

Business West

The Business Journal of Western Massachusetts

2013 PLANNING CALENDAR EDITORIAL & ADVERTISING

ISSUE DATE	CLOSING DATE	EDITORIAL FOCUS	COMMUNITY PROFILE	LIST	EVENTS & SPECIAL PUBS
JAN 14 28	1.4 1.18	Top Entrepreneur 2012 • Education • Health Care • <i>40 Under Forty Preview</i> Banking & Finance • Women In Business • Construction • Commercial R.E.	Holyoke Chicopee	Colleges w / MBA Programs • Health & Dental Plans Accounting Firms • HVAC Services	
FEB 11 25	2.1 2.15	Auto Sales • Law • State of the Region • <i>Difference Makers 2013**</i> The Casino Era • Insurance • Sales & Marketing • Commercial R.E.	Amherst Pittsfield	Auto Dealers • Employment Agencies Insurance Companies • Largest Manufacturers	<i>Difference Makers*</i>
MAR 11 25	3.1 3.15	Education • Health Care • Employment • Technology Banking & Finance • Conventions & Meetings • Enviro. & Engineer • Comm. R.E.	Greenfield Agawam	Colleges • Office Furniture Retailers Financial Services & Brokerage Firms • Convention & Meeting Facilities	
APR 8 22	3.29 4.12	Accounting & Tax Planning • Annual Golf Preview • Construction Services Landscape Design • Modern Office <i>40 Under Forty**</i> • Women In Business • Commercial R.E.	Belchertown Springfield	Golf Courses • Landscape Architects Commercial R.E. Brokers • Office Buildings	
MAY 6 20	4.26 5.10	Education • Law • Architects • Annual Restaurant Guide Health Care • Travel & Tourism • Wealth Building • Green Business • Comm. R.E.	Northampton West Springfield	Restaurants • Architecture Firms Retirement Communities • Tourist Attractions	
JUN 3 17	5.24 6.7	Banking & Finance • Technology • Conventions & Meetings • Mind, Body, Spirit Employment • Sales & Marketing • Work/Life Balance • Commercial R.E.	Ludlow East Longmeadow	Computer Network/IT Firms • Hotels Advertising/Marketing Firms • Employment Agencies	<i>40 Under Forty*</i>
JUL 1 15 29	6.21 7.5 7.19	Health Care • Law • Entrepreneurship • Employment Banking & Finance • Women In Business • Construction • Business Management 2013/14 ANNUAL RESOURCE GUIDE**	Hadley Westfield	Private Schools • Dental Services Credit Unions • Home Builders	<i>Re/Book of Lists**</i>
AUG 12 26	8.2 8.16	Auto Sales • Conventions & Meetings • Technology • Entrepreneurship Education • Health Care • Travel & Tourism • Commercial R.E.	South Hadley Great Barrington	Auto Dealers • Audio-Visual/Multi-Media Companies Early Education Providers • Day Spas	
SEP 9 23	8.30 9.13	Law • Environment & Engineering • Manufacturing • Modern Office Banking & Finance • Architects • The Cultural Community • Commercial R.E.	Southampton Granby	Engineering Firms • Office Equipment Dealers Architecture Firms • Industrial Parks	<i>N.E. Meeting Guide**</i>
OCT 7 21	9.27 10.11	<i>WMBExpo Preview</i> • Education • Employment • Holiday Party Planner Women In Business • Super 60 • Construction • Commercial R.E.	Enfield Stockbridge	Home Care/Skilled Nursing Facilities • Banquet Facilities The Super 60 • General Contractors	<i>WMBExpo*</i>
NOV 4 18	10.25 11.8	Health Care • Law • Accounting & Tax Planning • Business Management Banking & Finance • Giving Guide • Commercial Printing • Commercial R.E.	Wilbraham Williamstown	Behavioral Health Centers • Accounting Firms Banks • Commercial Printers	<i>Giving Guide**</i>
DEC 2 16 30	11.22 12.6 12.20	Education • Employment • Restaurants • Conventions & Meetings Sales & Marketing • Technology • Insurance • The Creative Economy Economic Outlook 2014 • Mind, Body, Spirit • Business Management • Comm. R.E.	Lenox Hamden Deerfield	Colleges w / MBA Programs • Employment Agencies Computer Retailers • Commercial R.E. Managers Chambers of Commerce • Security Companies	

* Events

**Special Publications

(Sponsorship opportunities available for all events and special publications)

Business West

The Business Journal of Western Massachusetts

2013 ADVERTISING RATES

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	\$1473	\$1795	\$2357	\$2679
3/4 Page	1195	1456	1912	2173
Junior Page	1068	1300	1708	1941
1/2 Page	887	1081	1419	1613
1/4 Page	514	626	823	935
1/8 Page	348	424	557	633
Discount off open rate	45%	33%	12%	

PREMIUM PAGE RATES

POSITION	26X	13X	6X	1X
Inside Front	\$2065	\$2515	\$3304	\$3754
Inside Back	\$1878	\$2287	\$3004	\$3414
Outside Back	\$2005	\$2443	\$3208	\$3646

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.

WEB UNITS & RATES

Formats: gif, jpg, jpeg, png, swf

Top Full Banner

468 x 60 IMU
\$240 for 30 days
\$480 for 60 days
\$684 for 90 days
\$1296 for 180 days
\$2448 for 360 days

Premium (above the fold)

300 x 250 IMU
\$300 for 30 days
\$600 for 60 days
\$855 for 90 days
\$1620 for 180 days
\$3060 for 360 days

Regular (below the fold)

300 x 250 IMU
\$240 for 30 days
\$480 for 60 days
\$684 for 90 days
\$1296 for 180 days
\$2448 for 360 days

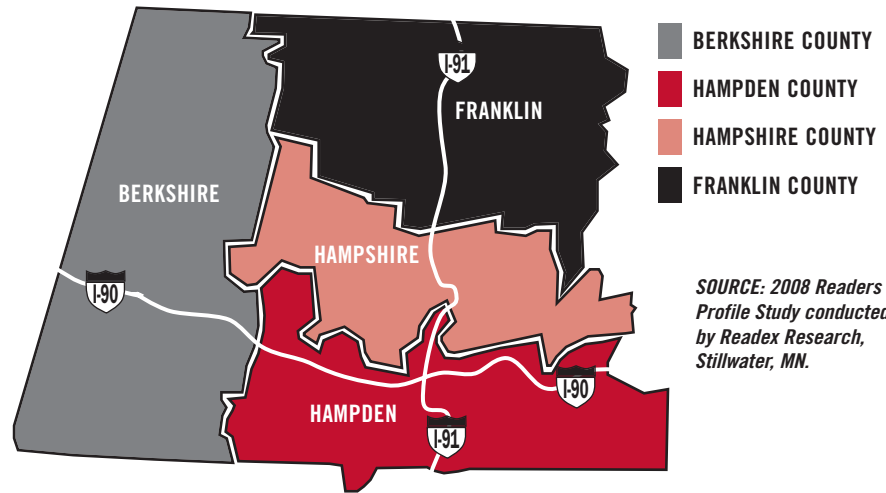
Tile

140 x 140 IMU
\$120 for 30 days
\$240 for 60 days
\$342 for 90 days
\$648 for 180 days
\$1224 for 360 days

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.

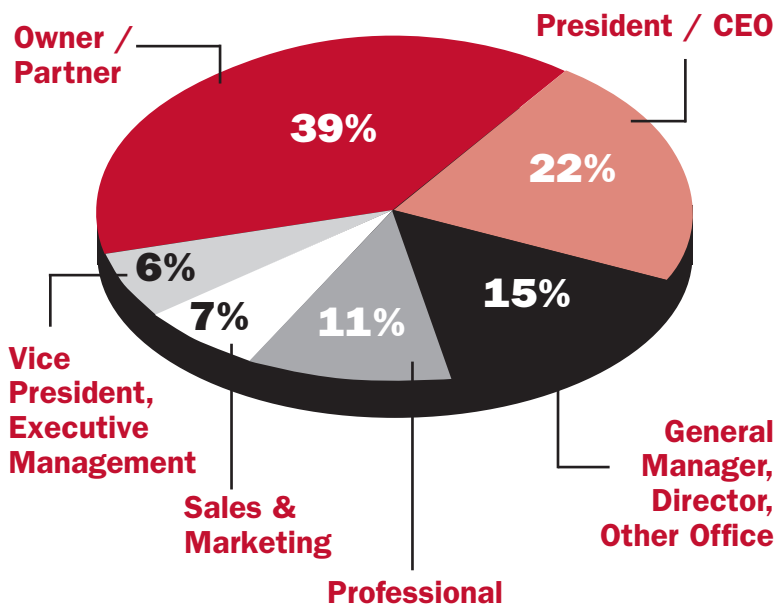
- Alzheimer's Association
- Arthritis Foundation
- American Cancer Society
- American Diabetes Assoc.
- American Heart Assoc.
- American Red Cross - Pioneer Valley Chapter
- Boys & Girls Club of Springfield
- Cancer House of Hope
- Habitat For Humanity - Greater Springfield
- March of Dimes
- Mentor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

BusinessWest 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

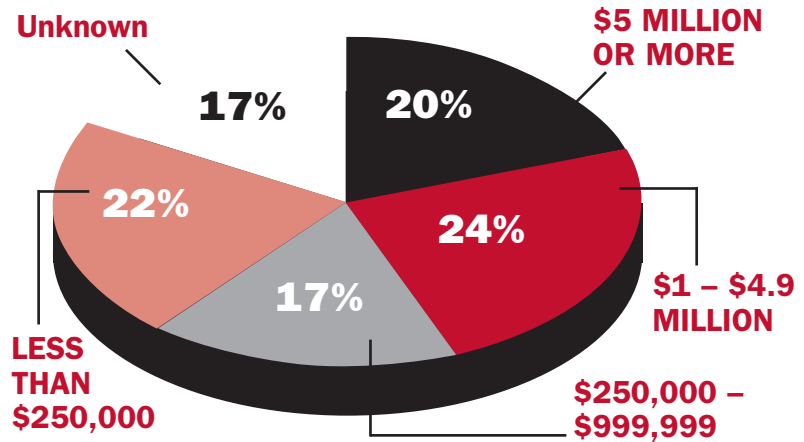
- 73%** of readers pass their issues along to two or more people

TYPE OF BUSINESS

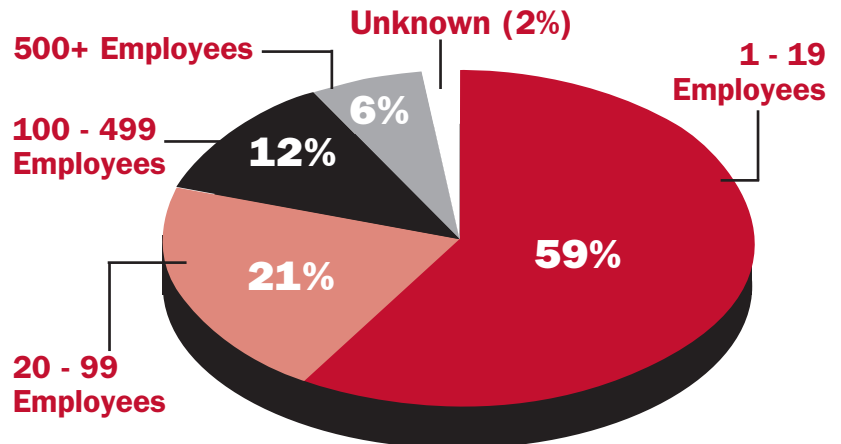
BusinessWest readers describe their business as:

- 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.

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**