

WHO WE ARE

Biz417

**WE'RE THE
MAGAZINE
FOR BUSINESS**



**Making connections
since 2015.**

Biz 417 is networking in print—a place to meet the business personalities in 417-land, to be inspired by their successes and to learn from their missteps.

FROM FEATURE TO FOCUS

Biz 417 originated from a feature titled "Generation Next" in the July 2014 issue of our flagship publication, *417 Magazine*. This feature highlighted the next generation of business leaders in many locally-owned businesses. The positive feedback we received from that issue revealed a strong demand for these stories in our community, leading to the creation of *Biz 417*.



417 Magazine, July 2014



Biz 417 Inaugural Issue, Nov/Dec 2015



Community

We connect you to our community.



Quality

We know our audience best.



Trust

We have built brand influence through 26 years of building trust.



Connectedness

We have a multi-media strategy to influence and reach our audience.



Forward-looking

We believe in a long-term brand strategy that aligns our clients with positive information.

FOR OUR PARTNERS

We're rooting for you.

ARVEST

 **THE BANK**
OF MISSOURI

 BluCurrent®


BROKATE
- JANITORIAL -

b.u.f
STUDIO


Commerce Bank™
Challenge Accepted.

EVANS & DIXON^{LLP}
ATTORNEYS AT LAW

forv/s
mazars

GarageExperts®
Flooring • Cabinets • Storage

GREAT SOUTHERN
BANCORP, INC.


GROOMS
OFFICE ENVIRONMENTS

Jeff Childs SIOR, CCIM
Senior Advisor, invested in 417-land


JMARK


KINGSLEY GROUP

MEDIACOM[™]
BUSINESS

Med-Pay^{Inc}

NABHOLZ

Nixon & Lindstrom
INSURANCE


OLLIS / AKERS / ARNEY
INSURANCE & BUSINESS ADVISORS


OMB


PARAGON ARCHITECTURE
CELEBRATING 10 YEARS


QUALITY
CLEAN


REGENTBANK
The bank that believes in you.

SANDLERSM
presented by trustpoint


SUMNER ONE

THIS IS WHAT WE'RE HERE FOR

PRINT

*Biz 417 and the
flagship publication,
417 Magazine*

DIGITAL

*24/7 online
community*

SOCIAL

*An active social
media presence*

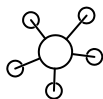
EVENTS

*Leading the region with
high-impact thought
leadership events*

**Keeping 65,222+
audience members
in-the-know with
relevant content
backed by years
of credibility.**



30,346
bi-monthly
print readers



8,181
social media
followers



26,695
website & newsletter
connections



**55% of our readers
contacted a business
because of an ad
in *Biz 417*.**

Sources: Biz CVC Audit 2022



48% saved the entire issue of *Biz 417*



74% spend 30 minutes or more reading each issue



72% discussed an item they saw in *Biz 417* with others



77% influence the purchasing decisions of their company



***Biz 417* readers have
an average household
income of \$213,496.**

The median household income in the
Springfield Metro Area is \$45,647.

WHO WE ARE

CONNECT WITH OUR AUDIENCE

Age

35–44	19%
45–54	32%
55+	43%

Powerful

Partners or owners of a business	28%
C-level or higher	68%
Have a bachelor's degree or higher	82%

Gender

Female	33%
Male	67%

		SPACE CLOSE	ADS DUE	IN HOMES
JAN/FEB	TOPICAL FEATURE Events/Promos: New Year, New You Bundle	NOV. 15	NOV. 25	JAN. 8
MAR/APR	WOMEN WHO MEAN BUSINESS Special Sections: Powered by Women, Congrats Ads Events/Promos: Think Summit	JAN. 17	JAN. 30	MAR. 5
MAY/JUN	TOPICAL FEATURE Special Sections: Attorney Profiles, Financial Profiles	MAR. 21	APR. 1	MAY 7
JUL/AUG	10 FOR THE NEXT 10 Special Sections: Congrats Ads Event: Ladies Who Launch	MAY 16	JUN.1	JUL. 2
SEP/OCT	BEST PLACES TO WORK Special Sections: Faces of Biz, Employers of Choice Event: Best Places to Work Celebration	JUL. 4	JUL. 19	SEP. 3
NOV/DEC	BIZ 100 + PERSON OF THE YEAR Special Sections: Congrats Ads Event: Biz 100 Celebration	SEP. 19	OCT. 2	NOV. 5

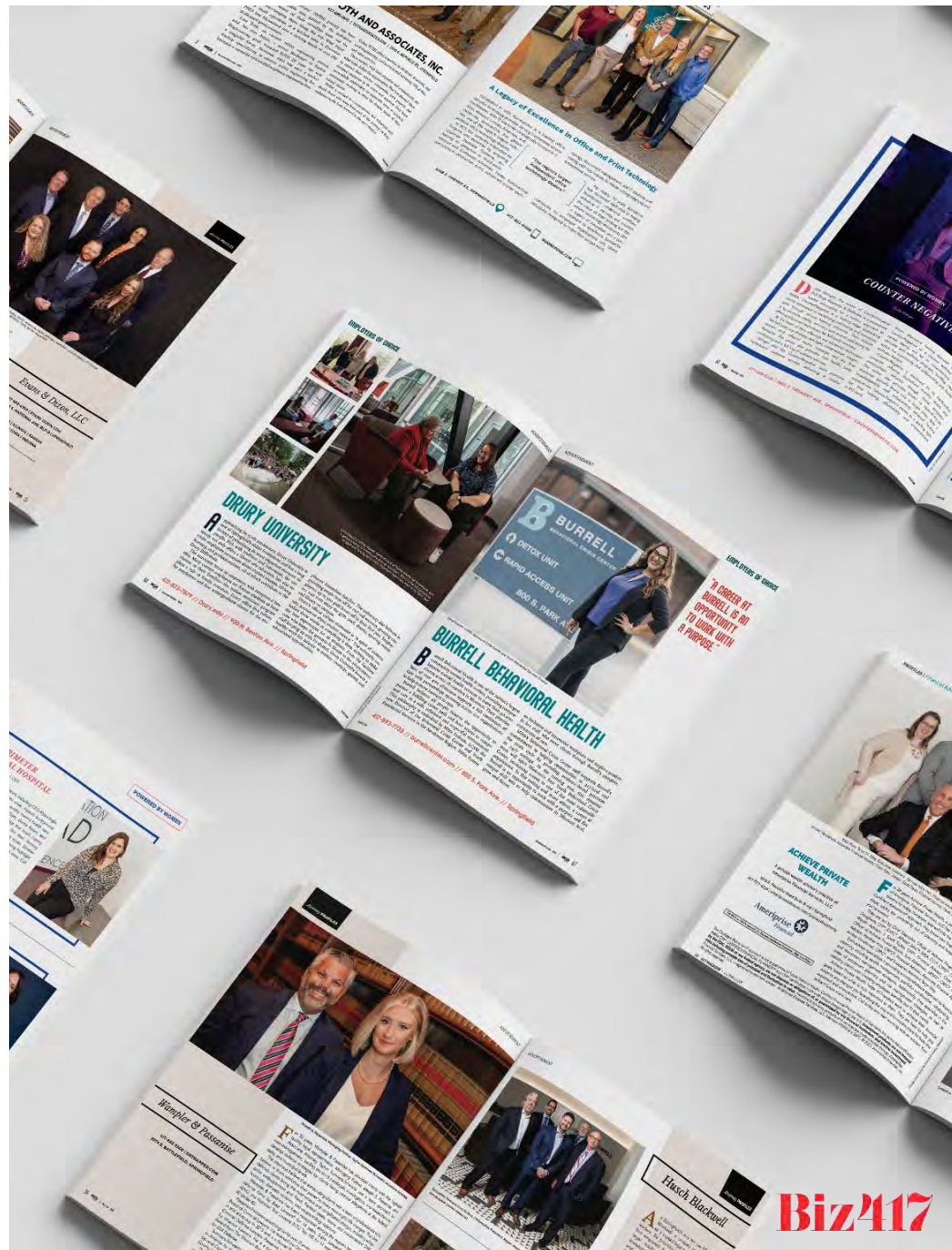
Profiles

This editorial-style advertisement lets you showcase the unique qualities and strengths of your business to our audience.

- Attorney
- Employers of Choice
- Financial
- Powered by Women
- Beyond Business

Shining a light on our business partners through specialty profiles

- Business
- Milestone



Biz 417 Packages

6x
Monthly Rates

4x
Monthly Rates



\$2,405
\$14,430 annually

\$2,706
\$10,824 annually



\$1,683
\$10,098 annually

\$1,894
\$7,576 annually



\$1,179
\$7,074 annually

\$1,326
\$5,304 annually

All advertisers receive



Ad design, copywriting
and photography



Enhanced Directory
Listing



Web Impression
Campaign

DIGITAL PRODUCTS

WE'VE GOT
YOU COVERED

For 26 years we've built
a direct relationship
with our audience.

When we say "for the Ozarks,"
we're confident and owning our
irreplaceable role in the
community beyond print.

Every month,
174,855 audience
members engage
with us through our
digital platforms.



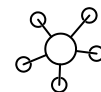
417mag.com organically
ranks number one with
1,300 keywords in Google
search.



There are **8,400 searches**
for "417" each month.



We have **64,126 monthly**
website users.



77% of our digital
audience are **45+**

Our connections have created powerfully curated audiences.

Connect with these highly defined and curated audiences digitally on our websites, through social media and throughout their internet journey on other sites to help them fully enjoy their life in 417-land.



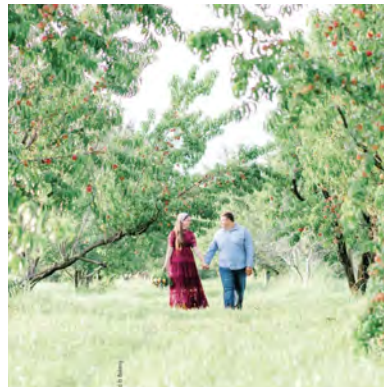
Food & Drink



Local Events



Outdoors



Travel



Style



Business



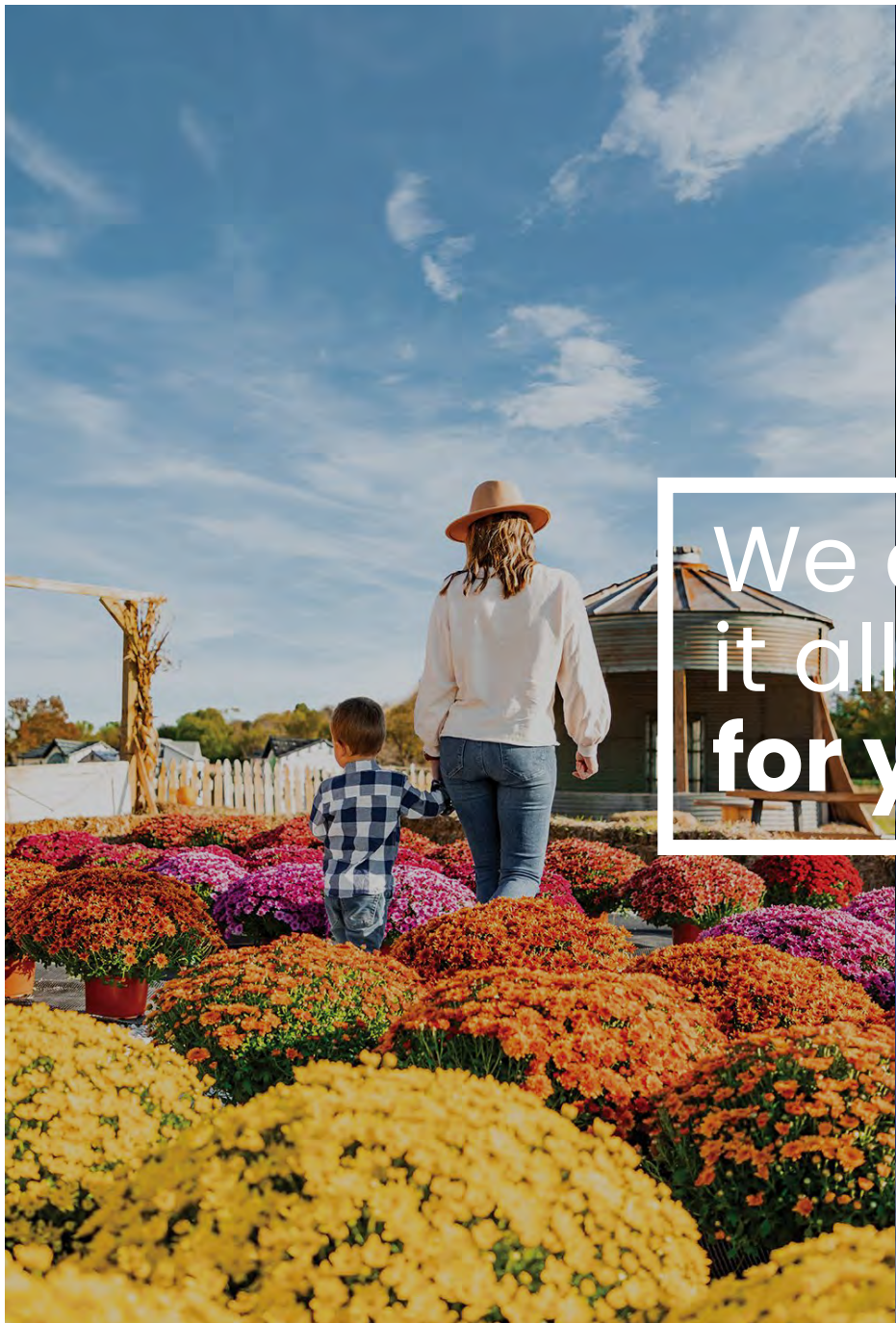
Family



Home & Design



Giving Back



We do
it all
for you.

