside Front Cover	\$5,105	\$3,475	\$3,065	\$2,660
Inside Back Cover	\$4,905	\$3,335	\$2,945	\$2,550
Full Page	\$4,090	\$2,840	\$2,405	\$1,980
2/3	\$3,295	\$2,370	\$2,100	\$1,830
1/2	\$2,290	\$1,655	\$1,485	\$1,305
1/3	\$1,785	\$1,250	\$1,075	\$900
1/4	\$1,495	\$1,080	\$965	\$855

*add 10% for premium placement

Belly Band \$4,375 per month (exclusive to one client per month)

Polybagged Letter (1,500 copies) \$3,095 per month

				
SPREAD (TRIM) 18 X 10.875	FULL (NON BLEED) 8 X 9.875	2/3 VERTICAL 5.25 X 9.875	1/4 SQUARE 3.875 X 4.8	1/3 SQUARE 5.25 X 4.8
SPREAD (BLEED) 18.25 X 11.125	FULL (BLEED) 9.25 X 11.125	1/3 VERTICAL 2.55 X 9.875	1/2 VERTICAL 3.875 X 9.875	1/2 HORIZONTAL 8 X 4.8
LIVE AREA 8 X 9.875 EACH SIDE	LIVE AREA 8 X 9.875			

DIGITAL

BizNewOrleans.com (per month)

Banner (728 x 90px)	\$695
Mobile Banner (320 x 50px)	
Button (300 x 250px)	\$895
Combo	\$1,295

Afternoon E-newsletter & Weekend E-newsletter
(per newsletter)

Banner (728 x 90px)	\$395
Custom (600 x 1000px)	\$1,495

Morning Biz Daily Newsletter

Top Banner	\$1,200/month
Banner (550 x 250 px)	\$900/month
Button (250 x 250 px)	\$750/month

BizNewOrleans Social Media (per post)

Facebook	\$295
Twitter	\$295
LinkedIn	\$295

Targeted Digital Products

Details and pricing upon request.
\$1,000 minimum per month.

Biz Talks Podcast Sponsorship (per podcast)

1x	\$795
4x	\$495
6x	\$395

ACCEPTABLE FILE FORMATS: Adobe Photoshop, packaged Adobe InDesign and high-resolution PDFs. **IMAGES:** All images/scans should be 300 dpi saved as a TIFF or an EPS. We cannot accept JPEG images or Pantone/PMS or RGB colors or 72 dpi (i.e., image pulled from a website). All images provided must be in CMYK format and color corrected. We are not responsible for color on RGB or PMS files that must be converted to CMYK. Please make sure process separation is checked for all process color builds. BW scans should be saved as grayscale or bitmap. **TRIM AND BLEED SPECIFICATIONS:** Please make sure document's dimensions are correct. Build pages to trim size and, if bleed, extended dimensions beyond page edges by a minimum of 1/8". Keep live matter 5/16" from trim size. Bleed allowance: 1/8". **BELLYBANDS:** Bellybands must be submitted as packaged InDesign files built on our template; ask your account executive for template and details. **AD SUBMISSION:** Please include the name of your company and name of publication in the subject line when submitting your artwork to your account executive. If there are any questions regarding these specifications, please contact production at (504) 830-7237. For larger files, Renaissance Publishing has an upload site that clients may access. For instructions on using the upload site, please call our office at (504) 830-7237. **Should you request a hi-res file of your ad (created by the Publisher), there will be a charge of 25% of ad cost or \$250 whichever is greater.**

BILLING: All advertising invoices are due and payable upon receipt. Any invoice outstanding after 30 days will incur late fees and interest and is subject to collection fees if unpaid. Publisher reserves the right to require advanced payment for all first time advertisers or any account with delinquent past payment history. **All political advertising, sponsorships, events and booths are required to prepay.** Advertisers with accounts carrying balances older than 90 days past due will not be allowed to advertise until their account is current. In the event Advertiser and/or Agency default in payment of bills, Advertiser and/or Agency shall be totally liable for all collection costs, including but not limited to reasonable attorney's fees and court costs incurred by Publisher in the collection of said bills. In addition to bearing the above-referenced costs and fees, any advertiser and/or Agency which fails to comply with the terms of payment specified herein forfeits any discount to which it would otherwise be entitled and agrees to bear the complete, open rate and non-discounted price of the advertising ordered. Should Advertiser fail to fulfill its contract Publisher will bill Advertiser for the balance owed for the contract. **Cover positions are non-cancelable. Advertising space may not be cancelled within 10 days of the space deadline.** In the event of a cancellation or change in an advertisement, cancellation or change should be submitted in writing to the Publisher prior to 10 days of the space deadline date. **The cancellation fee is 50% of the contract rate or \$500, whichever is greater.** All special inserts, events, booths, belly bands or tip-ins are non-cancelable.

Biz
NEW ORLEANS

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