

	ISSUE DATE	SPACE/COPY DEADLINE	EDITORIAL FOCUS <small>(Milestones in every issue)</small>	COMMUNITY SPOTLIGHT	LISTS	EVENTS & SPECIAL PUBLS
JAN	7	12.28	Top Entrepreneur • Banking & Fin. Services • Technology • Healthcare	Amherst	Banks • Hospitals	
	21	1.11	Education • Women in Business • Meetings and Conventions • Commercial R.E. • Construction	Greenfield	Colleges • Meeting & Convention Facilities	
FEB	4	1.25	<b>Difference Makers**</b> • Law • Sales & Marketing • Transportation • Accounting & Tax Planning	Pittsfield	Construction firms • Accounting Firms	
	18	2.8	Auto Sales • Franklin County • Employment • Manufacturing • Commercial R.E.	Agawam	Auto Dealers • Employment Agencies	
MAR	4	2.22	Banking & Fin. • Tourism & Hospitality • Healthcare • Env. & Eng • Modern Office	Holyoke	Tourist Attractions • Engineering Firms	
	18	3.8	Education • Women in Business • Home Improvement • Insurance • Commercial R.E.	Deerfield	Colleges with MBA Programs • Insurance Agencies	<b>Difference Makers*</b>
APR	1	3.22	Law • Technology • Architecture • Entrepreneurship • Estate Planning • Construction	Great Barrington	Architecture Firms • Financial Services Firms	
	15	4.5	Sports & Leisure (Golf) • Employment • Retail • Transportation	Palmer	Golf Courses • Airlines Serving Bradley Airport	
	29	4.19	<b>40 Under Forty**</b> • Focus on Berkshire County • Healthcare • Cultural Economy • Commercial R.E.	West Springfield	Behavioral Health Facilities • Commercial Real Estate Brokers	
MAY	13	5.3	Banking & Fin. Services • Senior Living • Business Innovation • Green Energy	Northampton	Senior Living Facilities • Credit Unions	
	27	5.17	Education • Women in Business • Restaurant Guide • Sales & Marketing • Commercial R.E.	Springfield	Private Schools • Restaurants	
JUN	10	5.31	Law • Construction • Entrepreneurship • Summer Happenings	Lenox	Law Firms • Home Builders	<b>40 Under Forty*</b>
	24	6.14	Employment • Focus on Hampshire County • Insurance • Nonprofits • Commercial R.E.	South Hadley	Employment Agencies • Insurance Agencies	
JUL	8	6.28	Banking & Fin. Services • Business of Aging • Sports & Leisure • Transportation	Westfield	Banks • Hearing Specialists	
	22	7.12	Education • Modern Office • 'Building Sales' • Manufacturing • Commercial R.E.	Longmeadow	Colleges • Largest Manufacturers	
AUG	5	7.26	Law • Transportation • Architecture • Healthcare	Easthampton	Law Firms • Architecture Firms	
	19	8.9	Auto Sales • Senior Living • Creative Economy • Employment • Commercial R.E.	Chicopee	Auto Dealers • Employment Agencies	
DEADLINE 8.24			<b>2019/2020 RESOURCE GUIDE**</b>		<b>ANNUAL BOOK OF LISTS</b>	
SEP	2	8.23	<b>Healthcare Heroes**</b> • Banking & Fin. Services • Healthcare • Construction	Hadley	General Contractors • Eyecare Specialists	
	16	9.6	Education • Insurance • Green Energy • Entrepreneurship • Home Improvement	Stockbridge	Colleges with MBA programs • Insurance Agencies	
	30	9.20	Law • Sports & Leisure • Business Innovation • Wealth Management • Commercial R.E.	Southwick	Law Firms • Financial Services Firms	
OCT	14	10.4	<b>Women of Impact**</b> • Technology • Environment & Engineering	E. Longmeadow	Computer Network IT Firms • Env. Services Firms	<b>Healthcare Heroes*</b>
	28	10.18	<b>Cool STUFF Western Mass**</b> • Banking & Fin. Services • Healthcare • Holiday Party Planning • Manufacturing • Commercial R.E.	Enfield	Banquet Facilities • Day Spas	<b>Cool STUFF Western Mass**</b>
NOV	11	11.1	Education • Women in Business • Gift Guide • Sales & Marketing • Architecture	Wilbraham	Private Schools • Architecture Firms	
	25	11.15	<b>Giving Guide**</b> • Law • Transportation • Workforce Development • Accounting & Tax Planning • Commercial R.E.	Ludlow	Accounting Firms • Transportation Companies	<b>Giving Guide**</b>
DEC	9	11.29	Employment • Construction • Sports & Leisure • Tourism & Hospitality	Ware	Tourist Attractions • Employment Agencies	<b>Women of Impact*</b>
	23	12.20	Banking & Fin. Services • Economic Outlook 2020 • Senior Living • Env. & Engineering • Commercial R.E.	North Adams	Credit Unions • Senior Living Facilities	

\*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's* 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:

**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.



### 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!



### WOMEN OF IMPACT

*BusinessWest* has created the Women of Impact awards to honor women who have the authority and power to move the needle in their business; are respected for accomplishments within

their industries; give back to the community; and are sought out as respected advisors and mentors within the field of influence. The Women of Impact awards takes place in December.



### 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

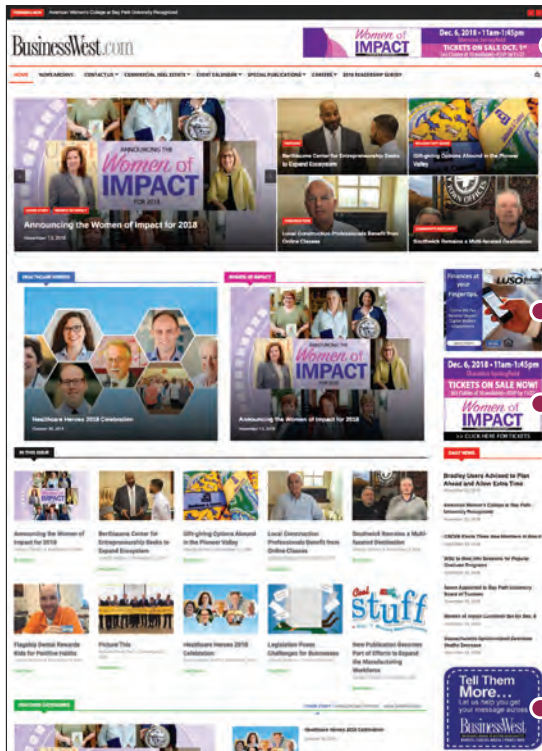
The annual book of lists is a one-stop reference tool for business and industry in Western Mass. The Resource Guide offers valuable information, statistics and data. This is the most comprehensive business directory for professionals in the region.



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[www.BusinessWest.com](http://www.BusinessWest.com)





## BUSINESSWEST.COM

Every day decision makers turn to [www.BusinessWest.com](http://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 (728 x 90 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

**(300 x 250 pixels)**

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

#### RECTANGULAR (A & B)

**(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, & C)

**(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
<b>Full Page</b>	4 Col. – 9.25 in.	12.25 in.
<b>3/4 Page Vertical</b>	3 Col. – 6.875 in.	12 in.
<b>Junior Page</b>	3 Col. – 6.875 in.	9 in.
<b>1/2 Page Horizontal</b>	4 Col. – 9.25 in.	5.8 in.
<b>1/2 Page Vertical</b>	2 Col. – 4.5 in.	12 in.
<b>1/4 Page Horizontal</b>	4 Col. – 9.25 in.	2.8 in.
<b>1/4 Page Vertical</b>	2 Col. – 4.5 in.	5.8 in.
<b>1/8 Page Horizontal</b>	2 Col. – 4.5 in.	2.8 in.
<b>1/8 Page Vertical</b>	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

**168K**  
average household  
income

**91%**  
decision makers  
involved in company  
purchases

**92%**  
Business Owners,  
Presidents, CEOs, and  
Senior Managers

**71%**  
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:	46%
Female:	54%
Median age:	55 years
Average household income:	\$168,000
Holds an executive level position:	92%
Involved in company purchases:	91%
Bachelor's or Master's degree:	79%

### READER HABITS

90%	Find <i>BusinessWest</i> a timely and credible resource
84%	Read 3 out of the last 4 issues
68%	Read 4 out of the last 4 issues
87%	Have been loyal readers for 4 or more years
89%	Have taken action as a direct result of a published ARTICLE
76%	Have taken action as a result of an ADVERTISEMENT

### PASS-ALONG RATE

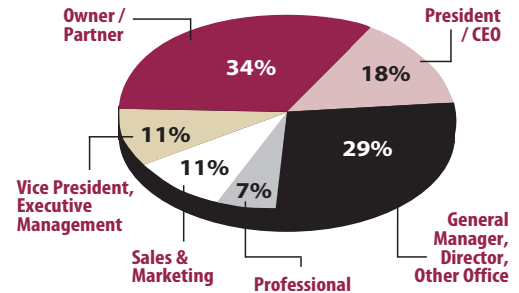
99% of our readers pass their issues along to two or more people

### TYPE OF BUSINESS

Accounting, Advertising/Marketing/PR, Banking/Finance/Investing, Business/Economic Development, Construction/Design/Engineering, Communications/Publishing, Education, Financial/Investment Broker, Government, Health Insurance, Healthcare/Medical Services, Hospitality/Catering/Tourism, Insurance, Law/Legal Services, Manufacturing, Non-profit, Real Estate, Retail/Restaurants, Technology Products/IT Services, Wholesale Trade

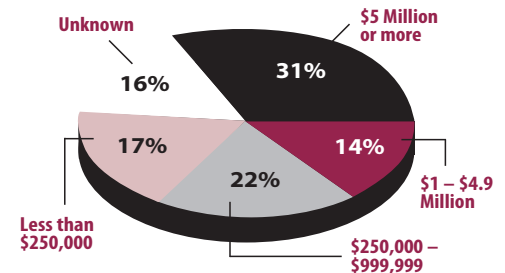
### DECISION MAKERS

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



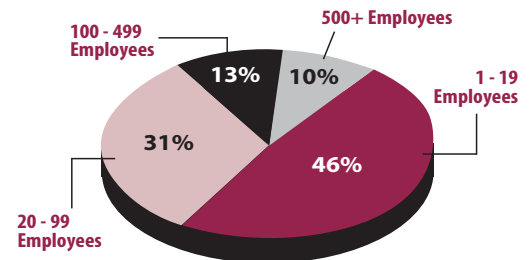
### COMPANY SIZE

By sales volume:



### COMPANY SIZE

By number of employees:



SOURCE: 2018 Readership Study conducted by BusinessWest.

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**CIRCULATION:**  
**9,900**

**READERSHIP:**  
**30,000**

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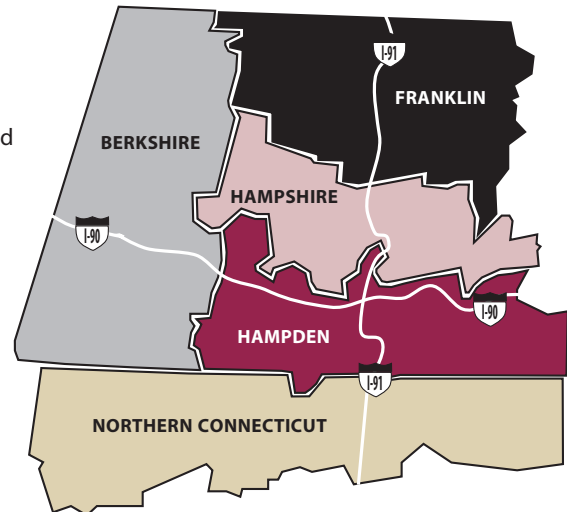
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## Delivering to the four counties of Western Mass.

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
- 168K average household income
- 91% decision makers involved in company purchases
- 92% of our readers are decision makers
- 71% 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:

- **BusinessWest** - 1441 Main Street, 6th floor, Springfield
- **Barnes & Noble** - 7 Holyoke Street, Holyoke
- **Barnes & Noble** - 555 Hubbard Ave., Pittsfield
- **Hastings** - 45 S Pleasant Street, Amherst
- **Mamma Mia's Pizza** - 1441 Main Street, Springfield
- **The Odyssey Bookshop** - 9 College Street, South Hadley

### CHAMBER PARTNERSHIP

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

#### Participating Chambers:

- Amherst Area Chamber
- East of the River/ERC5
- Greater Chicopee Chamber
- Greater Easthampton Chamber
- Franklin County Chamber
- Greater Holyoke Chamber
- Greater Northampton Chamber
- Professional Women's Chamber
- Quaboag Hills Chamber
- South Hadley & Granby Chamber
- Springfield Regional Chamber (Hampden, East Longmeadow, Longmeadow, Ludlow, and Wilbraham)
- Greater Westfield Chamber
- West of the River Chamber (Agawam and West Springfield)