

BIZ 417



MEDIA KIT 2017-2018

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Do you ever drive by a business and say to yourself, "I wonder who owns that?" "I wonder what they did to succeed?" "I wonder if I could make it?" Whitaker Publishing has launched a bi-monthly publication to answer those questions. *Biz 417* showcases the entrepreneurs starting new ventures, profiles professionals working to improve their performance and creates a forum for masters anxious to share their expertise. *Biz 417* is a subscription-based magazine that serves a market of business-minded readers and client advertisers and engages them by focusing on growth. **It's networking in print.**


Gary Whitaker
Publisher, *Biz 417*

WHO READS *BIZ 417*?

Biz 417 has a readership of
MORE THAN 40,000
per issue.

 **69% MALE**
 **31% FEMALE**

8% 25-34 years old
21% 35-44 years old
30% 45-54 years old
27% 55-64 years old

Our readers are **successful**.



25% ARE OWNERS OR PARTNERS OF A BUSINESS
43% HOLD A CORPORATE OFFICE (CEO, CFO, ETC.)
18% ARE DIRECTORS OR VICE PRESIDENTS



82% of our readers **INFLUENCE THE PURCHASING DECISIONS OF THEIR COMPANY.**



81% of our readers **HAVE A BACHELOR'S DEGREE OR HIGHER**

TOTAL HOUSEHOLD INCOME:



25%
\$75,000-124,999



22%
\$125,000-174,999



23%
\$175,000-274,999



16%
\$275,000 or more

Our readers are **engaged**.

44% CONTACTED A COMPANY BECAUSE OF AN AD IN THE MAGAZINE
61% DISCUSSED AN ITEM THEY SAW IN THE MAGAZINE WITH OTHERS
63% PASSED AN ITEM ALONG OR REFERRED INFO TO A BUSINESS ASSOCIATE/CLIENT
11% VISITED BIZ417.COM TO SEND A LINK TO AN ITEM IN AN ISSUE TO SOMEONE
59% SAVED THE ENTIRE ISSUE
59% SAVED AN ITEM OF INTEREST



68%
of our readers

SPEND 30 MINUTES TO MORE THAN AN HOUR READING EACH ISSUE.

WHAT OUR ADVERTISERS SAY

"Biz 417 is great for exposure...it is about building relationships, and the more time somebody sees your ad in the magazine, the more times they will remember it."

JEAN HARMISON | CLUB MANAGEMENT SERVICES

"I think Biz 417 puts out a really good, quality product. It has a lot of information about what is going on in Springfield in the business community, focusing on all businesses."

CARLYE WANNENMACHER | GUARANTY BANK

"We have seen leads that can be directly attributed to our ads in Biz. In one introductory meeting with a soon-to-be client, the manager slid our ad across the table and told me that the ad was why they called."

Another new client said they were following our ads every issue and were keeping them. By the end of the year, I can attribute well over \$100K in new revenue from our ads in Biz 417. I highly recommend Biz 417 for any business-to-business company looking to connect to business decision makers."

DON HARKEY | PEOPLECENTRIC CONSULTING COMPANY

EDITORIAL CALENDAR 2017-2018

JANUARY // FEBRUARY 2018

SPACE CLOSE & MATERIALS DUE:

Friday, November 17, 2017

DELIVERED ADS DUE:

Wednesday, November 24, 2017

EDITORIAL:

Economic Development

SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles, Financial Advisor Profiles

EVENTS:

B-School Breakfast Series - February
Think Summit - January

MARCH // APRIL 2018

SPACE CLOSE & MATERIALS DUE:

Friday, January 19, 2018

DELIVERED ADS DUE:

Friday, January 26, 2018

EDITORIAL:

Women Who Mean Business

SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles, Attorney Profiles

EVENTS:

B-School Breakfast Series - April

MAY // JUNE 2018

SPACE CLOSE & MATERIALS DUE:

Friday, March 16, 2018

DELIVERED ADS DUE:

Friday, March 23, 2018

EDITORIAL:

Regional Business

SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles

EVENTS:

B-School Breakfast Series - June

JULY // AUGUST 2018

SPACE CLOSE & MATERIALS DUE:

Friday, May 18, 2018

DELIVERED ADS DUE:

Friday, May 25, 2018

EDITORIAL:

10 for the Next 10

SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles, Powered by Women

EVENTS:

B-School Breakfast Series - August

SEPTEMBER // OCTOBER 2018

SPACE CLOSE & MATERIALS DUE:

Friday, July 20, 2018

DELIVERED ADS DUE:

Friday, July 27, 2018

EDITORIAL:

Entrepreneurship

SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles, Faces of Business

EVENTS:

B-School Breakfast Series

NOVEMBER // DECEMBER 2018

SPACE CLOSE & MATERIALS DUE:

Friday, September 21, 2018

DELIVERED ADS DUE:

Friday, September 28, 2018

EDITORIAL:

Biz 100

SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles

EVENTS:

B-School Breakfast Series

MEDIA PLAN

				BONUSED ITEMS	
		PACKAGE VALUE	PACKAGE RATE	ONLINE PREMIUM LISTING ON BIZ417.COM	MONTHLY WEB CAMPAIGN ON BIZ417.COM
PREMIUM PARTNER ADJACENT TO EDIT/ FAR FORWARD	FULL				
	6X	\$3,144	\$2,268 / issue	•	•
	2/3				
	6X	\$2,360	\$1,863 / issue	•	•
	1/2				
	6X	\$1,760	\$1,580 / issue	•	•
RUN OF BOOK	FULL				
	6X	\$2,743	\$2,025 / issue	•	
	1/2				
	6X	\$1,885	\$1,377 / issue	•	
	1/4				
	6X	\$1,290	\$790 / issue	•	

ASK YOUR SALES REPRESENTATIVE
ABOUT OUR SIGNATURE EVENTS

PREMIUM POSITIONS <i>(Includes all benefits of a premium partner)</i>			
BC SOLD OUT 6X	\$2,835	IBC SOLD OUT 6X	\$2,430
IFC SOLD OUT 6X	\$2,430	PAGE 1 SOLD OUT 6X	\$2,430

OPEN RATES	
SPREAD	\$5,600
FULL PAGE	\$2,800
2/3	\$2,300
1/2	\$1,950
1/4	\$1,004

