

BIZ 417



MEDIA KIT 2016-2017

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From the publishers of



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 is launching 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*

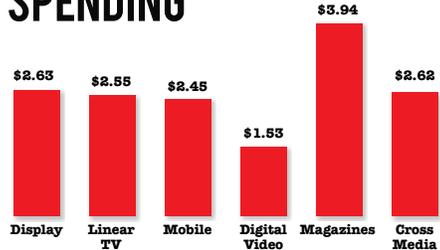
Biz 417 has a **circulation of 8,500**. Within just one year *Biz 417* has accumulated more than **2,000 paid subscribers**. An additional **4,500** copies are mailed to a curated list of business executives and decision makers, civic and community leaders in our region..

In addition, **1,000** are mailed to waiting rooms and **500** copies are sold on newsstands. The balance are distributed at *Biz 417* events and other networking events. Based on an industry standard of 2.5 readers per copy, the readership of each issue of *Biz 417* is estimated at **21,250**.

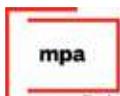
DID YOU KNOW...

MAGAZINES
are more trusted,
inspiring and influential
than any other media.

RETURN ON ADVERTISING SPENDING*



MAGAZINES OUTPERFORM
TV and online for
BRAND AWARENESS, FAVORABILITY & PURCHASE INTENT



The Association of Magazine Media 2014

*Source: Nielsen Catalina Solutions, Multi-Media Sales Effect Studies from 2004–Q4 2015. Copyright 2016 ©Nielsen Catalina Solutions

INSIDE THE MAGAZINE

DEPARTMENTS



Quick-hit, easy-to-digest nuggets that are full of must-know information that can help our readers be successful and effective.



Stories to help you learn, grow and succeed. Wisdom shared from those who have been there before. Learn who's next to take over the family business.



Networking done right. Calendar of upcoming events to attend as well as photos recapping past events.

EDITORIAL CALENDAR 2016-2017

NOVEMBER // DECEMBER 2016

SPACE CLOSE & MATERIALS DUE:

Friday, September 23, 2016

DELIVERED ADS DUE:

Friday, September 30, 2016

EDITORIAL:

Biz 100

SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles

EVENTS:

B-School Breakfast Series

JANUARY // FEBRUARY 2017

SPACE CLOSE & MATERIALS DUE:

Friday, November 18, 2016

DELIVERED ADS DUE:

Wednesday, November 23, 2016

EDITORIAL:

Local Giants

SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles

EVENTS:

B-School Breakfast Series - February

Think Summit - January

MARCH // APRIL 2017

SPACE CLOSE & MATERIALS DUE:

Friday, January 20, 2017

DELIVERED ADS DUE:

Friday, January 27, 2017

EDITORIAL:

Women Who Mean Business

SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles

EVENTS:

B-School Breakfast Series - April

MAY // JUNE 2017

SPACE CLOSE & MATERIALS DUE:

Friday, March 17, 2017

DELIVERED ADS DUE:

Friday, March 24, 2017

EDITORIAL:

Millennials

SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles

EVENTS:

B-School Breakfast Series - June

JULY // AUGUST 2017

SPACE CLOSE & MATERIALS DUE:

Friday, May 19, 2017

DELIVERED ADS DUE:

Friday, May 26, 2017

EDITORIAL:

Family-Owned Businesses, Design Awards

SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles

EVENTS:

B-School Breakfast Series - August

SEPTEMBER // OCTOBER 2017

SPACE CLOSE & MATERIALS DUE:

Friday, July 21, 2017

DELIVERED ADS DUE:

Friday, July 28, 2017

EDITORIAL:

20 Under 30

SPECIAL ADVERTISING SECTIONS:

Meet the Masters Profiles

EVENTS:

20 Under 30, B-School Breakfast Series

Cover stories subject to change.

MEDIA PLAN

		PACKAGE VALUE	PACKAGE RATE	BONUSED ITEMS			TOTAL INVENTORY
				ONLINE PREMIUM LISTING ON BIZ417.COM 	MONTHLY WEB CAMPAIGN ON BIZ417.COM 	1/2 BUSINESS SPOTLIGHT 	
PREMIUM PARTNER ADJACENT TO EDIT/ FAR FORWARD	FULL						
	6X	\$3,144	\$2,268	•	•	•	18
	2/3						
	6X	\$2,360	\$1,863	•	•		2
	1/2						
	6X	\$1,760	\$1,580	•	•		11
RUN OF BOOK	FULL						
	6X	\$2,743	\$2,025	•			3
	1/2						
	6X	\$1,885	\$1,377	•			10
	1/4						
	6X	\$1,290	\$790	•			16

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	\$975

