2018 MEDIA KIT

COLUMBIA BUSINESS TIMES
COMO LIVING
JEFFERSON CITY MAGAZINE

WHERE CONTENT MEETS CREATIVITY
Your investment in Columbia Business Times is an investment in your business. Our readers are educated, affluent, engaged and highly qualified prospects for your product or service. As the only local monthly B2B magazine, CBT provides an in-depth analysis of business issues and the key personalities that impact our community. Because of our 20-plus years of publishing experience, the Columbia market relies on CBT for accurate and relevant local information.

- **7,308** published monthly
- **6,291** mailed copies
- **33,617** readership
- **4,157** avg. e-news subscribers
- **11,811** avg. unique website users
- **2,206** avg. likes
- **4,948** avg. followers

**IN EVERY ISSUE**

**PYSK:** Q&A with a Columbia business person or leader.

**BRIEFLY IN THE NEWS:** A rundown of the month’s top headlines in brief.

**CLOSER LOOK:** Shining a light on emerging companies in Columbia.

**11 QUESTIONS:** Get to know a local business person, their company, and their industry.

**THIS OR THAT:** You’ve seen them around town; now get to know them personally.

**MOVERS & SHAKERS:** Promotions, awards, and new positions of Columbia professionals.

**NONPROFIT SPOTLIGHT:** Educates readers on one established nonprofit and its board members.

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**MATERIALS DEADLINE**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>SPACE DEADLINE</th>
<th>MATERIALS DEADLINE</th>
<th>APPROVAL DEADLINE</th>
<th>CAMERA-READY DEADLINE</th>
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All of our publications are audited by Circulation Verification Council, a third party auditing and verification firm that specializes in city and regional magazines and newspapers. As an advertiser, this data helps you see the true picture of the market.
Join COMO Living in celebrating the extraordinary personalities, families, and friends who live and work in our community. Enjoy profiles of Columbia’s most beautiful homes, gardens, and one-of-a-kind spaces. Find advice from local experts on decorating, food, fashion, health, and relationships. This bimonthly magazine is built around the people of our city. It’s where we come together, open our homes, and share our stories.

10,301 published monthly
5,467 avg. e-news subscribers
30,903 readership
2,756 avg. likes
2,023 avg. followers

IN EVERY ISSUE

In addition to our main features, in each issue our readers enjoy these departments:

- Couple You Should Know
- Datebook
- Fashion
- From the Board
- Gourmet
- Home Tour
- Libations
- Life Coaching
- Seasons
- Shelf Life
- Strong Woman
- Transformations
- Wedding Confidential

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<th>CAMERA-READY DEADLINE</th>
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<tbody>
<tr>
<td>Feb/March</td>
<td>Friends &amp; Family</td>
<td>1/1/18</td>
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<td>April/May</td>
<td>Design &amp; Decor</td>
<td>3/1/18</td>
<td>3/7/18</td>
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<td>Art &amp; Culture</td>
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74% of readers frequently purchase products or services from ads seen in COMO Living.

48% of readers have an annual household income of $100,000 or more. (Market average is 19%) 

67% of readers keep COMO Living one month or more.
Jefferson City Magazine is a bimonthly magazine that captures the best of Jefferson City life. Each issue showcases the personalities, businesses, homes, and activities that make Jefferson City a great place to live. The magazine is mailed directly to decision-makers at every level of local business. In addition, it is sent to homes with a household income of $75,000 within Cole County.

**IN EVERY ISSUE**

**Around Jefferson City**
- Agenda & Datebook
- Currents
- About Town
- City’s Best Directory
- Where are They Now

**At Work**
- Business Briefs
- Business Feature
- Business Profile
- Town Talk
- City Character
- Person You Should Know

**At Home**
- Home Tour
- Designer Palette
- Hit List
- Health & Wellness

**At Ease**
- Destinations
- Gourmet
- The Dish
- Artist Profile
- Past Times

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**Janelle Wilbers-Haley, Account Executive**
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**ISSUE** | **THEME** | **SPACE DEADLINE** | **MATERIALS DEADLINE** | **APPROVAL DEADLINE** | **CAMERA-READY DEADLINE**
---|---|---|---|---|---
Jan/Feb | Health/New Year/OTW | 11/30/17 | 12/5/17 | 12/13/17 | 12/14/17
March/April | Construction/Real Estate | 2/1/18 | 2/7/18 | 2/10/18 | 2/13/18
May/June | The Family Issue | 4/2/18 | 4/5/18 | 4/7/18 | 4/13/18
July/Aug | The Man’s Issue | 6/1/18 | 6/6/18 | 6/5/18 | 6/14/18
Sep/Oct | Fall Fun | 7/31/18 | 8/3/18 | 8/7/18 | 8/16/18
Nov/Dec | Happy Holidays/OTW | 10/1/18 | 10/4/18 | 10/9/18 | 10/16/18

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**72%** of readers frequently purchase products or services from ads seen in Jefferson City Magazine.

**48%** of readers have an annual household income of $100,000 or more. (Market average is 19%).

**66%** of readers keep Jefferson City Magazine one month or more.
YOUR SOURCE FOR FULLY INTEGRATED MULTIMEDIA

GRAPHIC DESIGN
Ad design, logo design, branding, and custom presentations, print or digital.

WEB DESIGN
As your 24-hour storefront and the No. 1 place people go to learn about your company, functional and responsive sites are critical.

CUSTOM PUBLISHING
Unique collateral for your clients including your own custom images, editing, copywriting, and design. Great for educational purposes.

WRITING
White papers, content creation, in-house collateral, web copy, and newsletters.

EVENT PLANNING
We are experienced at throwing great parties! Let our staff create a memorable experience for your clients.

VIDEOGRAPHY
Capture the essence of your business or message in a professional video format for web, television, or social media.

DIGITAL MEDIA
Advanced SEO, targeted ads, database development, e-newsletters, SMS campaigns, mobile app development, display and video advertising, social media optimization, and reputation management.

SIGNATURE EVENTS
Celebrating winners of 35 B2B categories in Columbia.
Honoring Columbia’s finest businesspeople under the age of 40.

PHOTOGRAPHY
High quality, professional, fine-tuned photography on location or in studio.

AWARDS AND HONORS

2017 COLUMBIA CHAMBER OF COMMERCE SMALL BUSINESS OF THE YEAR

DEBIN BENISH OUTSTANDING BUSINESSWOMAN AWARD
President, and fearless leader, Erica Pefferman was honored by the Women’s Network as the 2017 recipient of the Debin Benish Award.
### Columbia Business Times Sizes & Pricing

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### City Magazine Sizes & Pricing

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### MECHANICS

**File Types Accepted:** PDF, EPS, TIFF, AI, JPEG  
**Preferred:** PDF, 300 dpi, fonts embedded, CMYK  
**Fonts:** Embed, create outlines or included  
**Colors:** All colors must be submitted in CMYK

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**Payment:** All open rate ads require pre-payment. Contracted advertising will be billed as incurred and due upon receipt. Any account unpaid after 60 days will be denied further advertising insertion until account is made current or credit arrangements have been made. Unfulfilled contracts or contracts cancelled by the advertiser prior to completion and space deadline will be charged at the earned rate. **Cancellations:** Advertising cancelled after the published closing date will be charged at earned rate to advertiser with an additional fee of up to $150 for remake of page. **Deadlines:** Any ad not approved by the final approval deadline will be cancelled and the advertiser will be charged the full cost of the ad. **Ad changes:** All ads will be given up to three changes at no additional charge. Any further changes not including grammatical errors will be charged a $25 production fee per change. Any changes made after the final approval deadline will be charged a $25 production fee. **Ad copy:** All pre-designed ads must be emailed in PDF format to amy@businesstimescompany.com by the camera ready deadline. No ad proof will be provided for ads received from the advertiser/agency. **Contract & copy conditions:** Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content thereof. Advertiser and their agencies agree to indemnify, defend and hold harmless the publisher from any and all liability for content of advertisements printed.

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**2001 Corporate Place | Columbia, MO 65202**  
**573-499-1830 | businesstimescompany.com**