



THE MAGAZINE *FOR* BUSINESS

2021

MEDIA KIT

BiZ 417

ENTERPRISE REPORTING



"I wanted to congratulate you on hitting a home run. I feel you did a wonderful job of setting out the legacy of JQH. I just finished the article. While issues always surrounded his pursuits, our community is a far richer place because of them. Your challenge in the forward to our community I found inspiring. It was perfectly laid out. You inspired an old fellow like me. I really feel it should be used as a mission statement for all of us in the community to move our city forward. You 417 folks added a page to his/our book. May the "legacy" continue."



—Gordon Kinne, Med-Pay, Inc

FROM THE LEGENDS TO THE START UPS, MEET THE PEOPLE BEHIND THE BUSINESS.

"Just a quick note to thank you and the whole team for such tremendous work on the 'Why Not Here' issue. You covered a lot of ground on some pretty complex issues, made those issues understandable... and still managed to give the whole thing a very inspirational feel! No easy task, but very well done."



—Matt Morrow,
Springfield Area Chamber of Commerce



MEET DOUG



Doug is passionate about the collaborative essence and innovative spirit of doing business in 417-land. Doug turns to the print edition of Biz 417 to learn about the positive business stories in the region and to dig a little deeper into the people behind the scenes.

Having helped build his company for more than 20 years, he's invested in making sure he's focused on plugging in and giving back. Doug also has a zest for entrepreneurship and enjoys mentoring and seeing how the next crop of local business leaders are shaping our region.

IT'S ALL ABOUT WHO YOU KNOW.

MEET OUR AUDIENCE

THE AFFLUENT

\$75-125k.....	24%
\$125-175k.....	22%
\$175-200k.....	12%
\$200k+	28%

THE INVESTED

Contacted a business because of an ad in Biz 417	42%
Saved the entire issue	51%
Spend 30 min. or more reading each issue.....	62%

AGE

Age 25-34.....	7%
Age 35-44.....	17%
Age 45-54.....	40%
Age 55+.....	36%

GENDER

Male	67%
Female	33%

THE INFLUENTIAL

Discussed an item they saw in Biz 417 with others	65%
Influence the purchasing decisions of their company.....	84%

THE POWERFUL

Directors or VP.....	20%
Partners or owners of a business	28%
C-Level or higher.....	44%
Have a bachelor's degree or higher	84%







41,500 readers

Circulation	8,500
Readers per copy.....	4.9

CHOOSE YOUR BIZ 417 PACKAGE

Biz 417 is proudly locally owned and strongly committed to building the highest-quality audience by delivering award-winning journalism that tells southwest Missouri's story with authority and style. Combining the long-term staying power of print and the immediacy of a fast-growing digital audience, the Biz 417 brand touches our readers' lives throughout the day and month. **There's no better way for your business to connect with 417-land's smartest and most affluent consumers.**

	6X Monthly Rates	4X Monthly Rates
	\$2,086	\$2,336
	\$1,919	—
	\$1,418	\$1,627
	\$1,015	\$1,157

PREMIUM POSITIONS

	BC	IBC	IFC	PAGE 1 & ADJ	2/3 PAGE Limit 5	1/2 PAGE	1/3 PAGE Limit 1
6x	\$ 2,607	\$2,503	\$2,503	\$2,399	\$1,919	\$1,631	\$1,167

OPEN RATES

Spread	Full Page	1/2 Page	1/3 Page
\$5,768	\$2,884	\$2,008	\$1,410

ALL ADVERTISERS RECEIVE

- Enhanced Directory Listing
- Ad design, copywriting and photography
- Web Impression Campaign

ADD-ONS

- 4-Page Gatefold *limit one per issue* \$3,950
- Commercial Design Awards Sponsorship \$500
- Native Content \$1,000
- Women Who Mean Business Nominations Sponsorship \$1,000
- Selects e-blast \$500
- 10 For The Next 10 Nominations Sponsorship \$1,000

ASK ABOUT OUR SIGNATURE EVENTS

WOMEN
WHO MEAN
BIZ
BUSINESS
BREAKFAST

BIZ
100

BIZ
LADIES
WHO
LAUNCH

BIZ
THINK SUMMIT
West. Life & Business

BIZ
BEST
PLACES TO WORK