

2012 PLANNING CALENDAR EDITORIAL & ADVERTISING

Business West

The Business Journal of Western Massachusetts

ISSUE DATE	CLOSING DATE	EDITORIAL FOCUS	GETTING DOWN TO BUSINESS***	LIST	EVENTS & SPECIAL PLUS
JAN 2 16 30	12.23 1.6 1.20	Education • Career Dev. • Health Care • <i>40 Under 40 Preview</i> • Top Entrepreneur 2011 Banking & Finance • Law • Insurance • Restaurants Commercial R.E. • Construction Services • Architects • Property Mgmt. & Security	EDC of Western Mass. Northampton Area Young Professionals ACCOS	Office Furniture Retailers • Private Schools Insurance Agencies • Chambers of Commerce Security Co.'s • Office Buildings	
FEB 13 27	2.3 2.17	Health Care • Auto Sales • Accounting & Tax Planning • <i>Difference Makers**</i> Commercial R.E. • Green Business • Manufacturing • Building Trades	Southern Berkshire Chamber Franklin County Chamber	Health Plans • Behavioral Health Centers Largest Manufacturers • HVAC Services	
MAR 12 26	3.2 3.16	Banking & Finance • Technology • Landscape Design • Home Builders Commercial R.E. • Construction Services • Enviro. & Engineering • Bio Sciences	Amherst Area Chamber Three Rivers Chamber	Home Builders • Office Equipment Dealers General Contractors • Environmental Firms	<i>Difference Makers*</i>
APR 9 23	3.30 4.13	Health Care • Elder Care • Wealth Building • Annual Golf Preview Commercial R.E. • Entrepreneurship • Law • <i>40 Under Forty**</i>	Berkshire Chamber YPS of Greater Springfield	Hospitals • Golf Courses Regional Demographics • Largest Employers	
MAY 7 21	4.27 5.11	Education • Career Dev. • Banking & Finance • Annual Restaurant Guide Commercial R.E. • Construction Services • Green Business • Employment	Northampton Chamber Employers Association of the Northeast	Restaurants • Transportation Co.'s Employment Agencies • Telecom/Voice/Data Providers	
JUN 4 18	5.25 6.8	Health Care • Travel & Tourism • Insurance • Technology Commercial R.E. • Sales & Marketing • The Modern Office • Architects	Greater Holyoke Chamber Chicopee Chamber	Computer Network/IT • Tourist Attractions Architecture Firms • Advertising/Marketing Firms	<i>40 Under Forty*</i>
JUL 2 16 30	6.22 7.6 7.20	Education • Law • Workforce Development • Philanthropy Commercial R.E. • Banking & Finance • Construction Services • Enviro. & Engineering 2012/13 ANNUAL RESOURCE GUIDE**	Better Business Bureau Quabog Hills Chamber	Business & Econ. Dev. Resources • Law Firms Commercial Real Estate Brokers • Credit Unions	<i>Re/Book of Lists**</i>
AUG 13 27	8.3 8.17	Education • Career Development • Health Care • Elder Care Commercial R.E. • Green Business • Home Builders • Landscape Design	Westfield Chamber South Hadley / Granby Chambers	Colleges • Dental Services Landscape Design Co.'s • Renewable Energy Co.'s.	
SEP 10 24	8.31 9.14	Banking & Finance • Travel & Tourism • Holiday Party Planner • Meetings & Conventions Commercial R.E. • Construction Services • Manufacturing • Auto Sales	Greater Spfld. Convention & Visitors Bureau West of the River Chamber	Hotels & Meeting Facilities • Banquet Facilities Auto Dealers • Commercial Real Estate Managers	<i>N.E. Meeting Guide**</i>
OCT 8 22	9.28 10.12	Health Care • Non-Profit Management • Law • <i>WMBExpo</i> • Super 60 Commercial R.E. • Enviro. & Engineering • Architects • Building Trades	Mass. Chamber of Business & Industry Easthampton Chamber	Non-Profit Organizations • Retirement Communities Engineering Firms • Industrial Parks	<i>WMBExpo*</i>
NOV 5 19	10.26 11.9	Banking & Finance • Insurance • Accounting & Tax Planning • Wealth Building Commercial R.E. • Construction Services • Green Business • Technology	East of the River Chamber Associated Industries of Mass.	Accounting Firms • Banks in Western Mass Audio Visual/Multi Media Co.'s • Computer Retailers	<i>Giving Guide**</i>
DEC 3 17 31	11.23 12.7 12.21	Education • Career Dev. • Entrepreneurship • <i>Difference Makers Preview</i> Health Care • Elder Care • Employment • The Modern Office Commercial R.E. • Sales & Marketing • Succession Planning • Economic Outlook 2012	Latino Chamber Professional Women's Chamber Springfield Chamber	Early Ed. & Child Care • Commercial Printers Home Health/Skilled Nursing Services • Comm. Mowing Co.'s Web Dev. Co.'s • Financial Services/Brokerage Firms	

*Events

**Special Publications

(Sponsorship opportunities available for all events and special publications)

***Profiles of Regional Economic Development Agencies

ADVERTISING INFORMATION

Circulation: 8,800 (mailed and newsstand)

Published Biweekly: On newsstands every other Monday.

Ad Deadline: Five days prior to date of publication.

Prepayment Terms: 5% discount on prepayment of entire contract of two or more ads.

Terms: Payment due net 30 days. A service charge of 1.5% per month for accounts over 30 days will accrue.

First Time Advertisers: Payment for the first insertion must accompany order.

Special Placement: A 20% premium is applied to insertion rate for specified ad placement.

Inserts: Visit www.businesswest.com for rates and specs.

Color: \$150 Spot. \$175 PMS. \$500 Four Color.

Requirements: FORMAT: High-resolution CMYK (if 4-color) PDF with all images and fonts embedded. Create PDF as a 'PRINT' option – do not export from application.

PHOTOS/GRAPHICS: Color/grayscale scanned at 200-300 dots per inch – solid black-and-white line art at 600-1200 dpi. **PROOFS:** Although not required, we suggest a hard-copy color print. **DESIGN SUGGESTIONS:** Avoid multi-colored small text (12 points or less) and reverse-outs especially when using two or more darker colors – use only black if possible. Avoid uneven color by using large areas of a single ink. Visit www.businesswest.com for more details.

Mechanical Specifications:

Page size: 10³/₄ in. x 14 in.

Image size: 10 in. x 13⁵/₁₆ in.

DISPLAY RATES (NET)

SIZE	26X	13X	6X	1X
Full Page	\$1430	\$1743	\$2289	\$2601
3/4 Page	1161	1413	1858	2110
Junior Page	1036	1263	1658	1884
1/2 Page	861	1050	1378	1566
1/4 Page	500	608	799	908
1/8 Page	339	413	543	615
Discount off open rate	45%	33%	12%	

PREMIUM PAGE RATES

POSITION	26X	13X	6X	1X
Inside Front	\$2004	\$2441	\$3207	\$3645
Inside Back	\$1822	\$2221	\$2917	\$3315
Outside Back	\$1947	\$2372	\$3115	\$3540

All prices shown are NET. Four color required.

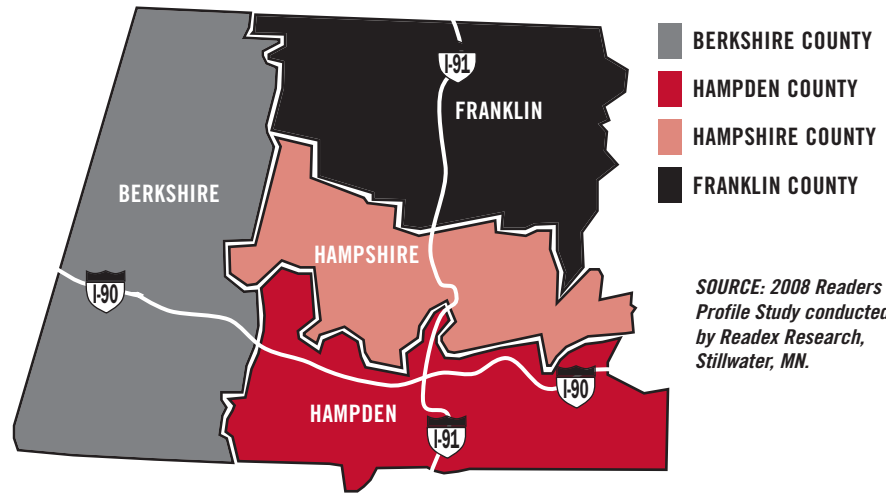
ADVERTISING UNIT DIMENSIONS

PAGE UNIT	WIDTH	HEIGHT
Full Page	4 Col. – 10 in.	13.312 in.
3/4 Page Vertical	3 Col. – 7.437 in.	12.687 in.
Junior Page	3 Col. – 7.437 in.	9.437 in.
1/2 Page Horizontal	4 Col. – 10 in.	6.25 in.
1/2 Page Vertical	2 Col. – 4.875 in.	12.687 in.
1/4 Page Horizontal	4 Col. – 10 in.	3.062 in.
1/4 Page Vertical	2 Col. – 4.875 in.	6.25 in.
1/8 Page Horizontal	2 Col. – 4.875 in.	3.062 in.
1/8 Page Vertical	1 Col. – 2.36 in.	6.25 in.

AREA DISTRIBUTION MAP

BusinessWest is read by business owners, presidents, CEOs, senior managers, and professionals along the I-91 corridor from Greenfield through Springfield and into Northern Conn., as well as along I-90 from Worcester through the Berkshires. Our readers live and work in all four counties that make up Western Mass.

- *BusinessWest* is distributed at over 40 business and community events throughout the year
- 81% of our readers do business within a 55 mile radius of their business
- 90% of our readers are decision makers
- Our readers have an average household income of \$151K



MAKING CONNECTIONS

These business groups are gifting *BusinessWest* subscriptions to their members as part of their membership benefit packages. Through partnerships and affiliations, we are promoting local business and the region's economy.

- A.C.C.G.S.
- Amherst Area Chamber
- Chicopee Chamber
- Franklin County Chamber
- Greater Easthampton Chamber
- Greater Holyoke Chamber
- Greater Northampton Chamber
- Quabog Valley Chamber
- South Hadley/Granby Chamber
- Three Rivers Chamber
- Greater Westfield Chamber
- YPS of Greater Springfield
- Better Business Bureau

SUPPORTING OUR REGION

We are committed to our region's economic health, vitality and future. Our Collegiate Partnerships program puts *BusinessWest* in the hands of hundreds of faculty, staff and business students at each of these local colleges.

- American International College
- Bay Path College
- Berkshire Community College
- Cambridge College
- Greenfield Community College
- Holyoke Community College
- Springfield Technical Community College
- UMASS Isenberg
- Western New England

PAYING IT FORWARD

We proudly support these nonprofit and charity organizations and the work that they do in our region.

- Alzheimer's Association
- Arthritis Foundation
- American Cancer Society
- American Diabetes Assoc.
- American Heart Assoc.
- American Red Cross - Pioneer Valley Chapter
- Boys & Girls Club of Springfield
- Cancer House of Hope
- Habitat For Humanity - Greater Springfield
- March of Dimes
- Mentor Springfield
- Open Pantry
- Shriner's Hospital
- YWCA
- United Way of the Pioneer Valley

BusinessWest offers several sponsorship opportunities for advertisers to engage with our **targeted demographic**. Each sponsorship opportunity is reserved on a first-come basis and with a guarantee of industry exclusivity.

DIFFERENCE MAKERS



DIFFERENCE MAKERS are people who are shaping the future of Western Mass. by affecting positive change. Their work helps set a tone for our region – a sense of responsibility to humanity, society, and our communities. They are making our region a better place to live and work. **BUSINESSWEST'S DIFFERENCE MAKERS** event, staged in March, recognizes and honors these extraordinary individuals.

40 UNDER FORTY



BUSINESSWEST'S 40 UNDER FORTY recognizes the success and contributions of 40 young professionals under the age of 40 for their business accomplishments as well as philanthropic involvement and community service. This program not only recognizes young talent, it elevates expectations and perceptions of the region and serves as an instrument for economic development in Western Mass. The gala to honor the chosen '40' draws more than 450 people!

ANNUAL RESOURCE GUIDE



The annual book of lists is a one-stop reference tool for business and industry in Western Mass. The **RESOURCE GUIDE** offers valuable information, statistics and data. This is the most comprehensive business directory for business professionals in the region.

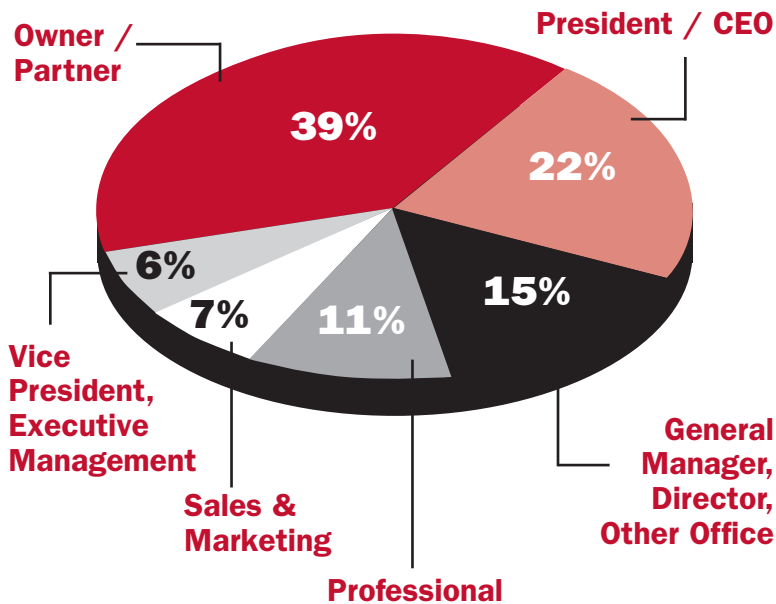
For details and more information on any of these Sponsorship Opportunities, please call **413-781-8600** or visit us on-line at **www.businesswest.com**

BusinessWest is the region's premiere business publication bringing local business news, trends, and information to nearly **30,000** readers.

The Western Mass. business community widely regards **BusinessWest** as an **invaluable** and **trusted** business tool.

JOB TITLE AND POSITION

82% of our 30,000 readers are **Business Owners, Presidents, CEOs, and Senior Managers.**



SOURCE: 2008 Readers Profile Study conducted by Readex Research, Stillwater, MN.

READER PROFILE

Male Readership:	60%
Female Readership:	40%
Average Age:	54
Average Household Income:	\$151,000
College Degree or Post Graduate Degree:	70%
Executive Level Position within Company:	82%
Involved in Company's Purchases:	90%

READER HABITS

BusinessWest readers are loyal, engaged, and consistent.

- 81%** find **BusinessWest** a timely and credible resource
- 79%** read 3 out of the last 4 issues
- 66%** read 4 out of the last 4 issues
- 73%** have been loyal readers for 4 or more years
- 80%** have taken action as a direct result of a published **ARTICLE**
- 58%** have taken action as a direct result of an **ADVERTISEMENT**

PASS-ALONG RATE

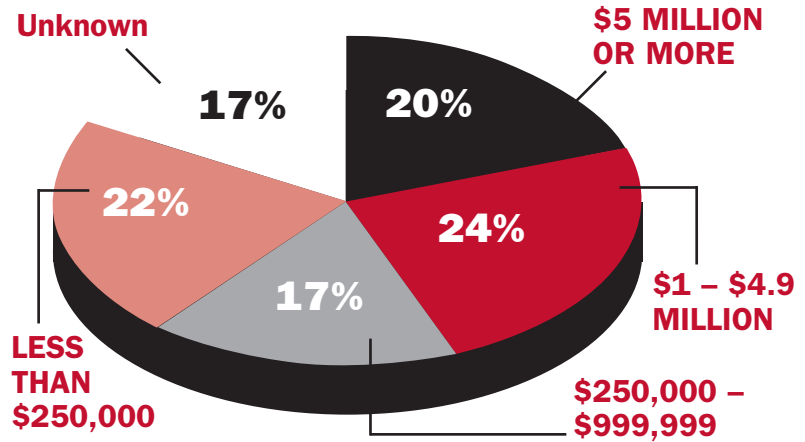
- 73%** of readers pass their issues along to two or more people

TYPE OF BUSINESS

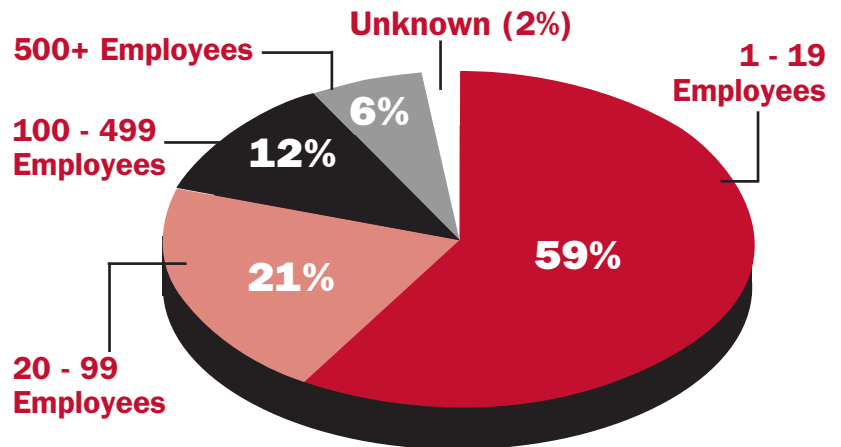
BusinessWest readers describe their business as:

- Accounting Services
- Advertising / Marketing / PR
- Automotive
- Banking / Finance / Investing
- Communications / Publishing
- Construction / Design / Engineering
- Education
- Entertainment
- Financial / Investment Broker
- Government
- Health / Medical Services
- Hospitality
- Human Resources
- Insurance
- Legal Services
- Manufacturing
- Non-Profit
- Real Estate: Commercial
- Real Estate: Residential
- Restaurant
- Retail Trade
- Technology Products / Services
- Telecommunications
- Travel Broker / Dealer
- Wholesale Trade

COMPANY SIZE BY SALES VOLUME:



COMPANY SIZE BY NUMBER OF EMPLOYEES:



SOURCE: 2008 Readers Profile Study conducted by Readex Research, Stillwater, MN.