

	ISSUE DATE	SPACE/COPY DEADLINE	EDITORIAL FOCUS <i>(Milestones in every issue)</i>	COMMUNITY SPOTLIGHT	LISTS	EVENTS & SPECIAL PUBLS	
JAN	8	12.28	Education • Banking & Financial Services • Women in Business • Sales & Marketing	Chicopee	Ad Agencies • Banks		
	22	1.11	Top Entrepreneur • Meetings & Conventions • Technology • Transportation • Commercial R.E.	Pittsfield	Meeting & Convention Facilities • Transportation		
FEB	5	1.25	Difference Makers** • Law • Construction • Work-Life Balance	Amherst	Law • HVAC		
	19	2.8	Employment • Healthcare • Auto Sales • Commercial R.E.	Palmer	Employment Agencies • Auto Dealers		
MAR	5	2.22	Banking & Finance • Workforce Development • Tourism & Hospitality	Springfield	Airlines Serving Bradley • Bus. & Econ. Development		
	19	3.8	Architecture • Entrepreneurship • Modern Office • Home Improvement • Commercial R.E.	Holyoke	Architecture Firms • Landscape Design Cos.	Difference Makers*	
APR	2	3.22	Education • Law • Sports & Leisure (Golf) • Franklin County	Longmeadow	Senior Services • Golf Courses		
	16	4.5	Healthcare • Environment & Engineering • Women in Business • Employment	Deerfield	Engineering Firms • Employment Agencies		
	30	4.19	Paying for College • Commercial R.E. • 40 Under Forty** • Construction	South Hadley	Home Builders • General Contractors		
MAY	14	5.3	Banking & Finance • Technology • Bus. Innovation • Sports Med. & Rehab • Millennial Generation	Greenfield	Rehabilitation Facilities • Credit Unions		
	28	5.17	Healthcare • Restaurant Guide • Insurance • Commercial R.E.	Northampton	Restaurants • Insurance Companies		
JUN	11	5.31	Education • Law • Accounting & Tax Planning • Entrepreneurship • Hampshire County	Ludlow	Accounting Firms • Law Firms		
	25	6.14	Employment • Summer Happenings • Nonprofits • Creative Economy • Commercial R.E. • Senior Living**	Agawam	Commercial R.E. Brokers • Tourist Attractions	40 Under Forty*	
JUL	9	6.28	Banking & Fin. • Sports & Leisure • Professional Dev. • Residential R.E. • Mfg.	Easthampton	Banks • Largest Manufacturers		
	23	7.12	Construction • Meetings & Conventions • Transportation • Workforce Development • Comm. R.E.	Hampden	General Contractors • Largest Employers		
AUG	6	7.26	Education • Law • Business Innovation • Retirement Planning • Sales & Marketing	Wilbraham	Senior Living Facilities • Colleges w/MBA Programs		
	20	8.9	Employment • Senior Living • Entrepreneurship • Green Energy • Comm. R.E. • Manufacturing Your Future**	West Springfield	Renewable Energy Companies • Senior Resources	Manufacturing Your Future**	
DEADLINE 8.9		2018/2019 RESOURCE GUIDE**			ANNUAL BOOK OF LISTS		
SEP	4	8.23	Healthcare Heroes** • Banking & Finance • Technology • Architecture • Modern Office	Lenox	Telecom/Voice/Data Cos. • Office Furniture Retailers		
	17	9.6	Healthcare • Creative Economy • Insurance • Women in Business • Science of Sales • Comm. R.E.	Enfield	Behavioral Health Centers • Industrial Parks		
OCT	1	9.20	Education • Accounting & Tax Planning • Home Improvement • Berkshire County • Women of Impact**	Westfield	Financial Services Firms • Security Companies		
	15	10.4	Banking & Finance • Business of Aging • Marketing • Auto Sales • Funeral & Estate Planning	E. Longmeadow	Funeral Homes • Auto Dealers	Healthcare Heroes*	
	29	10.18	Employment • Law • Holiday Party Planning • Retail/Gift Guide • Comm. R.E.	Stockbridge	Corporate Gifts • Banquet Facilities		
NOV	12	11.1	Dental/Healthcare • Entrepreneurship • Construction • Manufacturing	Southwick	Dental Offices • Resources for Entrepreneurs		
	26	11.15	Giving Guide** • Education • Technology • Professional Development • Commercial R.E.	Hartford	Private Schools • Commercial R.E. Brokers	Giving Guide**	
DEC	10	11.29	Employment • Law • Business Innovation • Work-Life Balance • Sports & Leisure	North Adams	Bus. & Econ. Development • Tourist Attractions	Women of Impact*	
	24	12.1	Economic Outlook 2019 • Business of Aging • Eye/Healthcare • Commercial R.E.	Belchertown	Eye Care • Fitness Centers		

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

Publisher reserves the right to change editorial content without notice.

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.

MILESTONES

Price Varies

Celebrate Your Business!

When your business reaches a milestone anniversary, let your clients and colleagues know about it! *BusinessWest's* and *Healthcare News'* editorial staff and graphics department will work with you to create a custom advertisement. Three display options available.

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:

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obrien@businesswest.com

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



sample custom publishing

BusinessWest
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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.



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!



BUSINESS & INNOVATION EXPO OF WESTERN MASS

The Business Innovation Expo of Western Mass is a one-day event designed to bring together businesses from a wide range of industries, highlighting innovation and economic

opportunity throughout the region. Be a part of the event and showcase your products and services. Connect with thousands of business professionals and exhibitors who keep our region vibrant and competitive. Over 150 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, panel discussions, and dynamic speakers. The Business & Innovation Expo of Western Mass is the place to be, with a full day of activities, co-located events, meetings and networking opportunities.



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HEALTHCARE HEROES

BusinessWest & *Healthcare News* have created Healthcare Heroes to honor those who are making a significant impact

and reaching extraordinary new heights in the health and wellness community. This region's health and wellness sector is large, diverse, and dominated by heroes of all kinds. They're on the front lines, in the administrative office, the research lab, the neighborhood clinic, the family dentist's office, the college health and science building. They're making real contributions to the quality of life in our communities. Healthcare Heroes takes place in October.



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.



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) (230 x 200 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 / GIF or SWF



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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

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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

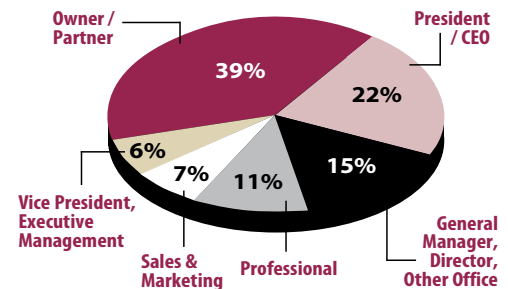
73% of our readers pass their issues along to two or more people

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

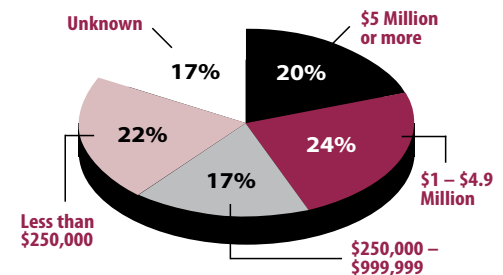
DECISION MAKERS

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



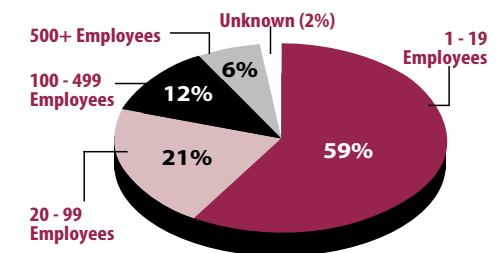
COMPANY SIZE

By sales volume:



COMPANY SIZE

By number of employees:



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



CIRCULATION:
9,900

READERSHIP:
30,000

BusinessWest
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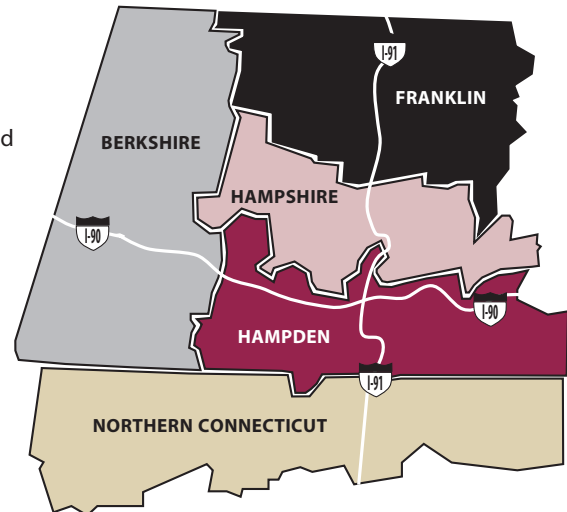
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Delivering to the four counties of Western Mass.

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:

- **Acres 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)

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