

## Profiles in Business

Since Derby Publishing’s purchase of *The Business Journal* five years ago, businesspeople have asked us to include stories about their companies in our publication. As journalists, we always had to reply, “We can’t do that unless you have a newsworthy item we can report as news.”

Many of those customers and businesses were also asking us to design marketing materials or brochures and write copy to help them promote their company and services. Our production department was always too busy creating our magazine. We decided to combine the two services, great design and editorial published in a magazine format. *Profiles in Business* was created!

*Profiles in Business* gives insight into the working lives of the people who make up our region, because every business has a unique story to tell. *Profiles in Business* is a combination of your company’s editorial story and photography showcasing your products, services, history and people who make it happen. We look forward to delivering your story directly to the desks of the business decision-makers in Northeast Tennessee and Southwest Virginia.

To help tell your story, your full-page color advertorial will be a collaborative effort between



The 2016 edition of *Profiles in Business*

you and a professional custom media writer and photographer. In addition to the printed article, you will receive your story in an electronic format you can reproduce and use with online, social media or print promotions, marketing, customer direct mail communications or as a flyer to tell your clients and prospects more about your business, products and services.

### Advertising Rates

<b>Title Partner</b> .....	<b>2,195</b>
Inside Front, Inside Back Cover or Outside Back Cover and inside advertorial page with your name and logo on front cover	
<b>Double Page</b> .....	<b>1,695</b>
<b>Full Page</b> .....	<b>995</b>

### Important Dates

<b>Advertising Space Reservation Deadline</b>	May 19, 2017
<b>Print Ready Advertising Materials Due</b>	May 24, 2017
<b>Publication Date</b>	June 2, 2017