



2022 MEDIA KIT

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.

DEMOGRAPHICS

CIRCULATION: 6,000

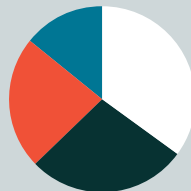
READERSHIP: 15,000*

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



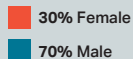


SPACE & MATERIAL DEADLINES

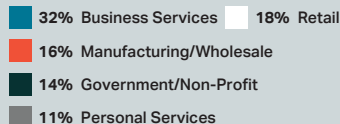
Issue	Space Deadline	Material Deadline
Jan/Feb 2022	Wednesday, Dec. 2, 2021	Tuesday, Dec. 7, 2021
Mar/Apr 2022	Friday, Jan. 28, 2022	Friday, Feb. 4, 2022
May/June 2022	Friday, March 25, 2022	Friday, April 1, 2022
July/August 2022	Friday, May 27, 2022	Friday, June 3, 2022
Sept/Oct 2022	Friday, July 29, 2022	Friday, Aug. 5, 2022
Nov/Dec 2022	Friday, Sept. 23, 2022	Friday, Sept. 30, 2022
Jan/Feb 2023	Monday, Dec. 5, 2022	Monday, Dec. 12, 2022

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.

GENDER



INDUSTRY



EDITORIAL CALENDAR

JANUARY/FEBRUARY 2022 // DEADLINE: WEDNESDAY, DECEMBER 2, 2021

EDITORIAL FOCUS: ① Jobs Central ② Central Minn. Farm Show Program

MARCH/APRIL 2022 // DEADLINE: FRIDAY, JANUARY 28, 2022

EDITORIAL FOCUS: ① Commercial Construction ② Women in Manufacturing Directory

MAY/JUNE 2022 // DEADLINE: FRIDAY, MARCH 25, 2022

EDITORIAL FOCUS: ① Tech & Innovation Directory ② Sauk Rapids

JULY/AUGUST 2022 // DEADLINE: FRIDAY, MAY 27, 2022

EDITORIAL FOCUS: ① Women in Business Directory

SEPTEMBER/OCTOBER 2022 // DEADLINE: FRIDAY, JULY 29, 2022

EDITORIAL FOCUS: ① Central Minn. Growth Guide ② Young Professionals Directory

NOVEMBER/DECEMBER 2022 // DEADLINE: FRIDAY, SEPTEMBER 23, 2022

EDITORIAL FOCUS: ① Financial Services & Wealth Management



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

Present your business story 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	2050	2150	

(Inside front & inside back pages)

Rates 15% commissionable to recognized advertising agencies.

Preferred position request add 10%. Non-member advertisers add 20%.

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.

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)
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

Contact Melinda Vonderahe,
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Produced by the St. Cloud Chamber of Commerce