

COLUMBUSCEO

2018 MEDIA KIT

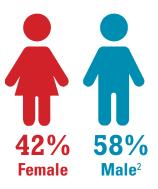


Demographics and Circulation

Columbus CEO delivers nearly **22,000** subscribers and reaches more than **83,418**¹ readers who have influence in their companies, the power to make decisions and the power to purchase.

Readership Demographics

69% of readers work in professional occupations¹







Source1: Nielsen Scarborough Research Columbus OH 2015 R2. DMA. Cume Source2: Mulder Solutions LLC 2012 Circulation Verification Council Audit 2016

With the largest circulation of any business magazine in central Ohio, Columbus CEO reaches:

- **12 area chambers of commerce** including: Columbus, Dublin, Gahanna, Grandview, Grove City, Hilliard, New Albany, Pickerington, Union County, Upper Arlington, Westerville and Worthington.
- Better Business Bureau members of Central Ohio
- Columbus Bar Association members
- Columbus Medical Association members
- American Institute of Architects, Columbus chapter members
- Experience Columbus members
- Columbus Young Professional Club premium members
- Columbus 2020 board of directors
- Columbus Partnership members
- Columbus Metropolitan Club members
- Columbus Downtown Development Corporation/Capitol South Community Urban Redevelopment Corporation board of directors





COLUMBUSCEO MEET OUR READERS

ENGAGED WITH THE PUBLICATION

72 %	spend at least 30 minutes with the magazine
90 %	pass it along to others
66 %	read three of four issues
55 %	keep it for at least one month
89 %	read the display ads
66 %	read the real estate classified ads

DECISION MAKERS

21 %	owner or partner of a business
49 %	hold C-level titles
91%	involved in purchasing decisions

TAKE ACTION

- 84% purchase products or services from ads in the magazine
- $59^{\%}$ dine out one to three times a week
- 30[%] visit a health club or gym one to three times a week
- 24[%] go to a bar or restaurant happy hour one to three times a week

ACTIVE BUYERS

(Intend to make a purchase during next 12 months)

47 %	computers/laptops
32%	office furniture
51 %	cell phones/smart phones/tablets
45 %	air travel
26 %	copier/fax/printer supplies
23%	computer/software support
22 %	advertising/PR/marketing
24 %	printing
22 %	web design/internet service/network/ computer training
18%	printer
15%	carpet/flooring
17%	florist/gift shops
18%	attorneys
18%	office cleaning
17%	banquet/convention facilities/meeting planning/catering
16%	business/employee insurance

METHODOLOGY

Results based on phone and online surveys conducted in 2016 by the Circulation Verification Council, which is an independent, third-party reporting audit company based in St. Louis. It works with hundreds of publications across the county with a combined circulation of more than 55 million.

COLUMBUSCEO •

CONNECT WITH THE MOST DESIRABLE, INFLUENTIAL AND LARGEST EXECUTIVE AUDIENCE IN COLUMBUS

2018 Editorial Calendar

COLUMBUSCEO columbusceo.com



SPACE CLOSING: Friday, December 1



SPACE CLOSING: Friday, December 29

JANUARY

TRENDING TOPICS

Estate Planning & Retirement Corporate Hospitality Labor & Employment Law Health Watch: Cardiac Care

ADVERTISING SUPPLEMENT

FOCUS: Full page article + full page ad in a formatted design, article at no charge

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FEBRUARY TRENDING TOPICS

Higher Education

FACES of Business

CEO LEADERBOARDS

General Contractors

Architectural Firms

Cyber Security

Family-Owned Businesses

Health Watch: Oncology

ADVERTISING SUPPLEMENT

Cardiology Group Practices

Hotels Independent Insurance Agencies MBA Programs



SPACE CLOSING: Friday, February 23



SPACE CLOSING: Friday, March 30



Top Lawyers Education & Workplace Logistics Health Watch: Radiology

CEO LEADERBOARDS

Employee Benefit Firms Family Law Firms Commercial Real Estate Brokers

MAY

TRENDING TOPICS

Top Workplaces Business Banking Estate Planning & Retirement Health Watch: Breast Cancer

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Data Centers Advertising Agencies Home Health Agencies

EVENT: Top Workplaces Awards



SPACE CLOSING: Friday, January 26

MARCH

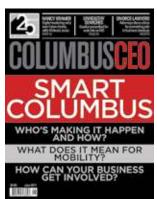
TRENDING TOPICS Healthcare Achievement Awards Business Litigation Senior Decisions Health Watch: Orthopedic Medicine

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Corporate Meeting & Banquet Facilities Online Degree Programs Home Mortgage Lenders

EVENT

Healthcare Achievement Awards



SPACE CLOSING: Friday, April 27

JUNE

TRENDING TOPICS Columbus Partnership Business Law Health Watch: MS/Multiple Sclerosis

ADVERTISING SUPPLEMENT Business Resource Guide

CEO LEADERBOARDS

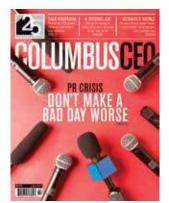
Banks and Savings & Loans Residential Care Facilities Temporary Employment Agencies



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2018 Editorial Calendar

COLUMBUSCEO columbusceo.com



SPACE CLOSING: Friday, May 25



SPACE CLOSING: Friday, June 29

JULY

TRENDING TOPICS Personal Finance & Investments **Commercial Real Estate & Construction** Diversity in the Workplace Health Watch: Alzheimers

ADVERTISING SUPPLEMENT

Discover Westerville **Business, Residential & Economic Resource Guide**

CEO LEADERBOARDS

Law Firms **IT Consulting Firms Commercial Mortgage Lenders**



TRENDING TOPICS

HR Excellence Awards **Business Meetings & Events** Social Enterprise **Corporate Finance**

ADVERTISING SUPPLEMENT FOCUS: Full page article + full page ad in a formatted design, article at no charge

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Catering Companies Orthopedic Group Practices Corporate Finance Law Firms

EVENT:

HR Excellence Awards: Achievements in Human Resources

SEPTEMBER

TRENDING TOPICS **Corporate Leadership** Succession Planning **Technology Leaders**

ADVERTISING SUPPLEMENT FACES of Business **Continuing Education Resource Guide**

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Hospitals **Logistic Companies Group Health Insurance Providers**



YOUR TRUSTED BUSINESS RESOURCE SPACE CLOSING: Friday, August 31



Friday, September 28



SPACE CLOSING: Friday, October 26

OCTOBER

TRENDING TOPICS **Columbus Legal Guide Employment & HR** Health Watch: Allergies

ADVERTISING SUPPLEMENT

Columbus 2020 **Economic Development Update** Holiday Planning Guide

CEO LEADERBOARDS

Private Schools Physical Therapy & Sports Medicine Women-Owned Businesses

NOVEMBER

TRENDING TOPICS Best of Business 2018 Intellectual Property

ADVERTISING SUPPLEMENT **BBB** Torch Awards

Holiday Planning Guide

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Accounting Firms SBA Lenders Wealth Management Firms

EVENT: Best of Business 2018 Winners announced in 80+ categories

DECEMBER

TRENDING TOPICS

CEO of the Year Awards Senior Living GIVING 2019 The Guide to Personal & Corporate Philanthropy **CEO LEADERBOARDS**

Colleges & Universities Credit Unions Office Furniture Cos.

EVENIT CEO of the Year Awards



SPACE CLOSING: Friday, July 27





2018 Columbus CEO Event Sponsorships

When it is time to recognize excellence, Columbus CEO is there with five premier events.

The comprehensive array of programming provides ample opportunity for every enterprise—large, small, for-profit and nonprofit—to be recognized in print as well as online and during gala receptions. Sponsorship opportunities are available.

Healthcare Achievement Awards 2018

The March 2018 issue will recognize businesses and individuals who are making a difference in the health and wellness of their patients, customers and community in these six categories: Healthcare Trailblazer, Pathway to Population Health, Executive of the Year, Practitioner of the Year, Volunteer(s) of the Year, and Lifetime Achievement.

Nomination phase: mid-July through mid-Oct. Event: March 2018 Issue: March 2018

Top Workplaces Awards 2018

Top Workplaces aims to recognize the top-performing organizations in central Ohio, ranked by what their own employees think. The program, in tandem with Energage, honors approximately 75 businesses and organizations that foster a great environment for employee achievement.

Nomination phase: August through mid-Sept. Event: May 2018 Issue: May 2018



Best of Business Awards 2018

The Best of Business awards, in its 11th year, will recognize outstanding business and service winners in more than 80 categories, voted on by our subscribers and readers. The event will recognize outstanding business and service winners in more than 80 categories, voted on by our subscribers and readers.

Nomination phase: mid-May through early-July. Event: November 2018 Issue: November 2018

HR Excellence Awards 2018

The August issue will recognize the best, the brightest, the trendsetters and the stars of tomorrow in central Ohio human resources in the categories: Executive of the Year (small, midsize and large organizations), Innovation, Good Works, Future Leader, Lifetime Achievement, and HR Team Excellence.

Nomination phase: mid-Jan. through mid-March. Event: August 2018 Issue: August 2018

CEO of the Year Awards 2018

Celebrating the program's seventh year, *Columbus CEO* and partner, Capital University, will conduct a survey of the central Ohio business climate and honor CEO of the Year winners and finalists in multiple categories.

Nomination phase: Survey sent Aug. and due mid-Sept. Event: December 2018 Issue: December 2018



Editorial Mission



Every month *Columbus CEO* magazine delivers in-depth coverage and analysis of the region's business community, economy and industry trends, as well as exclusive interviews with central Ohio's top business leaders and executives.

The editorial calendar targets topics pertinent to today's dynamic business environment, offering regular coverage of commercial real estate development, HR and workforce issues, legal and financial trends as well as features on healthcare, transportation, logistics, technology, innovation, small business and nonprofits.

Between monthly issues, ColumbusCEO.com is updated every day with relevant business news. A weekly e-newsletter, *Columbus CEO Insider*, offers background and live links to the latest developments and updates that are essential for busy business professionals.

Awards

In 2017, *Columbus CEO* staff took home several **first place national awards** from the Alliance of Area Business Publishers including gold for cover design and recurring feature.

Columbus CEO also won **13 state awards** for excellence in journalism, design and photography from Ohio's Best Journalism and Ohio Excellence in Journalist award competitions.

Testimonials



"As a Columbus native and a third-gen leader of a 70-year-old family business, I constantly learn about new businesses and leaders in *Columbus CEO*. I enjoy each issue."

> Tanny Crane President and CEO Crane Group



"Columbus is a tremendous city for young entrepreneurs to start and grow a business, and *Columbus CEO* covers the startup scene like no other. We're grateful for our feature--it has helped spread the vision and mission of Hot Chicken Takeover to new audiences."

> Joe DeLoss Founder and CEO Hot Chicken Takeover



"For this recent transplant, *Columbus CEO* became an absolute required read. From prolific people and business leadership to the collaborative and transformative business community of Greater Columbus, this publication nails it! In an era of infinite access to information, *Columbus CEO* stands out as a beacon of fantastic exposition and terrific narrative capturing everything important for the region."

> Frederic Bertley, Ph.D. President and CEO COSI



2018 Terms & Conditions

PUBLICATION DATES AND DEADLINES

- 1. *Columbus CEO* is published and delivered in the month preceding the cover date. Check with your account executive for the publication schedule.
- Closing date for space reservations and press-ready art is typically mid-month, two months before the cover date. For specific dates, please see the planning calander.
- 3. Closing date for ads needing production is five working days before the closing date.

CONTRACT RATES

- To earn a frequency discount, advertisers must place ads in at least the specified number of issues (3, 6 or 12) within a 12-month period, beginning with the first insertion.
- Frequency discounts are based on the number of issues in which advertisements are run within a contract year. Multiple insertions in a single issue count as one insertion.
- 3. Advertisers may vary sizes within a frequency contract.
- Rate change is subject to two months' advance notice from publisher. Contract advertisers are given rate protection for 90 days.
- 5. Bleed: no charge. Available only on spreads, full pages and 2/3 pages.
- 6. Center spread (4-color or black & white): Add 20% of space rate.
- 7. Special position: Subject to availability. Add 10% of space rate.
- 8. Special rates for consecutive pages and supplied inserts: Information on request.

CANCELLATIONS

COLUMBUSCEO =

- Cancellations are not accepted after the advertising closing date. Advertising canceled after the advertising closing date will be billed at 100%.
- Cancellations on covers are not accepted after the first of the month, two months preceding the cover date. For example, advertising closing for the January cover is generally November 1.
- 3. Cancellation of, or failure to place the required number of ads, will result in shortrating, with the advertiser charged the difference in rate between the actual number of insertions and the number agreed upon in the contract. For example, if the client runs only 4 ads on a 6-time contract, the rate would convert to a 3-time rate.

CREDIT, BILLING AND COMMISSIONS

- 1. Payment must accompany all copy unless credit has been established with the Credit Department. Contract and credit applications should be submitted 10 days prior to the advertising closing date. Credit limits are set on an individual basis, with credit extended to established businesses with a signed contract. Invoices are rendered on date of publication. Payments are due net 30 days from invoice date. A carrying charge of 1.5% per month will be imposed on all past-due advertising balances. Any discrepancies in advertising invoices or printing errors must be questioned within 30 days of publication.
- 2. Recognized advertising agencies will be paid 15% commission. No agency commission is allowed if full payment is not received within 60 days of invoice date. *Columbus CEO* reserves the right to seek payment directly from the client in cases in which the agency representing the client fails to pay.
- Advertising agencies forwarding orders to the publisher that contain incorrect rates or conditions are hereby advised that the advertising called for will be inserted and charged at the regular schedule of rates and conditions in force at that time.
- No allowance will be made for errors that do not materially affect the value of the ad. *Columbus CEO*'s liability for an error shall not exceed the cost of the space occupied by the error.

MECHANICAL INFORMATION

- Printing method, stock and ink rotation. The magazine is printed web offset on 45# coated stock. Covers are printed web offset on 80# coated stock. Ink rotation is CMYK.
- Acceptable advertising materials. Ads should be supplied as a CMYK highresolution (300 dpi) PDF, EPS or TIF with all fonts embedded. Contact your account executive for the
- latest digital submission requirements.
 Unacceptable advertising materials. Materials that are previously printed or laser-generated are not acceptable. Thin lines, fine serifs and medium and small lettering should be restricted to one color. If any of the aforementioned appears in more than one color (or dropped out of one color), the publisher cannot assume responsibility for registration. The publisher reserves the right to reject materials of inferior quality or to alter

incorrectly sized ads to conform to correct advertising format; incorrectly sized ads will not be floated.

- 4. Quality of reproduction. Advertisements will be reproduced as accurately as possible within the limitations of the printing process, imposition and paper stock used.
- Bleed ads. Full page ads that go to the edge of the page must have a minimum .125" bleed beyond the trim on all four sides. Keep each page's text, logo and important imagery to the centered 7.125" x 9.5" live area.
- 6. Disposition of materials. Archiving digital files for future use is the responsibility of the client.
- 7. The publisher reserves the right to alter incorrectly sized ads. Charges may apply.
- 8. Call your account executive for current digital submission guidelines and deadlines.

COPY ACCEPTANCE

Columbus CEO reserves the right to reject or cancel advertising that the publisher deems unacceptable, either because of objectionable material or artwork of inferior quality. All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or the advertiser assumes liability for any claim based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement. Advertisements that, in the opinion of the publisher, resemble editorial will carry the words "Sponsored Content" at the top of the ad.

