



2023

# *MEDIA KIT* **BIZ** 417



THE MAGAZINE *FOR* BUSINESS



I THINK *BIZ 417* IS PICKING UP WHERE *INC. MAGAZINE* HAS MISSED IT, BECAUSE NOW TYPICAL SUCCESS STORIES YOU GO BIG, RIGHT? AND YOU REALLY MISS THE

**TOUCH OF THE SMALL.**

THAT'S WHAT IS HAPPENING HERE.

-QUOTED FROM *BIZ 417 THINK SUMMIT*



# MEET OUR AUDIENCE



## MEET DOUG

Doug is passionate about the collaborative essence and innovative spirit of doing business in 417-land. Doug turns to the print edition of Biz 417 to learn about the positive business stories in the region and to dig a little deeper into the people behind the scenes.

Having helped build his company for more than 20 years, he's invested in making sure he's focused on plugging in and giving back. Doug also has a zest for entrepreneurship and enjoys mentoring and seeing how the next crop of local business leaders are shaping our region.

### THE AFFLUENT

\$75-125k .....	17%
\$125-175k.....	21%
\$175-200k.....	14%
\$200k+ .....	36%
Average household income \$206,433	

### THE INVESTED

Contacted a business because of an ad in Biz 417.....	51%
Saved the entire issue .....	44%
Spend 30 min. or more reading each issue.....	62%

### AGE

Age 25-34.....	7%
Age 35-44.....	15%
Age 45-54.....	37%
Age 55+.....	41%

### GENDER

Male .....	65%
Female .....	35%

### THE INFLUENTIAL

Discussed an item they saw in Biz 417 with others .....	63%
Influence the purchasing decisions of their company.....	81%

### THE POWERFUL

Directors or VP.....	21%
Partners or owners of a business .....	30%
C-Level or higher.....	68%
Have a bachelor's degree or higher .....	82%




**30,346 readers**

Circulation ..... 8,105

Readers per copy..... 4.6

# CHOOSE YOUR BIZ 417 PACKAGE

Biz 417 is proudly locally owned and strongly committed to building the highest-quality audience by delivering award-winning journalism that tells southwest Missouri's story with authority and style. Combining the long-term staying power of print and the immediacy of a fast-growing digital audience, the Biz 417 brand touches our readers' lives throughout the day and month. **There's no better way for your business to connect with 417-land's smartest and most affluent consumers.**

	6X Monthly Rates	4X Monthly Rates
	<b>\$2,267</b> \$13,602 annually	<b>\$2,550</b> \$10,200 annually
	<b>\$1,587</b> \$9,522 annually	<b>\$1,785</b> \$7,140 annually
	<b>\$1,111</b> \$6,666 annually	<b>\$1,250</b> \$5,000 annually

## PREMIUM POSITIONS

	BC	IBC	IFC	PAGE 1	2/3 PAGE Limit 5	1/2 PAGE	1/3 PAGE Limit 1
6x	\$ 2,834	\$2,721	\$2,721	\$2,721	\$2,086	\$1,825	\$1,278

## OPEN RATES

Spread	Full Page	1/2 Page	1/3 Page
\$6,298	\$3,149	\$2,204	\$1,543

## ALL ADVERTISERS RECEIVE

- Enhanced Directory Listing
- Ad design, copywriting and photography
- Web Impression Campaign

## ADD-ONS

- 4-Page Gatefold *limit one per issue* **\$4,530**
- Commercial Design Awards Sponsorship **\$1,090**
- Native Content **\$1,650**
- Women Who Mean Business Nominations Sponsorship **\$1,090**
- Selects e-blast **\$555**
- 10 For The Next 10 Nominations Sponsorship **\$1,090**

## ASK ABOUT OUR SIGNATURE EVENTS

