



BUSINESS CENTRAL

2019 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.

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.



SPACE & MATERIAL DEADLINES

Issue	Space Deadline	Material Deadline
Jan/Feb 2019	November 26, 2018	November 30, 2018
Mar/Apr 2019	January 21, 2019	January 28, 2019
May/June 2019	March 25, 2019	April 1, 2019
July/August 2019	May 29, 2019	June 3, 2019
Sept/Oct 2019	July 22, 2019	July 29, 2019
Nov/Dec 2019	September 23, 2019	September 30, 2019
Jan/Feb 2020	November 25, 2019	December 2, 2019

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.

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



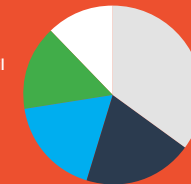
GENDER

- 30% Female
- 70% Male



INDUSTRY

- 32% Business Services
- 18% Retail
- 16% Manufacturing/Wholesale
- 14% Government/Non-Profit
- 11% Personal Services



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

EDITORIAL CALENDAR

Issue	SPECIAL SECTION(S)
JAN/FEB 2019	① Central Minn. Farm Show Program ② Jobs Central
Editorial Topic: Jobs! Jobs! Jobs! // From manufacturing to retail, healthcare to finance, if you're looking for a great place to work, Central Minnesota has it all. // DEADLINE: NOVEMBER 26, 2018	
MAR/APR 2019	① Commercial Construction
Editorial Topic: The Tools of the Schmooze // Does your networking toolkit include technology, multiple generations, and a few apps? If not, it should. // DEADLINE: JANUARY 21, 2019	
MAY/JUNE 2019	① Women in Business Directory ② Senior Health & Living
Editorial Topic: Balancing Act // Successful business women have learned to make choices. Not between have and have not, but between what and what not (to do). // DEADLINE: MARCH 25, 2019	
JULY/AUG 2019	① Community Impact: Waite Park ② St. Cloud Area Chamber's 150th Anniversary
Editorial Topic: Head West // New construction, business growth, and a much-anticipated amphitheater are turning the City of Waite Park into a regional destination. // DEADLINE: MAY 29, 2019	
SEPT/OCT 2019	① Central Minn. Growth Guide
Editorial Topic: Visionaries // Creating a business organization in the 1800s took vision, perseverance, and a few false starts. Little did the founders know that the St. Cloud Area Chamber of Commerce would still be going strong 150 years later. // DEADLINE: JULY 22, 2019	
NOV/DEC 2019	① Financial Services: Retirement, Trust & Financial Planning
Editorial Topic: Eat Local // Local food is no longer a fad. From farm to table, consumers are having a bigger impact on agriculture than simply cleaning their plates. // DEADLINE: SEPTEMBER 23, 2019	

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

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%.

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.)

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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