

ISSUE DATE	SPACE DEADLINE	EDITORIAL FOCUS	COMMUNITY SPOTLIGHT	LISTS	EVENTS & SPECIAL PUBS
JAN	9	Top Entrepreneur 2016 • Meetings & Conventions • Women in Business • Technology <i>Difference Makers**</i> • Education • Commercial R.E.	Amherst	Meeting & Convention Facilities • IT Firms Private Schools • Commercial R.E. Brokers	
	23		Chicopee		
FEB	6	Healthcare • Law • Auto Sales • Banking & Finance Employment • Construction • Architecture • Commercial R.E.	Pittsfield	Banks • Auto Dealers Employment Agencies • General Contractors	
	20		Palmer		
MAR	6	Tourism & Hospitality • Manufacturing • Creative Economy • Business of Aging Education • Entrepreneurship • Banking & Finance • Commercial R.E.	South Hadley	Airlines Serving Bradley • Rehabilitation Facilities Colleges w/MBA Programs • Credit Unions	<i>Difference Makers*</i>
	20		Holyoke		
APR	3	Healthcare • Law • Sports & Leisure • Home Improvement <i>40 Under Forty**</i> • Employment • Commercial R.E.	Lenox	Golf Courses • Landscape Design Firms Largest Employers • Office Buildings	
	17		Belchertown		
MAY	1	Technology • Women in Business • Sports Med. & Rehab • Landscape Design • Nonprofits <i>Faces of Business**</i> • Banking & Finance • Restaurant Guide • Insurance Education • Modern Office • Luxury Living • Construction • Commercial R.E.	Springfield	Web Development Firms • Security Companies Restaurants • Insurance Agencies Colleges • Home Builders	<i>Faces of Business**</i>
	15		Greenfield		
	29		Easthampton		
JUN	12	Healthcare • Law • Entrepreneurship • Green Energy • Business of Aging Employment • Accounting & Tax Planning • Summer Happenings • Comm. R.E.	Northampton	Senior Resources • Law Firms Accounting Firms • Tourist Attractions	<i>40 Under Forty*</i>
	26		Agawam		
JUL	10	Banking & Finance • Women in Business • Sports & Leisure • Manufacturing Education • Environment & Engineering • Creative Economy • Commercial R.E.	Ludlow	Banks • Largest Manufacturers Engineering Firms • Early Education Providers	
	24		Hampden		
AUG	7	Healthcare • Law • Tourism & Hospitality • Hampshire County • Meetings & Conventions Back to School • Luxury Living • Auto Sales • Construction • Commercial R.E.	Wilbraham	Senior Living Facilities • Hotels Colleges • Auto Dealers	
	21		West Springfield		

Deadline: 8.10

2017/2018 RESOURCE GUIDE** – ANNUAL BOOK OF LISTS

SEP	4	<i>Healthcare Heroes**</i> • Employment • Business Mgmt. • Sales & Marketing • Insurance Business of Aging • Manufacturing • Landscape Design • Home Improvement • Comm. R.E.	Lee	Advertising Agencies • Largest Employers Behavioral Health Centers • Industrial Parks	<i>RG/Book of Lists**</i>
	18		Enfield		
OCT	2	Banking & Finance • Construction • Green Energy • Architecture • Retirement Planning Healthcare • Education • Law • Holiday Party Planning • Retail <i>WMBExpo Guide**</i> • Employment • Women in Business • Technology • Comm. R.E.	Westfield	Financial Services Firms • Renewable Energy Banquet Facilities • Corporate Gifts Employment Agencies • Telecom/Voice/Data Cos.	<i>Healthcare Heroes Awards*</i>
	16		Easthampton		
	30		Great Barrington		
NOV	13	<i>Giving Guide**</i> • Philanthropy • Banking & Fin. • Franklin County • Acct. & Tax Planning Modern Office • Entrepreneurship • Healthcare • Law • Commercial R.E.	E. Longmeadow	Accounting Firms • Resources for Entrepreneurs Home Care Options • Commercial R.E. Managers	<i>WMBExpo*</i> <i>Giving Guide**</i>
	27		Hartford		
DEC	11	Education • Economic Outlook 2018 • Insurance • Tourism & Hospitality <i>The Year of You**</i> • Business of Aging • Employment • Construction • Comm. R.E.	Southwick	Business & Econ. Development • Private Schools Architecture Firms • Fitness Centers • Day Spas	<i>2018 The Year of You**</i>
	25		Stockbridge		

*Events **Special Publications (Sponsorship opportunities available for all events and special publications)



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Custom publishing and special opportunities.



sample cover wrap



sample cover wrap

INSERTS

\$1,500 Per Insert

Stand Out!

Inserts get attention! Pick an issue, or several issues, and insert your flyer, promotional brochure or postcard.

CENTER SPREADS (double truck)

\$3,500

Take Center Stage!

Center spreads run in the center of the magazine and create a substantial marketing piece that commands attention.

COVER WRAPS

\$7,500

A "Billboard" to the Business Community!

The *BusinessWest* nameplate graces the front of each cover wrap, otherwise the content is yours. Customize to include your logo, company information, employee profiles, client testimonials, or whatever you want to brag about: as the name suggests, this 4-page advertisement wraps the magazine.

ADVERTORIALS

\$3,500

Tell Your Business Story!

BusinessWest's editorial and graphic design staff will work with you to create a custom advertisement to run in the magazine. We'll give you a digital copy so you can upload it to your website or print and use as a marketing piece for trade shows, conferences, meetings, etc.

CUSTOM PUBLISHING

Starts at \$8,000

It's All About You!

There are several options to consider, all of which can be done in part, or entirely by, *BusinessWest*. A special 8" x 10", four color glossy brochure customized for you. We'll provide professional editorial content, design, layout, graphics and photography. We'll provide 10,000 copies – 9,000 of which are inserted into an issue of your choice to be distributed to *BusinessWest* targeted subscription audience. The rest are given to you to use as your professional marketing tool.

PRESS RELEASES & SUBMISSIONS

Be Seen In *BusinessWest* and *BusinessWest.com* Daily News and Be The Talk Of The Town!

Press releases and submissions are a great way to compliment your print campaign and brand yourself as an industry leader. Keep your company's name, employees, accomplishments, and community or charitable involvement visible.



Available Opportunities:

- Company Notebook
- Picture This
- Agenda
- People On The Move
- Guest Editorial

Send information in to our editorial team:

George O'Brien, Editor
(413) 781-8600 ext. 102
obrien@businesswest.com

Joseph Bednar, Senior Writer
(413) 781-8600 ext. 109
bednar@businesswest.com



sample custom publishing



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Connect with the region's business leaders with sponsorships.



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

DIFFERENCE MAKERS

Show Your Community Involvement!

Each year *BusinessWest* honors people who are shaping the future of Western Mass. by affecting positive change. 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.

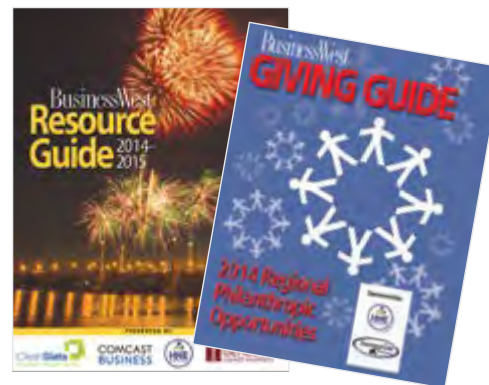
LECTURE SERIES

BusinessWest and *The Healthcare News* present a series of lectures, panel discussions and presentations that address timely and important business information. This is a wonderful opportunity to meet industry leaders and network with area business professionals.



GIVING GUIDE

The Giving Guide is an annual specialty publication highlighting regional nonprofits and charities, and is designed to serve as a guide for philanthropic opportunities for end of year giving. Help support your favorite nonprofit or charity by sponsoring its profile in the *BusinessWest* Giving Guide. Inserted into a fall edition of *BusinessWest* and *The Healthcare News*, the Giving Guide will reach more than 60,000 business and health care professionals, just in time for the season of giving.



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 professionals in the region.

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



40 UNDER FORTY

Connect With The Region's Future Business Leaders!

BusinessWest recognizes the success and contributions of 40 outstanding 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, held in June, to honor the chosen '40' draws more than 600 people!

WESTERN MASS BUSINESS EXPO

The Region's Premiere One-Day Business Event!

The Western Mass. Business Expo is an annual regional business trade show produced by *BusinessWest* and *The Healthcare News*. Over 160 companies of all sizes come from across the 4 counties of Western Mass., Northern CT, and beyond to showcase their products and services, and network with thousands of professional attendees. The Expo features educational and leadership seminars, a show floor theater, panel discussions, celebrated authors and dynamic speakers. The Western Mass. Business Expo is the place to be, with a full day of activities, co-located events, meetings and networking opportunities.



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BUSINESSWEST.COM

Every day decision makers turn to www.BusinessWest.com for immediate access to local business information. If your goal is to get in front of the right eyes and drive them to visit your website, then this is a must-buy in your marketing plan.

WEB AD UNITS & RATES

TOP FULL BANNER

(Must provide both ad sizes)
Web (1080 x 120 pixels)
Mobile (350 x 120 pixels)

\$400 for 30 days
 \$800 for 60 days
 \$1140 for 90 days
 \$2376 for 180 days
 \$4080 for 360 days

PREMIUM - ABOVE THE FOLD

(300 x 250 pixels)

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

REGULAR (A & B) - BELOW THE FOLD

(300 x 250 pixels)

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



BUSINESSWEST.COM DAILY NEWS

Local, current, and breaking news will be sent directly to inboxes once a day. With over 8,800 + subscribers and an average open rate of 21%, your message will be seen daily by the region's business leaders and decision makers.

WEB AD UNITS & RATES

TOP BANNER

(600 x 100 pixels)

3-Months \$1025/month
 6-Months \$820/month
 12-Months \$715/month

RECTANGLE (A & B)

(300 x 250 pixels)

3-Months \$965/month
 6-Months \$770/month
 12-Months \$675/month

Rates based on 1 ad per week and invoiced monthly according to type of program.

- Ad due 1 week before start date
- Please provide URL link
- Accepted format: JPG / PNG / Single-Frame GIF



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AD UNIT DIMENSIONS (IN INCHES)

PAGE UNIT	WIDTH	HEIGHT
Full Page	4 Col. – 9.25 in.	12.25 in.
3/4 Page Vertical	3 Col. – 6.875 in.	12 in.
Junior Page	3 Col. – 6.875 in.	9 in.
1/2 Page Horizontal	4 Col. – 9.25 in.	5.8 in.
1/2 Page Vertical	2 Col. – 4.5 in.	12 in.
1/4 Page Horizontal	4 Col. – 9.25 in.	2.8 in.
1/4 Page Vertical	2 Col. – 4.5 in.	5.8 in.
1/8 Page Horizontal	2 Col. – 4.5 in.	2.8 in.
1/8 Page Vertical	1 Col. – 2.125 in.	5.8 in.

AD SPECIFICATIONS

PUBLICATION SIZE

Bleed Size: 10.25 in. x 14 in.
 Trim Size: 10 in. x 13.5 in.
 Live Area: 9.25 in x 12.75 in.

AD CREATION DEADLINE

Materials due on or before the space/copy deadline listed on the editorial calendar.

CAMERA-READY DEADLINE

NOON on the Tuesday following the space/copy deadline listed on the editorial calendar.

FORMAT REQUIREMENTS

- Max file size accepted is 25MB.
- All camera-ready ads must be emailed as a high-resolution Adobe Acrobat PDF file, with images and fonts embedded. *PDF files created by Adobe Photoshop or Word are not considered camera-ready.*
- All color images and files must be submitted in CMYK at a minimum of 300 dpi resolution.
- If you wish to use black, use "PROCESS BLACK" (C-0%, M-0%, Y-0%, K-100%).
- Dot gain is approximately 20%.
- Avoid uneven color by using small areas of a single ink.
- We strongly discourage using reverse type or multi-color type that is less than 14 points in size otherwise a medium-to-bold sans-serif typeface is recommended. *We will not be held liable for bad reproduction of such artwork.*

FULL PAGE BLEED:
10.25W X 14H

FULL PAGE SIZE: 9.25W X 12.25H

3/4 PAGE:
6.875W X 12H

JUNIOR SIZE:
6.875W X 9H

1/2 PAGE HORIZ:
9.25W X 5.8H

1/2 PAGE VERT:
4.5W X 12H

1/4 PAGE HORIZ:
9.25W X 2.8H

1/4 PAGE VERT: 4.5W X 5.8H

1/8 PAGE HORIZ: 4.5W X 2.8H

1/8 PAGE VERT: 2.125W X 5.8H

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READER SNAPSHOT

151K
average household
income

90%
decision makers
involved in company
purchases

82%
Business Owners,
Presidents, CEOs, and
Senior Managers

81%
do business within
a 55 mile radius of
their business

Reach your target audience.

BusinessWest is the region's premiere business publication bringing local business news, trends, and information to nearly 30,000 readers every other week. The Western Mass. business community widely regards *BusinessWest* as an invaluable and trusted business tool, which puts them directly in front of their targeted audiences.

READER PROFILE

Male:	60%
Female:	40%
Median age:	54 years
Average household income:	\$151,000
Holds an executive level position:	82%
Involved in company purchases:	90%
Bachelor's or Master's degree:	70%

READER HABITS

81%	Find <i>BusinessWest</i> 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 result of an ADVERTISEMENT

PASS-ALONG RATE

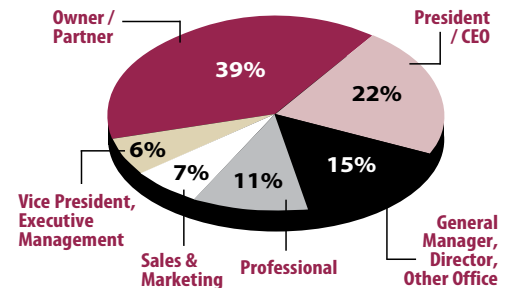
73% of our readers pass their issues along to two or more people

TYPE OF BUSINESS

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

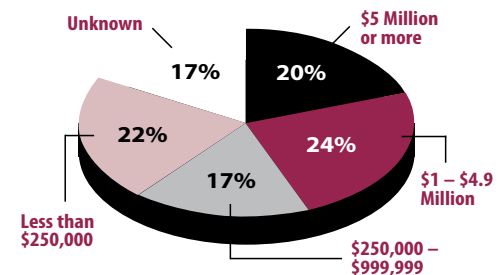
DECISION MAKERS

82% of our readers are Business Owners, Presidents, CEOs, and Senior Managers



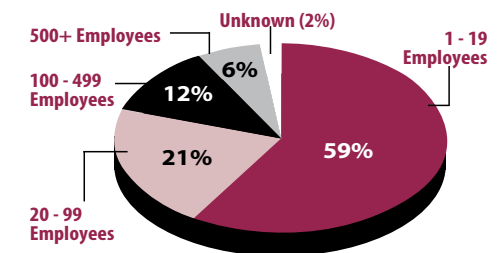
COMPANY SIZE

By sales volume:



COMPANY SIZE

By number of employees:



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

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CIRCULATION:
9,900

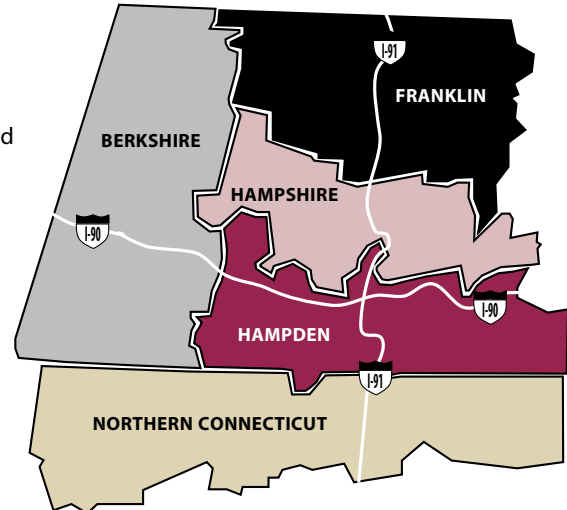
READERSHIP:
30,000

Delivering to the four counties of Western Mass.

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 the Quaboag region through the Berkshires subscribe to *BusinessWest*.

GEOGRAPHIC BREAKDOWN

- BERKSHIRE COUNTY
- HAMPDEN COUNTY
- HAMPSHIRE COUNTY
- FRANKLIN COUNTY
- NORTHERN CT



TARGETED DISTRIBUTION

- 26 biweekly issues per year plus an annual book of lists
- 151K is the average household income
- 90% of our readers are decision makers
- 81% of our readers do business within a 55 mile radius of their business

BUSINESS & COMMUNITY DISTRIBUTION

Another 2,000+ issues are distributed locally at business and community events throughout the year.

AVAILABLE FOR SALE

BusinessWest can be found at the following:

- **Aces Newstand** - 1924 Wilbraham Rd., Springfield
- **Barnes & Noble** - 335 Russell Street, Hadley
- **Barnes & Noble** - 7 Holyoke Street, Holyoke
- **Corner Store** - 444 Front Street, Chicopee
- **Goodies** - 300 Springfield Street, Agawam
- **Hastings** - 45 S. Pleasant Street, Amherst
- **MassMutual** - 1295 State Street, Springfield
- **MassMutual** - 100 Bright Meadow Blvd., Enfield, CT

CHAMBER PARTNERSHIP

Subscriptions to *BusinessWest* are gifted to members as part of their membership benefit packages.

Participating Chambers:

- Amherst Area Chamber
- Greater Chicopee Chamber
- Greater Easthampton Chamber
- Franklin County Chamber
- Greater Holyoke Chamber
- Greater Northampton Chamber
- North Central CT Chamber
- Professional Women's Chamber
- Quaboag Hills Chamber
- South Hadley & Granby Chamber
- Springfield Regional Chamber (Hampden, East Longmeadow, Longmeadow, Ludlow, and Wilbraham)
- Three Rivers Area Chamber
- Greater Westfield Chamber
- West of the River Chamber (Agawam and West Springfield)

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