



## REACH PBN'S INFLUENTIAL, AFFLUENT AND ENGAGED AUDIENCE

- ✓ Make your best business investment.  
Let us customize a campaign for you
- ✓ Speak directly to PBN's affluent audience - our readers have an average net worth of \$1.6 million
- ✓ Reach over 450K executives and decision makers through PBN's print and digital channels
- ✓ Elevate your brand through custom integrated campaigns and events

# Reach the people that count.

## Our audience = YOUR buyers

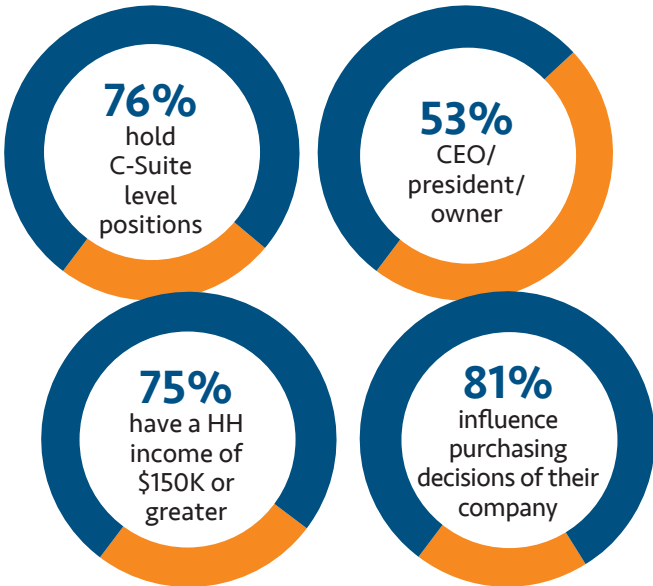
### THE POWER OF THREE PLATFORMS

1 PRINT 2 DIGITAL 3 EVENTS



**PBN Audience (7,000 weekly paid subscribers; 28,000+ readers per week)**

#### POSITION & INCOME:

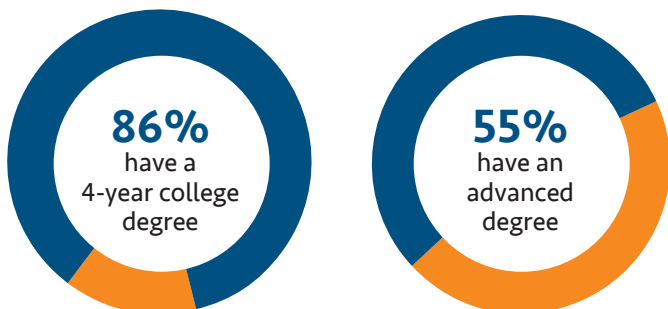


Average HH income: **\$315,650**

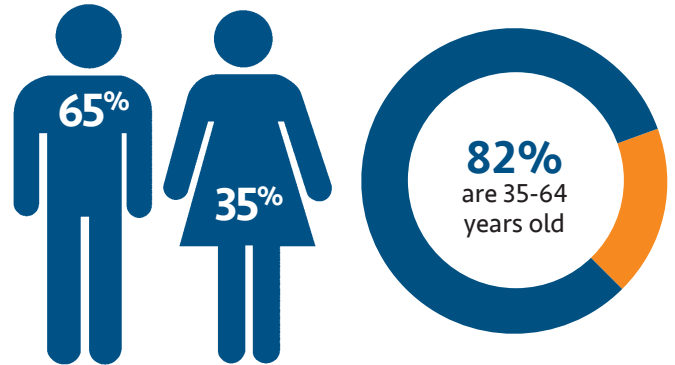
Average Estimated Home Value: **\$788,755**

Average Estimated Value of Investment Portfolio: **\$1,543,877**

#### EDUCATION:



#### DEMOGRAPHICS:



#### READING HABITS:

**92%** of subscribers read every issue of PBN

**77%** spend 15 minutes or more reading PBN

#### ENGAGEMENT:

**80%** of subscribers took a specific action after seeing an ad in PBN

**46%** contacted a company because of an ad in the publication

**77%** passed an item along to an associate or client

**15.5%** filed an ad for reference

**13.5%** made a purchase

*(From April 2022 subscriber survey, conducted by CVC)*

# 2

## PBN.com Traffic and visitor demographics

Source: Google Analytics, annual averages as of August 2022

### TRAFFIC:

**74,880** average monthly PBN.com visitors  
**17,829** average active visitors per week  
**187,945** average monthly pageviews  
**1,127,670** average monthly ad impressions delivered  
**28,242** average e-newsletter subscribers  
**24.3%** average open rate

### DEVICES:

**64%** desktop  
**34%** mobile  
**2%** tablet

### ENGAGEMENT:

PBN subscribers take a specific action after seeing an ad on PBN.com:

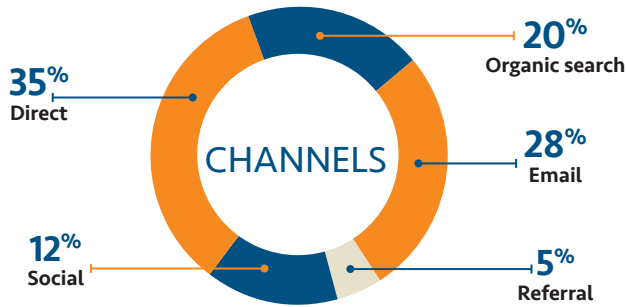
**57.3%** visit an advertiser's website

**39.6%** file the ad for reference

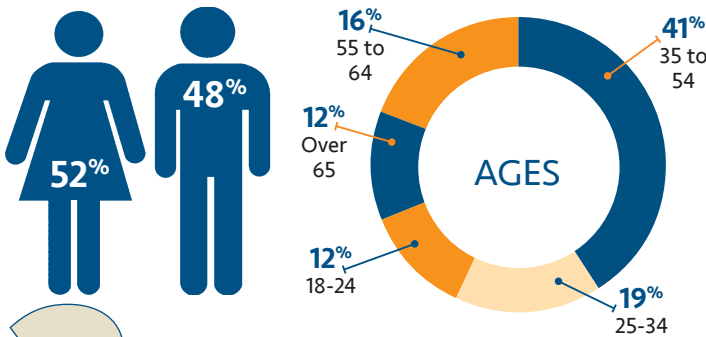
**21.9%** pass the ad on to others

**13.5%** make a purchase

### ACQUISITION:



### DEMOGRAPHICS:



### TOP INTERESTS:

- > News & Politics/Avid News Readers
- > Financial Services/Investment Services/Banking & Finance/Avid Investors
- > Real Estate/Residential Properties/Residential Properties (For Sale)
- > Employment/Career Consulting Services
- > Travel/Hotels & Accommodations/Air Travel
- > Education/Post-Secondary Education
- > Lifestyles & Hobbies/Business Professionals
- > Food & Dining/Cooking

### LOCATION:

**72%** Rhode Island

**14%** Massachusetts

**9%** NY, NJ and CT

**2%** Florida

**3%** All other

#### BY COUNTY:

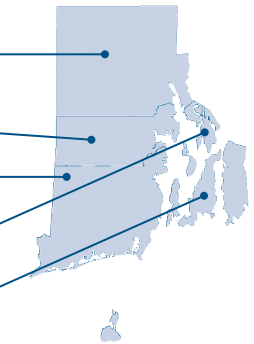
**43%** Providence

**18%** Kent

**15%** Washington

**12%** Bristol

**12%** Newport



# 3

## Events

Providence Business News hosts 15+ events per year, including our Annual Book of Lists Premier, Best Places to Work, Business Women Awards and several summits covering Health Care, Cybersecurity and other business topics. Sponsorship opportunities are available.

### EVENTS PARTICIPANTS:

These companies and their executives are a sampling of those who have sponsored, attended and/or have been honored at recent PBN events:

|                              |                                      |                                  |
|------------------------------|--------------------------------------|----------------------------------|
| Aetna                        | Commonwealth Care Alliance           | Point 32 Health                  |
| Amgen                        | Cox Business                         | Polaris MEP                      |
| Amica                        | CVS Health                           | R1 Indoor Karting                |
| Bank of America              | Envision Technologies                | RI Commerce                      |
| BankNewport                  | Gallo   Thomas Insurance             | RI Foundation                    |
| Baycoast Bank                | Gilbane                              | RI Infrastructure Bank           |
| Blue Cross Blue Shield of RI | IGT                                  | Robinson + Cole                  |
| Bristol County Savings Bank  | Johnson & Wales University           | Roger Williams University        |
| Better Business Bureau       | KPMG                                 | Secure Future Tech Solutions     |
| Brown Physicians             | Lifespan                             | Shawmut Design & Construction    |
| Brown Medicine               | Navigant Credit Union                | Skills for RI's Future           |
| Bryant University            | Neighborhood Health Plan of RI       | Starkweather & Shepley Insurance |
| CBIZ & MHM                   | New England Tech                     | Sweeney Real Estate              |
| Chisholm Chisholm Kilpatrick | Pannone Lopes Devereaux & O'Gara LLC | Webster Bank                     |
| Citrin Cooperman             | Partridge Snow & Hahn                |                                  |
| CLA                          |                                      |                                  |

### AVERAGE EVENTS ATTENDANCE:

Book of Lists: **300**

Manufacturing Awards: **250**

C-Suite Awards: **200**

Business Women Awards: **300**

Best Places to Work: **700**

40 Under Forty: **375**

Health Care Summit: **200**

Healthiest Employers: **200**

Fastest Growing and Most Innovative Companies Awards: **250**

Cybersecurity Summit: **200**

Economic Summit: **160**

Diversity & Inclusion Summit & Awards: **200**

Cannabis Summit: **150**



## PBN.com Traffic and visitor demographics

Source: Google Analytics, Aug. 2022

### TRAFFIC:

**74,880** average monthly PBN.com visitors  
**5,232** average active visitors per day  
**17,829** average active visitors per week  
**187,945** average monthly pageviews  
**1,127,670** average monthly ad impressions delivered

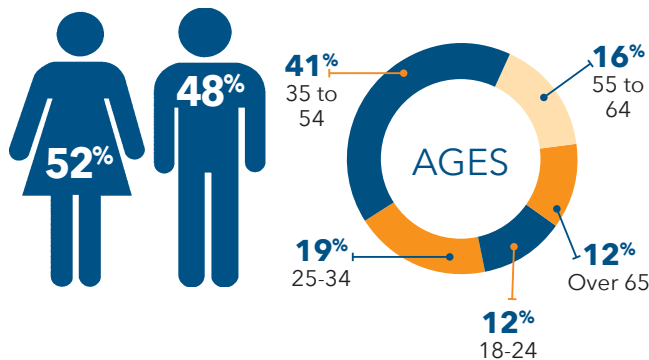
### DEVICES:

**64%** desktop  
**34%** mobile  
**2%** tablet

### ACQUISITION:

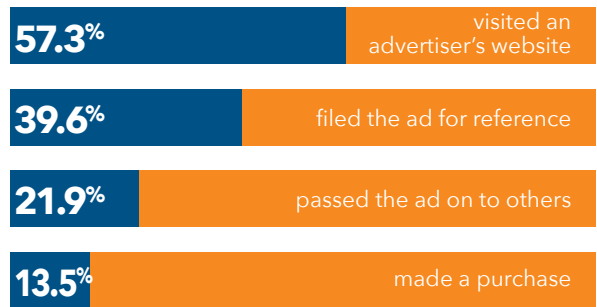


### DEMOGRAPHICS:



### ENGAGEMENT:

**100%** of subscribers took a specific action after seeing an ad on PBN.

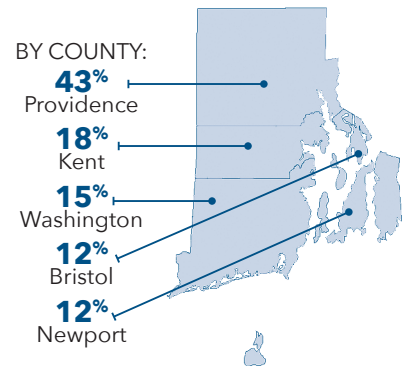


### TOP INTERESTS:

- > News & Politics/Avid News Readers
- > Financial Services/Investment Services / Banking & Finance/Avid Investors
- > Real Estate/Residential Properties/Residential Properties (For Sale)
- > Employment/Career Consulting Services
- > Travel/Hotels & Accommodations/Air Travel
- > Education/Post-Secondary Education
- > Employment/Career Consulting Services/ Lifestyles & Hobbies/Business Professionals
- > Food & Dining/Cooking

### LOCATION:

**72%** Rhode Island  
**14%** Massachusetts  
**9%** NY, NJ and CT  
**2%** Florida  
**3%** All other



# PBN 2023 EDITORIAL CALENDAR

|           | ISSUE DATE | AD CLOSING | EDITORIAL FOCUS PRIMARY/SECONDARY                               | LISTS PRIMARY/SECONDARY   | SPECIAL SUPPLEMENT/ SECTION  | EVENT AND EVENT DATE                                     |
|-----------|------------|------------|---|---|--|--|
| JANUARY   | 1/6        | 12/29      | Economic Forecast   | Co-Working Spaces;<br>Business & Professional Associations  |  |  |
|           | 1/20       | 1/11       | Small Business<br>Innovation/Startups                           | RI Distilleries, Breweries & Vineyards<br>High Tech Funding Sources;<br>Business Development Resources    | Book of Lists  | Book of Lists Premier, 1/19                              |
| FEBRUARY  | 2/3        | 1/25       | Education<br>Health Care  | Health Care Educators; College Technology Programs<br>Physician Groups                                    | Economic Summit Recap;<br>Notable Women in Health Care;<br>Presidents' Forecast                      | Economic Summit, 1/26                                    |
|           | 2/17       | 2/8        | Law Review  | Tax Rates, RI; Public Companies in RI   | Book of Lists Recap  | Workforce Development Summit, 2/16                       |
| MARCH     | 3/3        | 2/22       | Banking & Finance<br>High End Residential Real Estate           | Mortgage Bankers and Brokers<br>Residential Real Estate Agencies  | Workforce Development Summit Recap   |  |
|           | 3/17       | 3/8        | Construction & Design   | General Contractors; Property Management Firms  | Notable Women in Architecture, Construction & Engineering  |  |
|           | 3/31       | 3/22       | Insurance<br>Marketing/Social Media in Business                 | Independent Insurance Agencies<br>Advertising & PR Firms  |  |  |
| APRIL     | 4/14       | 4/5        | Education   | Adult/Executive Education Programs;<br>Online Degrees/Programs  | Notable Leaders in Education;<br>Health Care Summit Recap  | Health Care Summit/<br>Health Care Heroes, 4/6           |
|           | 4/28       | 4/19       | Health Care<br>Technology                                       | Hospitals; Diagnostic Imaging Centers<br>Biotech & Life Sciences Companies                                | C-Suite Awards;<br>SBA Small Business Week   | C-Suite Awards, 4/20                                     |
| MAY       | 5/12       | 5/3        | Small Business  | SBA Loans; SBA Lenders  | Notable Leaders in HR  |  |
|           | 5/26       | 5/17       | Law Review<br>Veterans In the Workplace                         | IP Lawyers<br>Veteran Employers   | Business Women Awards;<br>Salute to Veterans   | Business Women Awards, 5/25                              |
| JUNE      | 6/9        | 5/31       | Banking & Finance<br>Accounting/Business Valuation & Succession | Credit Unions, Regional Banks<br>Chief Financial Officers   | Best Places to Work Awards;<br>Notable Women in Banking & Accounting                                 | Best Places to Work Awards, 6/7                          |
|           | 6/23       | 6/14       | Workforce Development   | Staffing Firms; Executive Recruiters<br>Workforce Development Resources                                   |  |  |
| JULY      | 7/7        | 6/28       | Commercial Real Estate  | Commercial RE Leases: Office, Retail & Industrial<br>Manufacturers  | Notable Women in Manufacturing & Tech  |  |
|           | 7/21       | 7/12       | Education<br>Engineering  | Colleges & Universities<br>Engineering Firms  | Forty Under 40 Awards  | Forty Under 40 Awards, 7/20                              |
| AUGUST    | 8/4        | 7/26       | Construction & Design   | Highway Projects<br>Meeting Facilities  | Healthiest Employer Awards   | Healthiest Employer Awards, TBD                          |
|           | 8/18       | 8/9        | Law Review<br>Technology  | Estate Planners<br>CIOs; Software Dev. Companies  |  | Leaders & Achievers Awards, 8/23                         |
| SEPTEMBER | 9/1        | 8/23       | Insurance   | Property & Casualty Insurers;<br>Employee Benefit Administrators  | Leaders & Achievers Awards;<br>Notable Women in Insurance  | Cannabis Summit, TBD                                     |
|           | 9/15       | 9/6        | Banking & Finance<br>Education (Secondary Schools)              | RI Banks<br>Private Secondary Schools   | Cannabis Summit Recap  |  |
|           | 9/29       | 9/20       | Health Care   | RI Health & Dental Insurers;<br>MA Health & Dental Insurers<br>Comm RE Sales: Office, Retail & Industrial | Rhode to Work;<br>Fastest Growing & Most Innovative Companies Awards                                 | Fastest Growing & Most Innovative Companies Awards, 9/20 |
| OCTOBER   | 10/13      | 10/4       | Law Review<br>Education (MBAs)                                  | Law Firms<br>MBA Programs   | Notable Women in Law   | Cybersecurity Summit, 10/12                              |
|           | 10/27      | 10/18      | Construction & Design   | Architectural Firms<br>Cyber Security Companies   | Giving Guide;<br>Cybersecurity Summit Recap  | Health Care Summit, 10/25                                |
| NOVEMBER  | 11/10      | 11/1       | Accounting<br>Investments/Retirement Planning                   | Accounting Firms; Executive Compensation<br>Wealth Managers   | Manufacturing Awards;<br>Health Care Summit Recap;<br>Notable Wealth Managers;<br>Salute to Veterans | Manufacturing Awards, 11/8                               |
|           | 11/24      | 11/15      | Small Business  | Family Owned Businesses; Women Run Businesses<br>Indoor Recreation Facilities                             |  |  |
| DECEMBER  | 12/8       | 11/29      | Banking & Finance<br>Commercial Real Estate                     | International Tax Preparers;<br>Foreign Owned Companies<br>Commercial RE Brokerage Firms                  | Diversity Equity & Inclusion Summit & Awards   | Diversity Equity & Inclusion Summit & Awards, 12/7       |
|           | 12/22      | 12/13      | Health Care   | Urgent Care Centers; Addiction Treatment Centers<br>Energy Companies                                      | Diversity Equity & Inclusion Summit Recap  |  |

# 2023 PBN EVENTS


**PBN** PROVIDENCE BUSINESS NEWS  
**BOOK of LISTS**  
*Premier Event*

**JANUARY 19**

*The best business networking event of the year!*

Business leaders and executives join PBN in honoring the many companies featured in the Book of Lists.

[#PBNBOLPREMIER](#)

**PBN** PROVIDENCE BUSINESS NEWS  
  
**HEALTH CARE HEROES**  
 2023 AWARDS

**APRIL 6**

Honors individuals and organizations who embody the word “hero” and prove their excellence in helping others, promoting innovation or improving access to care.

[#PBNHCHeroes](#)

**PBN** PROVIDENCE BUSINESS NEWS  
  
**C-SUITE**  
 AWARDS

**APRIL 20**

PBN’s C-Suite Awards program recognizes top C-level executives for public, private and nonprofit companies who are innovators, trailblazers, role models and leaders in the community.

[#PBNCSUITE](#)

**PBN** PROVIDENCE BUSINESS NEWS  
  
**BUSINESS Women**  
 AWARDS

**MAY 25**

PBN honors the success of women in a variety of industries and recognizes younger, professional women to watch as well as industry leaders. A career achiever and outstanding mentor are also honored.

[#PBNBWA](#)

**PBN** PROVIDENCE BUSINESS NEWS  
**BEST PLACES TO WORK**  
  
 AWARDS

**JUNE 7**

Celebrate the state’s best employers, who are selected based on extensive employee surveys and feedback reports from Best Companies Group.

[#PBNBPTW](#)

**PBN** PROVIDENCE BUSINESS NEWS  
**40 under forty**  
 AWARDS

**JULY 20**

Recognizes forty men and women, under the age of 40, who are successful in their careers and involved in their communities.

[#PBN40UFORTY](#)

**PBN** PROVIDENCE BUSINESS NEWS  
**HEALTHIEST EMPLOYERS**  
 of Rhode Island  
 AWARDS 

**AUGUST (TBD)**

Recognizes employers who have implemented worksite Health & Wellness programs and have shown a commitment to employee health and safety.

[#PBNHealthiestEmployers](#)

**PBN** PROVIDENCE BUSINESS NEWS  
**LEADERS & ACHIEVERS**  
 AWARDS

**AUGUST 23**

Recognizes men and women over the age of 50 for their sustained success and leadership, both in their fields and in the community.

[#PBN25LeadersandAchievers](#)

**PBN** PROVIDENCE BUSINESS NEWS  
**FASTEST GROWING**  
 &  
**innovative companies**  
 AWARDS

**SEPTEMBER 20**

Two great programs, one great event celebrating both growth and innovation in the region.

[#PBNFGIC](#)

**PBN** PROVIDENCE BUSINESS NEWS  
**MANUFACTURING**  
 AWARDS

**NOVEMBER 8**

Recognizes companies and individuals in multiple categories in the manufacturing sector, such as Workforce Development and Supply Chain Management.

[#PBNMFG](#)

**PBN** PROVIDENCE BUSINESS NEWS  
**SUMMIT & AWARDS**  
**DIVERSITY EQUITY & INCLUSION**

**DECEMBER 7**

A panel of experts shares DEI best practices for leveraging DEI in the workplace. In addition, companies and leaders are recognized for their efforts in promoting DEI in their organization and the community.

[#PBN DiversitySummit](#)

**PBN** PROVIDENCE BUSINESS NEWS  
**SUMMITS**

**JANUARY 26** Economic Trends  
[#PBN EconomicTrends](#)

**FEBRUARY 16** Workforce Development  
[#PBN WorkForceDev](#)

**APRIL 6** Health Care [#PBNHCSummit](#)

**SEPTEMBER (TBD)** Cannabis [#PBN CannabisSummit](#)

**OCTOBER 12** Cybersecurity [#PBN CyberSummit](#)

**OCTOBER 25** Health Care [#PBNHCSummit](#)

**SPONSORSHIP OPPORTUNITIES AVAILABLE 401-680-4800 or Advertising@PBN.com MAKE OUR AUDIENCE YOUR AUDIENCE**

REV 2.21.23

## Leveraging Your Sponsorship

Think of sponsorship activation as a way of “switching on” your sponsorship.

Sponsors who prepare a strategy to maximize their sponsorship report the best results from the experience.

Here are some suggestions:

### BEFORE THE EVENT

The pre-event marketing by PBN for the event positions your company as a partner and an industry leader in the eyes of our audience, the decision makers who read us and pay to attend our events.

- Form a relationship with the organizer and ask him or her how the sponsorship has worked in the past. What have other companies tried to do? Were any unsuccessful, and why? What are the organizers’ biggest success stories?
- Announce your sponsorship to your employees as well as to the public, on your website and social platforms to create excitement and build support for the event.
- Select key members of your team to attend the event for business development purposes.
- Consider inviting key clients and prospects to the event.
- Preview the supplied attendee list and earmark prospects you want to meet.
- Work with your PBN account manager to make introductions to these prospects.
- Determine if other sponsors could be clients or partners.
- Develop a plan for post- event follow up with attendees.

### AT THE EVENT

Take advantage of your company’s presence at the event in an environment where your brand is prominently displayed, and you have access to a room full of prospects.

- Arrive early so you are present when others arrive and make the most of the opportunity for networking and meeting prospects.
- Take advantage of exhibit table (if applicable) to provide handouts, informational materials and a creative way to obtain attendees contact information for follow up.
- Assign some of your key employees to sit at tables other than your own to meet prospective clients.

### AFTER THE EVENT

Attendees will leave the event with a positive impression of your company, and you will have reinforced relationships with existing clients, helping with customer retention. Your follow up will build on the impressions created at the event.

- Conduct a post-event meeting internally with those who attended for feedback and review follow up steps.
- Send company literature and/or a special offer to everyone on the attendee list supplied by PBN.
- Invite your key prospects to meet with you or attend a presentation at your office.
- Publicize your sponsorship by sending press releases to trade groups and publications.
- Build on your success and secure your sponsorship by taking advantage of your right for first refusal on renewal of your sponsorship for next year.



## *Why Sponsor?*

Everything starts with determining your goals.

When you sponsor an event your focus should always be on the quality rather than the quantity of brand impressions.

Every event provides an experience. The key is to partner with events that provide an experience people will associate positively with your brand and further characterizes and adds depth to your brand.

### **1. Put your business front and center.**

Sponsoring an event gives your business authority in your industry and this boosts your credibility.

### **2. Get in front of your target market**

If the event you're sponsoring is a good fit, you'll have access to hundreds of people in your target market, who you can build relationships with.

### **3. Brand awareness & media exposure**

Event sponsorship also gives your brand the opportunity to generate awareness, boost the perceived image of your business and gain media exposure. The key to achieving great brand awareness is familiarity. The more your brand name is associated with positive experiences or emotions the stronger your brand awareness will be.

### **4. Increase your reach and exposure to new clients, customers and businesses**

Events don't just have the audience in the room. The event is promoted on social media, in newspaper and digital advertising, and emails. As a sponsor your name and logo will be used during these outreach campaigns. It will also be used when approaching other businesses for sponsorship - again increasing your reach and boosting your authority in your industry.

### **5. Reconnect with customers**

You will have the opportunity to connect with some of your current customers by sponsoring an event. This will give you a great chance to reconnect and get feedback on how your service or product is performing.

### **6. Generate strong leads**

Events are a great way to generate quality leads. But new leads don't just magically appear from sponsoring the event. You need to follow up with event attendees and stand out amongst the crowd.



Sponsoring an event can be well worth the investment if you are clear about your goals. A well-planned event presence can generate quality leads, deliver great ROI, increase your brand reach and exposure, put you in front of your target market and best of all, build your brand's authority.



# PBN PRODUCTION REQUIREMENTS



## PRINT REGULAR ISSUE

TRIM SIZE: 10.75 X 15 INCHES

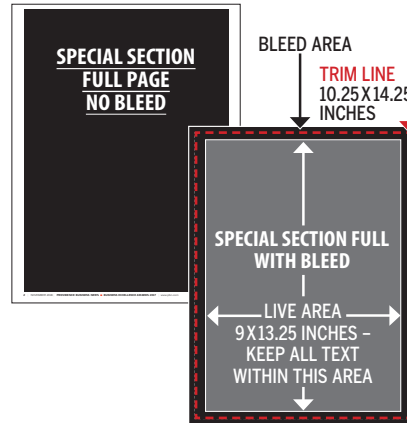
| AD SIZE           | WIDTH | DEPTH |
|-------------------|-------|-------|
| Full page         | 9.75  | 13.73 |
| Junior page       | 7.27  | 10    |
| 1/2 horizontal    | 9.75  | 6.34  |
| 1/2 vertical      | 4.79  | 13.73 |
| 1/3 horizontal    | 9.75  | 4.28  |
| 1/3 vertical      | 4.79  | 8.5   |
| 1/4               | 4.79  | 6.34  |
| 1/6               | 4.79  | 4.2   |
| 1/8               | 2.31  | 6.34  |
| 2-page spread     | 20.5  | 13.73 |
| Junior spread     | 14.54 | 10    |
| Strip             | 9.75  | 1.25  |
| Front cover strip | 6.5   | 1.25  |



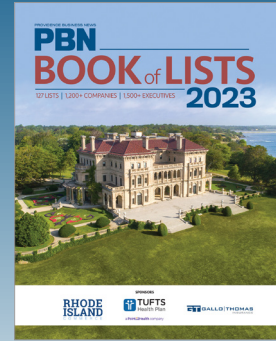
## PRINT SPECIAL SECTION

TRIM SIZE: 10.25 X 14.25 INCHES

| FULL PAGE ADS                            | WIDTH   | DEPTH |
|--|---|-------|
| Full page no bleed                       | 9   | 13.25 |
| Full page with bleed (see details below) | 10.5 (10.25 x 14.25 plus 1/8" bleed on all sides) | 14.5  |
| 2-page spread no bleed                   | 19  | 13.25 |
| 2-page spread with bleed                 | 21  | 14.5  |



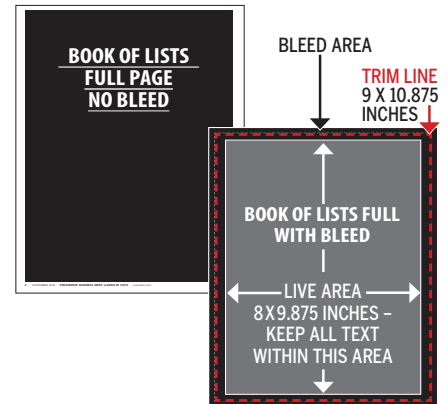
| AD SIZE        | WIDTH | DEPTH |
|----------------|-------|-------|
| 1/2 horizontal | 9     | 6.5   |
| 1/2 vertical   | 4.41  | 13.25 |
| 1/4            | 4.41  | 6.5   |
| Strip          | 9     | 1.25  |



## PRINT BOOK OF LISTS

TRIM SIZE: 9 X 10.875 INCHES

| FULL PAGE ADS                            | WIDTH  | DEPTH  |
|--|--|--------|
| Full page no bleed                       | 8.375  | 10.125 |
| Full page with bleed (see details below) | 9.25 (9 x 10.875 plus 1/8" bleed on all sides)       | 11.125 |
| 2-page spread no bleed                   | 17 (text and images should not run across gutter)    | 10.125 |
| 2-page spread with bleed                 | 18.25 (text and images should not run across gutter) | 11.125 |



| AD SIZE        | WIDTH  | DEPTH  |
|----------------|--------|--------|
| 1/2 horizontal | 8.375  | 5      |
| 1/2 vertical   | 4.0625 | 10.125 |
| 1/4            | 4.0625 | 5      |
| Strip          | 8.375  | 1.125  |

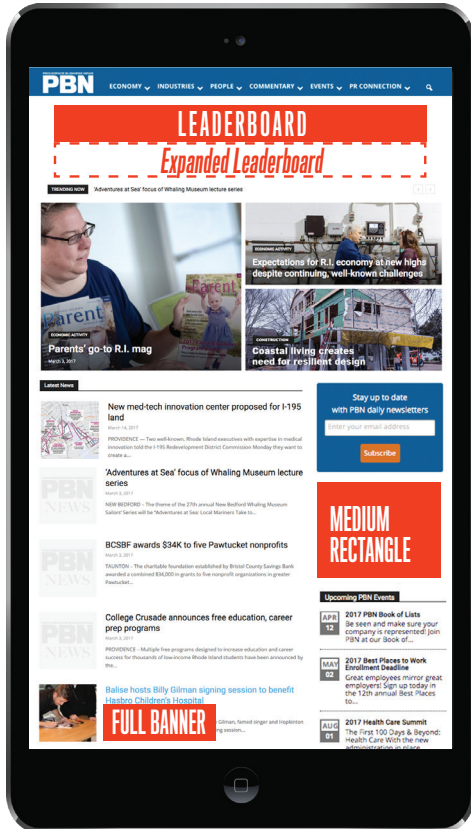
### Print ads preferred file type: high-resolution PDF

All images must be at 300 dpi, cmyk color mode. Low resolution images from websites are not acceptable for print.

Submit ads via email to your account manager or to Production Director Anne Ewing at [Ewing@PBN.com](mailto:Ewing@PBN.com).

# PBN PRODUCTION REQUIREMENTS

**DIGITAL**  
RUN OF SITE ON PBN.COM



**RUN OF SITE DIGITAL AD SIZES:**

*Four ad sizes rotate site-wide.*

*Please provide all four sizes:*

- Leaderboard 728x90 and 970x90 pixels
  - Full Banner 300x100
  - Medium Rectangle 300x250
- Premium Expanded Leaderboard 970x250 (available for additional \$300 per month)
  - Interstitial 550x480 pixels

**DIGITAL**  
FREE E-NEWSLETTERS



**E-NEWSLETTERS DIGITAL AD SIZES:**

**Leaderboard ads:**

*Please provide both sizes: 728x90 pixels and 300x100 pixels*

**Medium rectangle ads:**  
300 x 250 pixels

Note: Third-party ad tags are not compatible with e-newsletter ads.

**Digital ads accepted file type: jpeg, gif, png**

Files should be 72 dpi, RGB color mode. Click-through URL must be supplied.  
PBN requires 24 hours to test and prepare creative submissions.

**Submit ads via email to your account manager or  
to Production Director Anne Ewing at Ewing@PBN.com.**