



DELAWARE
BUSINESS TIMES

2025

MEDIA KIT

Reaching business leaders in print, online and
in person.

Business News for Business Leaders

Using multiple platforms, Delaware Business Times provides timely, informative content to tens of thousands of decision makers across the First State.

From breaking news coverage and in-depth reporting to hosting networking events and premier recognition events, Delaware Business Times has been connecting its readers with marketers for close to a decade.

WHY ADVERTISE IN DELAWARE BUSINESS TIMES?

Create brand awareness and increase your customer base with call-to-action messaging.

Reach an affluent audience comprised of executives, business leaders and decisions-makers in print, digital, over the air and at events.

Establish connections and build new relationships through our events and networking opportunities.



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.



Print Demographics

When you need to reach the C-suite, presidents, owners, partners and decision makers, Delaware Business Times delivers maximum impact – and value. Our powerful readers lead a diverse group of companies who spend an average of **33.9 minutes with each issue**.

Audience



**ENGAGED
AUDIENCE**
6,506

Qualified circulation
per issue



**READERS
PER ISSUE**
35,783



**AVERAGE TIME
SPENT READING
EACH ISSUE**
33.9 Minutes

47%

Contacted a company
because of an ad in
Delaware Business Times

55,785

Monthly average
unique web visitors on
DelawareBusinessTimes.com

Demographics

**87% DECISION
MAKERS**

Are top management (owners, operators,
presidents, c-suites, partners)

**79% PURCHASING
POWER**

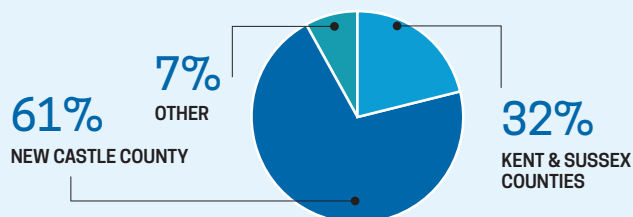
Influence and make company
purchasing decisions



AFFLUENT
\$219,744

Average household income

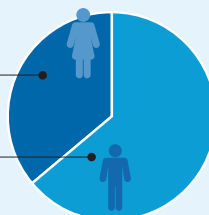
Statewide Distribution



Gender and Age Ranges

32%
FEMALE

68%
MALE



83%
are

35 – 64 years

54.4 years
Average age

Digital Audience

DelawareBusinessTimes.com is the go-to resource for Delawareans eager to tap into all that is going on in the business community throughout the state. With our Digital Partner Program you can showcase your business in front of our audiences in print, online and in newsletters.

55,785 Average Monthly Unique Users to DelawareBusinessTimes.com

Delaware Business Times and DelawareBusinessTimes.com reach a monthly audience of **105,000+**

CVC Readership study, 2023, CVC online Readership, 2023 / Website Analytics

SOCIAL MEDIA

6,800+
LinkedIn followers

5,700
Facebook followers

3,060
Instagram followers

2,350
X followers

NEWSLETTERS

4,800
Average Monthly
E-Newsletter
Subscribers

Global Digital Solutions

Interested in reaching beyond the *Delaware Business Times* audience? We can help.

Based on the geographic and behavioral characteristics of your customers, reach the right consumer anywhere with our comprehensive portfolio of market leading digital tactics.

We've helped thousands of companies with digital marketing, and our professional team is ready to help you build, launch and monitor your own digital program anywhere in the country – or the world.



TARGETED
DISPLAY



GEOFENCING



SEARCH ENGINE
MARKETING



TARGETED
EMAIL



RETARGETING



SOCIAL
MEDIA



NATIVE
CONTENT



PRE-ROLL
VIDEO



CONNECTED TV



STREAMING
AUDIO

2025 Events



FEBRUARY

Nine of Delaware's business leaders share their 10 best ideas for success in 90 minutes. This upbeat event includes networking.



JUNE

Network with CEOs and C-Site business leaders in the profit and nonprofit sectors. The CEO reception is full of energy, networking, and fun.



SEPTEMBER

Make connections with 40 leaders under 40 years of age who are bringing Delaware's business community to new heights. This is an upbeat, fun filled event.



APRIL & SEPTEMBER

The SBDC joint meetings offer businesses the knowledge and tools to help their business run more efficiently and grow.



DECEMBER

This inspirational event recognizes Delaware's best female leaders at a celebratory lunch. More than 700 guests attend the upstate and downstate events.

SPECIAL PUBLICATIONS



BOOK OF LISTS

April 1, 2025

The Book of Lists is the most concentrated source of business leads in the state of Delaware. More than 60 lists among eight industry sectors.



INNOVATION DELAWARE

July 15, 2025

Innovation Delaware is an annual publication that showcases innovative companies and products manufactured in the First State.



DELAWARE CAREERS

September 16, 2025

This annual publication focuses on workforce development for a wide range of career seekers. Delaware Careers will feature 10 Industry Sections with nearly 40 Career Categories.



DCA CONSTRUCTION EXCELLENCE AWARDS

November 4, 2025

Place your message in front of the construction audience. This publication is also distributed at the annual DCA Awards dinner.



GIVING GUIDE

November 18, 2025

The Giving Guide provides Delaware non-profits the opportunity to showcase their organizations and make new connections.



WORLD TRADE CENTER

December 2, 2025

Delaware's premier magazine that focuses on international trade. This magazine is a joint effort between Delaware Business Times and World Trade Center International.



DE222

December 16, 2025

Delaware 222 will highlight local leaders at the peak of their careers and feature personal profiles and recaps of their contributions in each county of the First State.

2025 Advertising & Editorial Calendar

IN EVERY ISSUE: SPECIAL SECTION, TOP INDUSTRY LISTS, AND BUSINESS LEADS



JANUARY 7

**SPECIAL SECTION
ECONOMIC FORECAST**

List: Chambers,
Economic Development Agencies

CLOSE: **12/19**
ADS DUE: **12/24**



JANUARY 21

**SPECIAL SECTION
HEALTHCARE**

List: Hospitals, Healthcare Systems

CLOSE: **1/7**
ADS DUE: **1/10**



FEBRUARY 4

**SPECIAL SECTION
STEM**

List: Delaware Exporting Companies

CLOSE: **1/21**
ADS DUE: **1/24**



FEBRUARY 18

**SPECIAL SECTION
90/90**

List: Arts Organizations

EVENT: 90 in 90

CLOSE: **2/4**
ADS DUE: **2/7**



MARCH 4

**SPECIAL SECTION
MANUFACTURING**

List: Largest Manufacturers

CLOSE: **2/18**
ADS DUE: **2/21**



MARCH 18

**SPECIAL SECTION
BANKING, FINANCIAL SERVICES**

List: Banks/Credit Unions

CLOSE: **3/4**
ADS DUE: **3/7**



APRIL 1

**SPECIAL SECTION
COMMERCIAL REAL ESTATE**

List: Commercial Real Estate Brokers

SPECIAL PUBLICATION: Book of Lists

CLOSE: **3/18**
ADS DUE: **3/21**



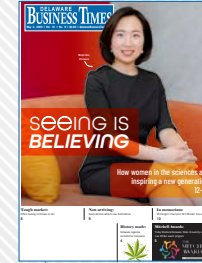
APRIL 15

**SPECIAL SECTION
TRANSPORTATION**

List: Auto Dealers

EVENT: SBDC

CLOSE: **4/1**
ADS DUE: **4/4**



MAY 6

**SPECIAL SECTION
SMALL BUSINESSES**

List: Family-Owned Businesses

CLOSE: **4/22**
ADS DUE: **4/25**



MAY 20

**SPECIAL SECTION
HOSPITALITY & TOURISM**

List: Largest Hotels

CLOSE: **5/6**
ADS DUE: **5/9**



JUNE 3

**SPECIAL SECTION
BIOSCIENCE/PHARMA**

List: Pharma and Bioscience Companies

CLOSE: **5/19**
ADS DUE: **5/22**



JUNE 17

**SPECIAL SECTION
CONSTRUCTION,
COMMERCIAL DEVELOPMENT**

List: Contractors

EVENT: CEO Of The Year

CLOSE: **6/3**
ADS DUE: **6/6**

**DELAWARE
BUSINESS TIMES**

For more information regarding advertising or event sponsorship opportunities, contact your account representative, call 302.656.1837 or email advertising@delawarebusinesstimes.com

2025 Advertising & Editorial Calendar

IN EVERY ISSUE: SPECIAL SECTION, TOP INDUSTRY LISTS, AND BUSINESS LEADS



JULY 1

**SPECIAL SECTION
NEW CASTLE COUNTY**

List: New Castle County Employers

CLOSE: **6/17**
ADS DUE: **6/20**



JULY 15

**SPECIAL SECTION
KENT COUNTY**

List: Kent County Employers

SPECIAL PUBLICATION: Innovation Delaware

CLOSE: **6/30**
ADS DUE: **7/3**



AUGUST 5

**SPECIAL SECTION
SUSSEX COUNTY**

List: Sussex County Employers

CLOSE: **7/22**
ADS DUE: **7/25**



AUGUST 19

**SPECIAL SECTION
HIGHER EDUCATION**

List: Colleges and Universities

CLOSE: **8/5**
ADS DUE: **8/8**



SEPTEMBER 2

**SPECIAL SECTION
DBT40**

List: Accounting, Law, Insurance

EVENT: DBT40

CLOSE: **8/19**
ADS DUE: **8/22**



SEPTEMBER 16

**SPECIAL SECTION
PROFESSIONAL SERVICES**

List: Wealth Managers, Financial Advisors

SPECIAL PUBLICATION: Delaware Careers

CLOSE: **9/2**
ADS DUE: **9/5**



OCTOBER 7

**SPECIAL SECTION
GREEN ENERGY/TECHNOLOGY**

List: Green/Environmental Companies

CLOSE: **9/23**
ADS DUE: **9/26**



OCTOBER 21

**SPECIAL SECTION
TECHNOLOGY**

List: Minority-Owned Businesses

CLOSE: **10/7**
ADS DUE: **10/10**



NOVEMBER 4

**SPECIAL SECTION
COMMERCIAL REAL ESTATE**

List: Contractors, Commercial Real Estate Brokers

SUPPLEMENT: DCA

CLOSE: **10/21**
ADS DUE: **10/24**



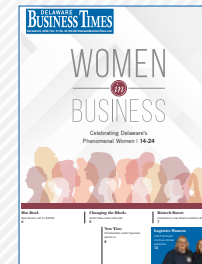
NOVEMBER 18

**SPECIAL SECTION
NONPROFITS**

List: Largest Nonprofits

SUPPLEMENT: Giving Guide

CLOSE: **11/4**
ADS DUE: **11/7**



DECEMBER 2

**SPECIAL SECTION
WOMEN IN BUSINESS**

List: Women-Owned Businesses

SUPPLEMENT: World Trade Center

EVENT: Women in Business

CLOSE: **11/17**
ADS DUE: **11/20**



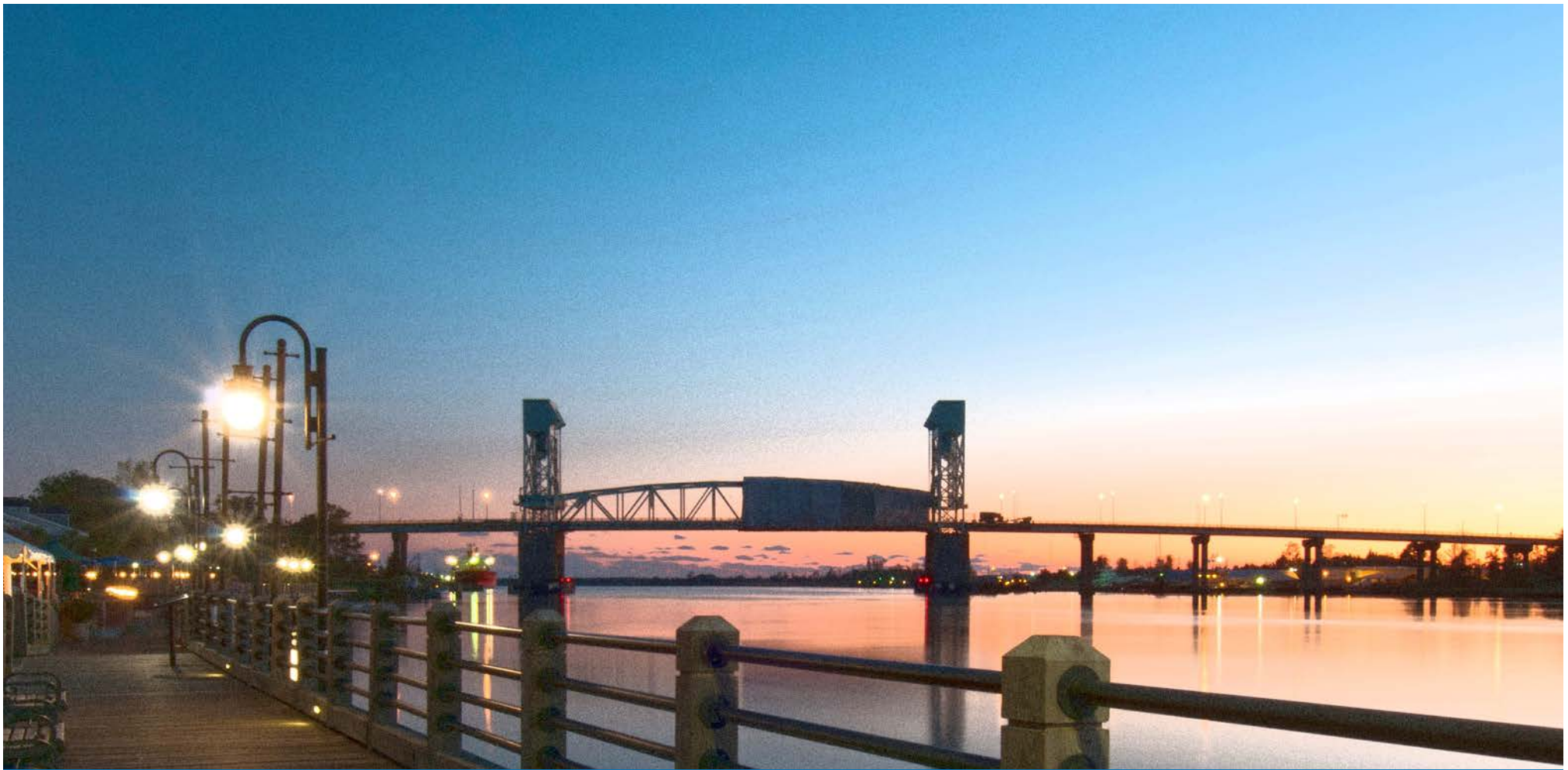
DECEMBER 16

**SPECIAL SECTION
STATE GOVERNMENT**

List: Largest Public Companies

SPECIAL PUBLICATION: Delaware 222

CLOSE: **12/2**
ADS DUE: **12/5**



DELAWARE BUSINESS TIMES

IN PRINT, ONLINE, OVER THE AIR, AND AT EVENTS.

1000 N. West Street, Suite 601 | Wilmington, DE 19801

302.656.1837 | DelawareBusinessTimes.com | Advertising@DelawareBusinessTimes.com