

DBUSINESS

DETROIT'S PREMIER BUSINESS JOURNAL

2023

Media Kit

Mission

*D*Business is the region's only independently published, general-interest business magazine. It provides timely, local business intelligence and insights for business owners and decision-makers throughout metro Detroit. Its unbiased editorial coverage cuts to the heart of complex challenges and opportunities facing the area's business owners and managers.



Editor-in-Chief
RJ King

National Awards

In 2022, *D*Business won seven awards in the Alliance of Area Business Publishers Editorial and Design Excellence Competition. This includes a Silver award for Best Magazine for the 2nd year in a row!

60 Gold, Silver, and Bronze medals in the Editorial Excellence Awards, 2011-2022

By the Alliance of Area Business Publishers

Top Regional Business Magazine in the Country in the Editorial Excellence Awards, 2011

By the Alliance of Area Business Publishers

TOTAL BRAND REACH

387,837

150,545

Print Readers*

+

236,257

Digital Reach



48%
contacted a company
from their print ad*

68%
Owner/President/
C-Suite*

84%
Make company
purchase decisions*

Average HHI*

\$231,402

50,000**

Digital Edition Recipients

19,400**

Twitter Followers

144,108**

Monthly Web Site Visitors

6,100**

Facebook Followers

12,000**

E-Newsletter Subscribers

4,649**

LinkedIn Followers

more than **1,000+**** Event Attendees

*CVC Audit, December 2021

**Internal Analytics Nov 2021 - Oct 2022

Circulation

DBusiness delivers a circulation of 25,000 using several strategies and distribution channels.

Paid Subscribers: Paying subscribers get each issue mailed to their home or office.

Newsstand: Sold on newsstands in Michigan's seven-county region.

Demographic targeting: Mailed to business owners and C-Suite executives throughout southeast Michigan, Detroit Athletic Club Members, and the Delta Lounge inside DTW.

Digital Edition: E-Blasted to 50,000 C-Suite and management-level decision makers.



2023 Editorial Calendar



January/February

- Featuring:**
- Michigan Venture Capital Report

Also in this issue: Angel Investors, Venture Capitalists, Private Equity, Family Funds, Technology, Top Corporate Counsel Winners, Top Hotels in Metro Detroit

Special Advertising

- Sections:**
- Trusted Advisors Q&A

**Advertorial Space
Deadline:** 11/18/22

**Display Space &
Material Deadline:** 11/25/22



March/April

- Featuring:**
- Top Corporate Culture Awards
 - Century Club
 - Michigan Casinos

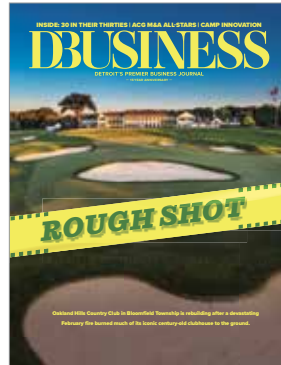
Also in this issue: Business Schools/Graduate Programs/Executive Education, Executive Fashion – Spring/Summer, Largest Mortgage Lenders, Real Estate, Top Circuit Court Judges, Top Home Builders

Special Advertising

- Sections:**
- Trusted Advisors Q&A

**Advertorial Space
Deadline:** 1/18/23

**Display Space &
Material Deadline:** 1/25/23



May/June

- Featuring:**
- 30 in Their Thirties
 - ACG Detroit M&A All-Stars
 - Resorts and Tourism

Also in this issue: Energy, Sports Business, Largest Accident and Health Insurance Firms, Largest Business Insurance Agencies, Largest Contractors, Largest Law Firms, SEMI Chambers of Commerce, Top Hotels Outside Metro Detroit

Special Advertising

- Sections:**
- Trusted Advisors Q&A

**Advertorial Space
Deadline:** 3/18/23

**Display Space &
Material Deadline:** 3/25/23



July/August

- Featuring:**
- Powered by Women
 - Powered by Youth
 - Cannabis

Also in this issue: Corporate Aviation, Largest Accounting Firms, Largest Banks, Largest Credit Unions

Special Advertising

- Sections:**
- Faces of Detroit
 - Five Star Wealth
 - Trusted Advisors Q&A
 - Powered by Women Sponsorship

**Advertorial Space
Deadline:** 5/17/23

**Display Space &
Material Deadline:** 5/24/23



September/October

- Featuring:**
- Automotive and Mobility
 - Auto Dealer Survey
 - Commercial Real Estate & Development Awards
 - Top Auto Executives

Also in this issue: Top Global Auto Suppliers, Biggest Conventions, Executive Fashion – Fall/Winter, Largest Intellectual Law Firms, Largest Meeting Venues, Restaurants

Special Advertising

- Sections:**
- Where to Meet, Where to Stay
 - Trusted Advisors Q&A
 - Faces of Automotive

**Advertorial Space
Deadline:** 7/18/23

**Display Space &
Material Deadline:** 7/25/23



November/December

- Featuring:**
- Michigan Economic Forecast
 - Top Lawyers

Also in this issue: CEO Gift Guide, Health Care, Largest Hospitals, Multi-Tenant Office Buildings, Technology, Private Clubs

Special Advertising

- Sections:**
- Faces of Law
 - Trusted Advisors Q&A

**Advertorial Space
Deadline:** 9/19/23

**Display Space &
Material Deadline:** 9/26/23



Detroit 500

Advertorial Space Deadline: 6/8/2023

Display Space & Material Deadline: 6/15/2023

Editorial Special Issue

Metro Detroit's Most Powerful Business Leaders

2023 NET ADVERTISING RATES

Magazine Rates:

All rates net. No additional charge for bleed advertisements.

Size	1x	2x	4x	6x
Spread	\$8,948	\$8,500	\$8,051	\$7,339
Full	\$4,806	\$4,568	\$4,325	\$3,942
2/3 Page V	\$3,883	\$3,688	\$3,494	\$3,235
1/2 page H	\$3,127	\$2,970	\$2,813	\$2,587
1/3 Page H	\$2,549	\$2,425	\$2,295	\$2,106
1/3 Page V	\$2,187	\$2,079	\$1,971	\$1,809
1/4 Page	\$1,771	\$1,685	\$1,593	\$1,463

Premium Position	1x	2x	4x	6x
Cover 2	\$6,161	\$5,854	\$5,546	\$5,092
Cover 3	\$5,692	\$5,405	\$5,125	\$4,693
Cover 4	\$7,074	\$6,723	\$6,367	\$5,837
TOC/Guaranteed	\$5,692	\$5,405	\$5,125	\$4,693

Digital Rates:

DBusiness.com

Run of Site Impression Campaign.....	\$15 / thousand impressions
Exclusive Billboard 970x250 – Home Page*	\$2,000 / month
Exclusive Billboard 970x250 – Custom Page*	\$1,250 / month
Premium Directory Listing.....	\$1,200 / year
Sponsored Content Article**	\$1,500 / article

*Includes 75,000 Run of Site Impressions / month

**Includes post on two social channels and a \$100 boost budget

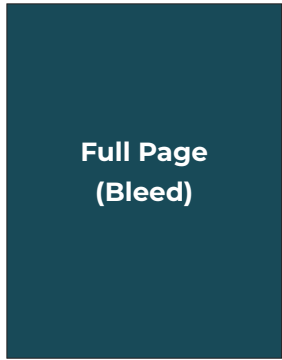
E-Mail

Daily Presenting Sponsorship 600x300.....	\$715 / week
Daily CEO Island 300x250.....	\$565 / week
Daily Executive Island 300x250.....	\$395 / week
Daily Associate Island 300x250	\$370 / week
Tech & Mobility Presenting Sponsorship 600x300	\$495 / week
Tech & Mobility CEO Island 300x250	\$565 / week
Tech & Mobility Executive Island 300x250	\$395 / week
Tech & Mobility Associate Island 300x250	\$370 / week
Dedicated Partner Message E-Blast (DBusiness List)....	\$2,000
Targeted Dedicated E-Blast (External List)	\$1,200 / 40,000 recipients
Digital Edition Sponsorship	\$1,500 / issue

Digital Services

Video production and promotion package.....	\$7,500 and up
Search Engine Optimization.....	\$975 / month and up
Managed Social Media.....	\$850 / month and up
Search Engine Marketing, Paid Social, CTV, Targeted Display, Remarketing.....	\$1,500 / month and up

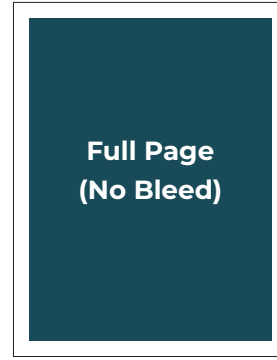
PRINT AD SPECS



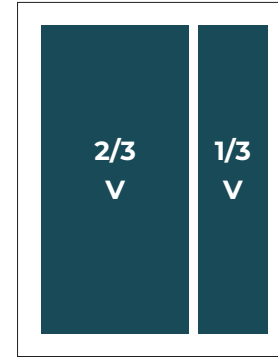
Full Page (Bleed):
Live: 7.625" x 10.125"
Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"



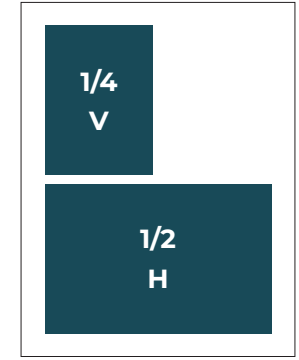
Spread (Bleed):
17" x 11.125"



Full Page (No Bleed):
7.625" x 10.125"



2/3 V: 4.65" x 9.685"
1/3 V: 2.18" x 9.685"



1/4 V: 3.4" x 4.69"
1/2 H: 7.125" x 4.69"

