



BUSINESSCENTRAL

2020 MEDIA KIT

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Central Minnesota's
Best Business-to-Business
Media Choice



REACHING TOP DECISION MAKERS

Half of our readers make purchasing decisions for their organizations in areas such as office supplies, banking, financial services, computer hardware and software and health insurance. Furthermore, research shows that nine in ten readers prefer to do business with other local businesses instead of those outside the area.

IN EVERY ISSUE:

Cover Story // We introduce readers to Central Minnesota's business professionals and provide a snapshot of their vision, their style and how they got to where they are today.

Business Tools // Marketplace intelligence and useful tips on how to continue to grow your business with viable and successful strategies.

Feature // In-depth coverage and analysis of current business issues that provide insight into regional and local issues of interest to companies in Central Minnesota.

Economy Central // A look at the regional economy using leading economic indicators. **Plus** — we'll continue to share the popular cost of living survey results each quarter.

DEMOGRAPHICS

CIRCULATION: 6,000
READERSHIP: 15,000*
AVERAGE AGE: 35-64
TYPICAL READER: Readers are most likely to be top management - owners, CEOs, VPs, Directors and Presidents.

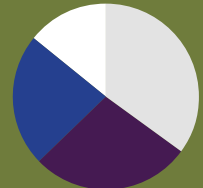
COMPANY SIZE

- 35% 5-24 people
- 28% 1-4 people
- 23% 25-99 people
- 14% 100+ people

DID YOU KNOW?

91%
of St. Cloud Area Chamber of Commerce members say Business Central is somewhat or very important for communicating business information.

*Based on 2016 Survey.



*Readership based on 2.5 readers per publication; Spring 2010 St. Cloud Area Chamber of Commerce membership survey

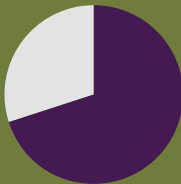
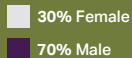


Business Central is one place where you can dependably find valuable and important information designed to guide and educate your business. Content-rich and reflective of business opportunities, challenges and concerns facing companies in small to mid-size communities across Central Minnesota.

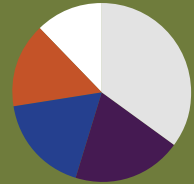
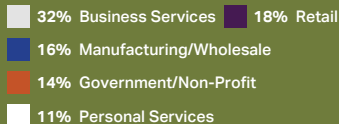
SPACE & MATERIAL DEADLINES

Issue	Space Deadline	Material Deadline
Jan/Feb 2020	Monday, Nov. 25, 2019	Monday, Dec. 2, 2019
Mar/Apr 2020	Monday, Jan. 27, 2020	Monday, Feb. 3, 2020
May/June 2020	Friday, March 27, 2020	Friday, April 3, 2020
July/August 2020	Friday, May 22, 2020	Tuesday, June 2, 2020
Sept/Oct 2020	Friday, July 24, 2020	Friday, July 31, 2020
Nov/Dec 2020	Friday, Sept. 25, 2020	Friday, Oct. 2, 2020
Jan/Feb 2021	Friday, Nov. 20, 2020	Friday, Dec. 4, 2020

GENDER



INDUSTRY



EDITORIAL CALENDAR

JANUARY/FEBRUARY 2020

① Central Minn. Farm Show Program ② Jobs Central // **DEADLINE: NOVEMBER 25, 2019**

EDITORIAL FOCUS: Eat Local // Local food is no longer a fad. Consumers want to support local farms, they are concerned about food safety, and they want their food sources to be environmentally responsible. From farm to table, consumers are having a bigger impact on agriculture than simply cleaning their plates.

Jobs Central // Business, education and government are teaming up to create the next generation of workers.

MARCH/APRIL 2020

① Commercial Construction and Real Estate // **DEADLINE: JANUARY 27, 2020**

EDITORIAL FOCUS: Distracted! // Our age of speed and overload has been building for generations. Instead of accepting every beep, ding, and vibration, you can take back your attention by creating time to focus.

MAY/JUNE 2020

① Women in Business Directory ② Health Services // **DEADLINE: MARCH 27, 2020**

EDITORIAL FOCUS: Women Who Run // A historic number of women are running for office...and changing the face of government in the process. **Health Services** // Telemedicine: Remember the good old days when you could call your doctor for healthcare advice? They're back.

JULY/AUGUST 2020

① Philanthropic Giving Directory ② Legal Services // **DEADLINE: MAY 22, 2020**

EDITORIAL FOCUS: Doing Good // It's not enough for a business to do well. Communities only thrive when businesses do good at the same time.

SEPTEMBER/OCTOBER 2020

① Central Minn. Growth Guide // **DEADLINE: JULY 24, 2020**

EDITORIAL FOCUS: Status Symbol // Going green is becoming a business status symbol. Even better, by introducing green practices at work you can boost employee morale, attract customers, and reduce expenses.

NOVEMBER/DECEMBER 2020

① Financial Services: Retirement, Trust & Financial Planning // **DEADLINE: SEPTEMBER 25, 2020**

EDITORIAL FOCUS: Financial Literacy // Not every business owner is good with numbers. But when it comes to the money generated by your company, you should be at the forefront and not on the sidelines.

QUOTE WORTHY

"Business Central is an effective tool for reaching one of our key audiences – the business community. This high quality publication provides us with the visibility and image we are looking for."

—JOHN HERGES, PRESIDENT, FALCON
NATIONAL BANK

PAID PROFILES



Business Profile // Close-up

Present your business story in editorial style through paid advertising.

Industry Leader

All businesses need leaders and different people show leadership

in the organization at different times. Share your leadership story or that of an employee in editorial style through paid advertising.

Full and half page options only.

20% over contracted rate.
(Rate includes writing and photography)

CURRENT RATES

	6x	3x	1x
Full	1625	1850	1995
2/3	1325	1625	1725
1/2	1125	1325	1525
1/3	925	1125	1375
1/4	775	925	1125
1/6	525	675	815
1/8	400	535	635
Cover 4 (Back)	2125	2275	
Cover 2 & 3 (Inside front & inside back pages)	2050	2150	

*Rates 15% commissionable to recognized advertising agencies. Preferred position request add 10%.
Non-member advertisers add 20%.*

AD SIZE SPECS

Full page (non-bleed)	7.5" x 10"
Full page (bleed)	8.5" x 11" (8.25" x 10.75" Trim)
2/3 page (non-bleed)	4.875" x 10"
2/3 page (bleed)	5.625" x 11" (5.25" x 10.75" Trim)
Junior page/Island	4.875" x 7.375"
1/2 page horizontal	7.5" x 4.875"
1/2 page vertical	3.625" x 10"
1/3 page square	4.875" x 4.875"
1/3 page vertical	2.375" x 10"
1/4 page vertical	3.625" x 4.875"
1/6 page horizontal	4.875" x 2.375"
1/6 page vertical	2.375" x 4.875"
1/8 page horizontal	3.625" x 2.375"

Final trim size (full page) is 8.25" x 10.75"

Please make sure document dimensions are correct.
Build pages to trim size and, if bleed, extend dimensions beyond page edge by a minimum of 1/8".
Keep live matter 5/16" from trim size.

MATERIAL SPECS

Printing: All files process computer to plate. No PMS colors accepted; process colors only.

Binding: Saddle-stitched

Trim Size: 8.25" x 10.75"

Platform: Electronic files must be Mac or compatible.

Electronic Files: Press Quality PDFs (with bleeds included) are preferred. All images and colors must be converted to CMYK prior to processing pdf. All images contained must be at least 300 dpi at 100% of print size.

Production Charges:

When applicable, charges will be incurred for the following: ad design and artwork, color proofs, shipping materials to other publications.

All advertising material should be e-mailed to:
production@BusinessCentralMagazine.com

Please note:

Please indicate that the ad is for *Business Central Magazine* and note any proofing instructions at the time of ad submission.

TO ADVERTISE



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