



BUSINESSCENTRAL

2023 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?

83%

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

*Based on 2022 Survey.

DEMOGRAPHICS

CIRCULATION: 5,800

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



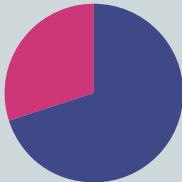
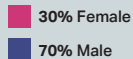


SPACE & MATERIAL DEADLINES

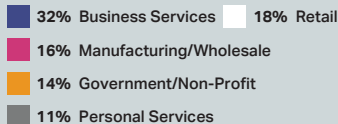
Issue	Space Deadline	Material Deadline
Jan/Feb 2023	Monday, December 5, 2022	Monday, December 12, 2022
Mar/Apr 2023	Friday, January 27, 2023	Friday, February 3, 2023
May/June 2023	Friday, March 24, 2023	Friday, April 7, 2023
July/August 2023	Friday, May 26, 2023	Friday, June 2, 2023
Sept/Oct 2023	Friday, July 28, 2023	Friday, August 4, 2023
Nov/Dec 2023	Friday, September 29, 2023	Friday, October 6, 2023
Jan/Feb 2024	Friday, December 4, 2023	Friday, December 11, 2023

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 2023 // DEADLINE: MONDAY, DECEMBER 5, 2022

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

MARCH/APRIL 2023 // DEADLINE: FRIDAY, JANUARY 27, 2023

EDITORIAL FOCUS: ① Commercial Construction ② Women in Manufacturing Directory

MAY/JUNE 2023 // DEADLINE: FRIDAY, MARCH 24, 2023

EDITORIAL FOCUS: ① Tech & Innovation Directory ② Regional Roundup

JULY/AUGUST 2023 // DEADLINE: FRIDAY, MAY 26, 2023

EDITORIAL FOCUS: ① Women in Business Directory

SEPTEMBER/OCTOBER 2023 // DEADLINE: FRIDAY, JULY 28, 2023

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

NOVEMBER/DECEMBER 2023 // DEADLINE: FRIDAY, SEPTEMBER 29, 2023

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	1700	1975	2150
2/3	1425	1725	1850
1/2	1200	1425	1625
1/3	975	1200	1475
1/4	850	975	1200
1/6	600	725	875
Cover 4 (Back)	2300	2450	
Cover 2 & 3 (Inside front & inside back pages)	2200	2300	
Business Profile - Half page			1950
Business Profile - Full page			2525

Rates 15% commission 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"

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"

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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CentralMagazine.com



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Produced by the St. Cloud Chamber of Commerce