

2018
MEDIA KIT
PRINT AND DIGITAL



With glossy paper and gorgeous color, BIZ digs deeper to introduce you to the key people and businesses that drive Birmingham's economy. Written by the region's leading journalists and photographed by award-winning photographers, we tell the real stories behind the headlines.

● Joe O'Donnell is the editor and publisher of BHM BIZ and B-Metro magazines. Born in Philadelphia, he has worked in the Birmingham market since 1987, when he became editor of Birmingham magazine. He remained at that magazine until leaving to launch B-Metro, a new kind of city magazine in 2009. In 2016, BHM BIZ was launched as a glossy business title for the metropolitan Birmingham business community. Joe lives in Birmingham with his wife, four children and two grandchildren.



Joe O'Donnell
Publisher

● Mark Singletary is a journalist, publisher and writer who lives in Birmingham and is the general manager of BHM BIZ, the business magazine serving the greater Birmingham area. Prior to relocating to Birmingham, Singletary has more than 30 years' experience as a newspaper and magazine executive. He was the publisher of New Orleans City Business for many years and was actively involved with business and civic organizations, including the New Orleans Chamber of Commerce and the United Way of Greater New Orleans.



Mark Singletary
General Manager

● BHM BIZ is a fresh look at our revitalized business sector through the eyes of our local current and emerging business leaders. The marriage of lively content and outstanding color/ graphics creates a vital, engaged readership, receptive to your business branding and messaging.



Cathy Fingerman
Associate Publisher

● Bringing local business stories to life through fine writing, great photography and top-notch printing is always an exciting project. I love being able to introduce our readers local companies and the people behind them in a way that's both engaging and memorable.



Robin Richeson Colter
Creative Director

Reach the region's most influential executives.

Audience Profile* & Distribution

Published 6x per year by Fergus Media, publishers of B-Metro
A Premium Audience.
Circulation 10,000
Readers Per Copy: 3.0
Total Readership: 30,000
Education: 92% of BIZ readers have a college or post-graduate degree
Gender: 32% female, 68% male

Annual HH Income:
\$100,000-\$149,999.....19%
\$150,000-\$199,999.....27%
Over \$200,000.....39%

Decision-Makers:
76% are top management.
9,000 direct-mailed to CEOs, presidents, and chairmen of companies in the Birmingham Region. BIZ is sold in fine bookstores and on newsstands plus select retail outlets. Distributed at targeted networking events.

Age range:
25-34 11%
35-44 24%
45-54 28%
55-64 24%

**Based on industry averages for similar publications.*



FROM THE PUBLISHERS OF



Packed with strategic business news, columns and features that help readers get to know local business and the people behind it.

10 things

ABOUT MERCEDES-BENZ U.S. INTERNATIONAL

1

A 20-YEAR MILESTONE

It's been 20 years since Mercedes-Benz first entered the U.S. market in 1992. In that time, the company has grown from a small importer to a major player in the automotive industry. Today, Mercedes-Benz is a leading manufacturer of luxury vehicles in the world, and its U.S. operations are a testament to its commitment to excellence.

2

A GLOBAL GREETING

Mercedes-Benz is a global company, with operations in more than 100 countries. The company's success is a result of its commitment to innovation, quality, and customer service. Mercedes-Benz is proud to be a part of the global automotive community.

3

VISITORS WELCOME

Mercedes-Benz is a company that welcomes visitors from all over the world. The company's headquarters are in Stuttgart, Germany, and it has a large presence in the U.S. market. Mercedes-Benz is proud to be a part of the American automotive industry.

4

INVESTING IN THE FUTURE

Mercedes-Benz is a company that is committed to the future. The company is investing in research and development to create new and innovative vehicles. Mercedes-Benz is proud to be a leader in the automotive industry.

5

A BIG PRODUCTION

Mercedes-Benz is a company that produces a wide range of vehicles. The company's production facilities are located in Germany, the U.S., and other countries. Mercedes-Benz is proud to be a leader in the automotive industry.

6

GOOD NEIGHBORS

Mercedes-Benz is a company that is committed to its neighbors. The company is involved in a variety of community activities, including charity work and environmental initiatives. Mercedes-Benz is proud to be a good neighbor.

7

ENVIRONMENTAL COMMITMENT

Mercedes-Benz is a company that is committed to the environment. The company is investing in research and development to create more sustainable vehicles. Mercedes-Benz is proud to be a leader in the automotive industry.

8

ONE PLANT, FOUR MODELS

Mercedes-Benz is a company that is committed to its customers. The company is offering a wide range of vehicles to meet the needs of its customers. Mercedes-Benz is proud to be a leader in the automotive industry.

9

MASTERS OF THE TRADE

Mercedes-Benz is a company that is committed to its employees. The company is providing a wide range of benefits and opportunities for its employees. Mercedes-Benz is proud to be a leader in the automotive industry.

10


ECONOMIC IMPACT

Mercedes-Benz is a company that is committed to the economy. The company is investing in research and development to create new and innovative vehicles. Mercedes-Benz is proud to be a leader in the automotive industry.

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A large, modern conference room with a long black table, white chairs, and a large circular skylight in the ceiling. The room has a red carpet and large windows. The text "cool spaces" is visible in the top left corner.



A Legacy in Space

Baker Donelson's unique role in shaping the history of the city of Birmingham is reflected in its public spaces.

Photography by Edward Badham



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Interesting facts about businesses that you may not know.

Coffee With...

Tom Coan and David Donahue

(CASE DESIGN/REMODELING)

(BRESSLER AMERY & ROSS)

Coffee and conversation at The Red Cat in Pepper Place

The power of good communication skills can serve all disciplines and businesses, and it figured prominently in our coffee conversation at The Red Cat in Pepper Place.

Tom Coan is the owner of CASE Design/Remodeling, a full-service, design-build remodeling business that focuses on the residential client. Prior to his work in the remodeling business, Coan worked in human resources and management in the department store industry. "Outside of work, my life revolves around being a good partner to my wife and a good father (including dog, dad, son, brother and friend)," Coan says.

David Donahue of Bressler Amery & Ross is an experienced litigator representing clients in individual matters and class actions filed all over the country. Donahue has handled a wide variety of complex cases including product liability, commercial litigation, and state and local tort litigation, while developing a specialty in insurance and financial services litigation. He has an AV Rating with Martindale-Hubbell and has been listed as an Alabama Super Lawyer in insurance law since 2012. Outside of the office, David is active in his community and currently serves as a member of the Board of Directors of Red Mountain Theatre Company and The Literacy Council. He is an avid

Everything we do is custom, so from the very beginning you have to really listen to the client and understand what they really want.

—Tom Coan

music and college sports fan and enjoys spending time with his wife, three children and two dogs.

Listening and communication are the toughest challenges Coan faces every day at work. "Everything we do is custom, so from the very beginning you have to really listen to the client and understand what they really want. I have to have people who are excellent communicators. Almost all of our clients stay in their home while our work is being done. It is an incredible personal experience because you are working in the master bath or the kitchen, family spaces that are very personal. You have to have a trust relationship in do a good job," Coan says.

Coan feels that his most solid strength as a business person is his ability to hire good people. "When you are in a service business it comes down to the individual person providing that service. The specific people and how they meet the customer and how they apply their skill. My entire business runs on the quality of the people I have

working for me," he says.

Communication is key in David Donahue's business as well. "The client and attorney have to communicate about what is going on and what the expectations are. You don't want a surprise. Nobody likes that," Donahue says.

The Birmingham office of Bressler, Amery & Ross opened about three years ago. Other offices are located in New York, New Jersey and Florida. The Birmingham office has a small firm feel, but with access to the resources of a much larger entity. The firm is also nimble, Donahue says.

"Legal services have changed dramatically over the last 10 years. You have to change with the industry. Lawyers need to be very structured, but you have to be open to new things. The challenge is to be mindful of the atmosphere for legal services out there, the trends. You don't want to be the stodgy firm that refuses to change. We have an opportunity to offer a different structure with a lean staffing model. Clients are very open to that," Donahue says.

"I think the recession focused a lot of companies on where they were spending money and how they could manage it better. That drove a lot of change in our industry," he says. ☺

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—David Donahue

Tom Coan and David Donahue talk over coffee at The Red Cat in Pepper Place. www.bham.com 25

Profiles on local business.



Making It Rain

New business is as important in the legal world as it is in any other industry. And just as in many other businesses, the rules of marketing legal services have changed drastically. We check the forecast for rain with some of the city's top attorneys.

Written by Alex Watson



Lane Ashford is a real lawyer. He's 42 years old, he has the missing partner in the long-planned film *Blue Velvet* since 1990. And he has a proven record of winning multimillion-dollar jury verdicts and settlements in litigation involving catastrophic personal injuries, wrongful deaths, and complex business disputes.

And despite extraordinary fees and personal success, he is still asked by the question that rankles of business people: "When is the next rain coming, Lane?"

"We had five loss cases of the plaintiff practice back in the 1970s," Ashford says. "Technically, we had a total loss in a catastrophic case. What is the common-sense rule? A substantial verdict, at the time a \$100,000 loss was agreed upon, meant a lot. But then that could have been the case. The case to the conclusion, we thought, and yet someone else asked him to be the lawyer in two days that without the case. That business case into a film. Blue Velvet. When we were not a complete legal case, due to the quality of the largest verdict in the state."

"That one group made us through the decades of the 1990s," he adds, looking at the time. "But we didn't change our way the only 2000. When we really changed our way, the quality of the litigation was not the quality of the opportunity to give in. It was to be a lawyer and not having, mostly, commodity cases and not get a case. But we can make such a case."

In the early 2000s, Ashford and Phil Wynn looked at the television advertising market and chose to build back. "What we did was make sure that the business and others would get into it as quickly as they were going in, so that it would be as successful as it has been," Ashford says.

Since in Ashford's case there are also of a case in 2017, he got business in the last decade of advertising.

"The traditional model of being a really low law firm with good and low fees and the ability to handle cases in litigation only has to go. We will have plenty of business. We are still going to get lost in personal injuries. We

are in some cases now in a good position for the business we did not get in Atlanta. We have offices in Atlanta and Memphis as well as Atlanta. We have offices in those states, Little Rock, Nashville, Lexington and Birmingham," he says.

Before the end of television advertising, there was Ray Blevins' law firm. Blevins is a Memphis attorney who has grown through a marketing and media focused central law practice that has been profitable in a real estate's history. "That business built relationships which built referrals," Ashford says.

For him, Wynn is something selling offices, in other cases has proven to be a successful plan for growth, helping in the development of major cases in the state. "What are people going to have to do

to attract it, the most common way to see instance in the doing the most present to us. We didn't do it as deeply as we did in the past. It is not as much as Ashford has begun to the marketing business case, there and that developed into an opportunity to market the business of business in a generally modified community case. "We started by using lawyers to get the case when we lost several judges doing M&A, including an integrated work about our lawyers, our practices with a group of eight to 10 lawyers and how the business and financial of case that we engaged the business in the case," Ashford says.

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Who is making things happen in the Birmingham business community?

BHMBIZ

METRO BIRMINGHAM BUSINESS

2018 ADVERTISING RATES

SIZE	6X	3X	OPEN
Spread	\$3,775	\$4,000	\$4,275
Full	\$2,215	\$2,625	\$2,700
Half	\$1,475	\$1,650	\$1,775
Quarter	\$815	\$915	\$1,025

FULL PAGE
9 x 10.875

HALF
VERTICAL
3.5 x 9.25

HALF HORIZONTAL
7.25 x 4.5

QUARTER
PAGE
3.5 x 4.5

- Add 20% for fixed or premium position.
- Rates are commissionable to recognized advertising agencies for camera-ready ad placement.
- Invoices are due and payable within 30 days of date of invoice.
- Rates subject to change, without notice.

Trim Size: 8.5" x 10.875"

Add 125" bleed on all sides.

Full page bleed: Add 125" bleed on all sides.

Live Area 7.25" x 10"

Two page spread Trim Size: 17" x 10.875"

Half Page Horizontal: 7.25" x 4.5"

Half Page Vertical: 3.5" x 9.25"

Quarter Page: 3.5" x 4.5"

Digital files should be supplied in PDF format with CMYK color.
All files should be 300 dpi and 133 linescreen or higher.
Files can be e-mailed if the file size does not exceed 20 MB.

2018

SPECIAL MARKETING FOCUS

- OCTOBER/NOVEMBER 2017.....DOWNTOWN REPORT
- DECEMBER 2017/JANUARY 2018 .. LABOR & EMPLOYMENT REPORT
- FEBRUARY/MARCH 2018.....HEALTHCARE REPORT, WHITE PAPER
- APRIL/MAY 2018..... FOOD REPORT
- JUNE/JULY 2018..... TOP LAWYERS, EDUCATION REPORT
- AUGUST/SEPTEMBER 2018.....TECHNOLOGY REPORT
- OCTOBER/NOVEMBER 2018.....SPORTS REPORT
- DECEMBER/JANUARY 2019.....WOMEN IN BUSINESS REPORT

A SERIES FROM



WHAT'S NEXT FOR BIRMINGHAM?

Labor & Employment—November 2017

Healthcare —January 2018

Money & Finance —March 2018

Technology —May 2018

Sports —July 2018

Education —September 2018

Additional Topics (TBS): Food, Women in Business,
Non-Profit Sector

Partner with BHM BIZ for one or a series of
infotainment breakfast seminars on the
future of key business sectors for our Region.

**Category exclusive partnerships for each
program are \$3,500 and include
the following assets:**

One seat on the panel. Full page ad in BHM BIZ.
Logo recognition on all collateral printed and digital.
Each program will be videotaped and aired on
Facebook Live
with Alabama Newscenter and BHM BIZ.
Each program will also become a feature story for the
following issue of BHM BIZ.

REACH THE REGION'S MOST INFLUENTIAL EXECUTIVES



Simpli.fi

THE POWER OF PROGRAMMATIC ADVERTISING

There are more ways than ever to help market your business and BHM BIZ is ready to help with Simpli.fi.

We've added the power of digital programmatic advertising to target and, more importantly, motivate the right audience – at the right time – for your company.

Programmatic advertising can achieve its full potential when using a blend of tactics to target, bid and optimize at every level of user engagement. Advertisers that want to really drive campaign ROI will realize their strongest results by using one omni-channel platform. BHM BIZ has the connections to make it work for you with Simpli.fi.

CROSS-PLATFORM CAPABILITIES

MOBILE

Simpli.fi supports in-app and mobile web inventory, geo-fencing with Conversion Zones to optimize and report on online and offline traffic and Event Targeting to create custom audiences out of specific event attendees, as well as mobile-specific exchanges such as MoPub and Millennial Media.

VIDEO

Simpli.fi supports pre-roll, mid-roll, in-banner video, and can deliver across in-app, mobile web, and desktop browser inventory types.

DISPLAY

Engage your prospects and current customers in a way that's meaningful to them.

Simpli.fi serves over 43,000 active campaigns daily.

NATIVE

Experience a response rate six times higher than traditional display ads with native ad units built in real-time to match the publisher's content and design. Native ads improve user experience and can be utilized with any Simpli.fi targeting tactic, across all media types.

SOCIAL

Extend reach with inventory from the leading social media site, Facebook. Target users on Facebook Newsfeed using our access to Facebook's massive data network of over 600 million user profiles.



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