

What is *The Business Report*?

Produced by one of the region's top media companies, **The Business Report** is a monthly news and feature magazine that exclusively covers the business community in North Central Florida. Its overarching mission is to be an advocate for local business, providing the information and advice business owners need to grow and prosper.

Targeted Content That Grabs Readers' Attention



Each issue of **The Business Report** is filled with the content business owners crave, from investigative business articles, to trend stories, to expert business advice. The goal: to engage readers—front cover to back—with accurate, objective and enlightening articles on the subjects that impact them every day.

WE KEEP READERS ENGAGED FROM COVER TO COVER, ENSURING YOUR AD WILL GET SEEN.

Covering Local Business Like No One Else

For years, business owners in Gainesville and Alachua County have been asking for a publication that would thoroughly cover local commerce. Now, **The Business Report** is meeting that need. Each month, we provide clear, intelligent and balanced stories on local issues that aren't reported anywhere else.



WE CUT THROUGH THE CLUTTER OF NATIONAL BUSINESS NEWS TO COVER THE ISSUES THAT REALLY MATTER HERE.

Why Advertise in *The Business Report*? Upscale Readers with a Desire to Buy

The Business Report reaches the top 5,000 small business owners, company managers and professionals in town. These influential people are making spending decisions for their businesses every day. And when they're not purchasing for their businesses, they're buying upscale lifestyle, convenience and financial products for themselves.



DECISION-MAKERS WITH THE POWER AND MONEY TO BUY YOUR PRODUCTS AND SERVICES.

The Cost-Effective Way to Connect with Key Customers

We believe it's more cost-effective to zero in on the people who count than to shotgun your message to a large audience of people who don't. That's why we're very selective in determining who will receive **The Business Report**. The preferred list includes:

- Small Business Owners
- Executives and Decision Makers
- Healthcare Professionals
- Education Administrators
- Real Estate Professionals
- Government Leaders
- Media and Marketing Executives
- Chamber Members
- Banking, Insurance & Financial Services Professionals
- Economic Development Leaders



Delivered Directly to Your Customer Base

To make sure **The Business Report** connects with your best potential customers, we employ a comprehensive distribution approach that covers all the key channels:

- Direct-mailed to every member of the Gainesville, Jonesville, Newberry and Alachua Chambers of Commerce.
- Delivered to high-readership locations where business owners congregate, including local banks, attorney and accountant offices, and other professional office lobbies.



- Distributed to select hotels that cater to business travelers
- Distributed through the Chamber of Commerce, the Visitors and Convention Bureau and Gainesville Regional Airport

OUR QUALITY DISTRIBUTION STRATEGY ENSURES YOUR AD WILL REACH THE RIGHT PEOPLE

Editorial Content

The **Business Report** provides a rich mix of news articles, advice and features that not only informs readers of issues affecting their businesses, but helps them do a better job running those businesses. These stories include:

Features

INVESTIGATIVE COVER STORY:

Each issue, we dig behind the headlines to deliver a thorough story on an issue of importance to the business community.



IN THE NEWS

Wonder what's happening to University Corners? Concerned about issues like a sales tax increase and unemployment insurance hikes? We report on subjects like these in our comprehensive In the News section.

Industry Roundtables



To nail down emerging trends that could affect the local business community, we poll leaders in the region's top industries.

Departments

SUCCESS STORIES

We've all met inspiring people who have built flourishing businesses from scratch. Here, we interview the best of these owners and detail the secrets of their success.



MADE IN GAINESVILLE

Each month, we feature a little-known local company that has a major impact nationwide.

SALES STRATEGIES

Local businesses succeed or fail based on the skill of their salespeople. Here, we offer professional tips and tactics to improve any sales staff.

MONEY MATTERS

Want to learn how you can cut costs and more effectively use your cash? This column will show you.

Deadlines:

Month 2010	Ad Copy	Proof	Street Date
January	November 25	December 2	December 17
February	January 8	January 13	January 28
March	February 5	February 10	February 25
April	March 5	March 10	March 25
May	April 9	April 14	April 29
June	May 7	May 12	May 27
July	June 4	June 9	June 24
August	July 9	July 14	July 29
September	August 6	August 11	August 26
October	September 3	September 8	September 23
November	October 1	October 6	October 21
December	October 29	November 3	November 18
2011			
January	November 24	December 1	December 16

Ad Rates

	1 Time	6 Times	12 Times
Full Page	1295	1195	995
Half Page	835	735	535
Quarter Page	595	495	345

Add \$195 for Full Color

Prestige (Includes Full Color)

Back Cover	2,395	2,195	1,995
Inside Front Cover	1,695	1,495	1,295
Inside Back Cover	1,595	1,395	1,195
Page 3	1,595	1,395	1,195

Ad prices are net 30 days. Clients who fail to pay their bills on time will be charged 1-1/2% interest per month beginning with the 31st day. All rates are net of agency commission. Advertisers who pay their bills by auto-deduction through a credit card may receive a 10% rate reduction.

Insert Rates

1 Time - \$950 3 Times - \$850 6 Times - \$750

Prices quoted are per issue. Insert rates are net of agency commission. Maximum weight is 1.0 oz. A charge of \$85 per ounce is assessed for each additional ounce.

Specs



Full page: 10" x 12.25"



Half page: 10" x 6"



1/4 page: 4.875" x 6"

BUSINESS REPORT

NORTH CENTRAL FLORIDA

THE #1 WAY TO REACH
THE REGION'S TOP CONSUMER



MEDIA KIT 2010

- UPSCALE READERS
- SUPERIOR CONTENT
- TARGETED DISTRIBUTION
- COST-EFFECTIVE MARKETING

To reserve your spot,
call Pete Zimek at
352-219-6789