

# The Business Journal

of Tri-Cities Tennessee / Virginia

[bjournal.com](http://bjournal.com)



2021 Advertising Rates and Specifications

Rates effective January 1, 2021

## It's required reading for 24,000 Decision Makers... The Business Journal...the decision magazine.

The Journal began publishing in April 1988 as a business-to-business publication publishing timely and informative articles about the people and businesses that make up the region. *The Business Journal* gives you the information you need to make better decisions to run your business and improve your bottom line... making *The Business Journal* a BUSINESS ESSENTIAL.



### Rates/Net

Frequency	1x	3x	6x	12x
Double Page	2700	Frequency rate available		
Full Page	1895	1595	1525	1295
Jr. Page	1425	1295	1075	995
1/2 Page	1295	1095	850	795
1/2 Page Island	1500	1295	1050	950
1/3 Tower Premium	1350	1095	925	825
1/3 Page	1100	875	725	625
1/4 Page	825	695	525	450
1/6 Page	695	595	475	425
Market Place	95	85	80	70

### Cover Positions

Frequency	1x	3x	6x	12x
Inside Front	2200	1925	1795	1695
Inside Back	2200	1925	1795	1695
Back Cover	2750	2400	2295	2195

### Guaranteed Position

Add 25% to net rates.

### Trim and Bleeds

Page Trim Size is 8.375" x 10.875"

Full Page Bleeds: Bleed .125" OUT from the trim size.

All copy should be .25" INSIDE the trim size to be printed.

All ads should be CMYK, image size minimum of 240dpi, max 300dpi.

### Agency Commissions

Add 15% to net rates.

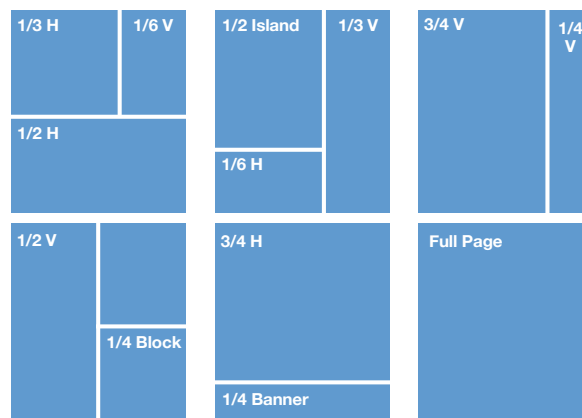
### Online

*BJournal.com* provides a number of opportunities for online exposure.

Call your *Business Journal* representative for more information.

### Specifications

Description	Width	Depth
Double Page w/Bleed	17"	11.125"
Full Page w/Bleed	8.625"	11.125"
Full Page	7.875"	10.25"
Jr. Page Horizontal	7.875"	7.375"
Jr. Page Vertical	5.25"	10.25"
1/2 Page Island	5.25"	7"
1/2 Page Horizontal	7.875"	5"
1/2 Page Vertical	3.85"	10.25"
1/3 Tower Premium	2.715"	10.25"
1/3 Horizontal	5.25"	5"
1/3 Vertical	2.715"	10.25"
1/4 Block	3.85"	5"
1/4 Banner	7.875"	2.375"
1/4 Vertical	2.125"	10.25"
1/6 Horizontal	5"	3.25"
1/6 Vertical	2.715"	5"
Market Place	1.84"	2.05"





## 40 Under Forty Partnership

Act now to become a partner in the most anticipated professional event of the season as the Tri-Cities business community once again celebrates 40 Under Forty.

Since 1993, *The Business Journal* and a long list of esteemed partners have honored the best and brightest young professionals in the Tri-Cities. More than 1,000 honorees are part of this elite group. The 29th Annual 40 Under Forty Event will be held in October 2021.



### Partnership Levels

#### Presenting .....8000

Primary placement of logo in all materials, eight tickets, signage at event, welcome at event, printed welcome in program and double page ad in the 40 Under Forty section of the December 2021 issue.

#### Platinum..... 3000

Primary placement of logo in all materials, eight tickets, and one full page ad in the 40 Under Forty section of the December 2021 issue.

#### Gold .....2250

Placement of logo in all materials, four tickets, one 1/2 page ad in the 40 Under Forty section of the December 2021 issue.

#### Silver .....1500

Tertiary placement of logo in all materials, two tickets, one 1/4 page ad in the 40 Under Forty section of the December 2021 issue.



### Important Dates

**40 Under Partnership Deadline -**  
Wednesday, September 15, 2021

**Advertising Space Reservation Deadline -**  
November 12, 2021

**Print Ready Advertising Materials Due -**  
November 24, 2021

**Publication Date -**  
December 2021



## Book Of Lists Partnership

*Simple - Effective - Valuable - Timeless*

THE MOST TRUSTED NAME in business news publishes the most trusted directory of local businesses and decision-makers annually. The indispensable *Book of Lists* is referenced by thousands of individuals needing to know who's doing business, and who to do business with, in Northeast Tennessee and Southwest Virginia.

Place your advertising message next to your industry list, distinguish yourself as a leader in your category or strategically place your ad across from the list of your potential customers. Distributed to all subscribers, *The Book of Lists* provides the best value with year-long exposure.

### Advertising Rates

Title Partner .....	3995
Section Partners .....	2595
Inside Front/Back.....	1925
Outside Back Cover .....	2495
Full Page.....	1675
Half Page .....	1125

### Title Partner

As the Title Partner you will receive your company name and logo on front cover and table of contents, a full page ad in the section of your choice and a welcome letter adjacent to the table of contents.

### Section Partner

As a Section Partner you will receive a full page ad at the beginning of "your section," and full page with logo and your descriptive information. Your logo will appear on each page of the section, in addition to the table of contents. So anytime a reader looks for information in "your section," they'll see your logo at the top of the page.

### Early Bird Rate Special

Reserve your space before June 1, 2021 and receive savings on your Section Partnership or Advertisement in the *2021 Book of Lists*!

Title Partner .....	3495
Section Partners .....	2100
Inside Front/Back.....	1540
Outside Back Cover .....	1995
Full Page.....	1295
Half Page .....	895

### Important Dates

#### Advertising Space Deadline

August 15, 2021

#### Print Ready Materials Due

August 22, 2021

#### Publication Date

September 2021

## Profiles in Business

Since Derby Publishing's purchase of *The Business Journal*, 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 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>2195</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>1695</b>
<b>Full Page .....</b>	<b>995</b>

## Important Dates

<b>Advertising Space Reservation Deadline</b>
March 18, 2021
<b>Print Ready Advertising Materials Due</b>
March 26, 2021
<b>Publication Date</b>
April 2021





## Health Care Heroes Partnership

Health Care Heroes are the men and women who go above and beyond the call of duty everyday. For more than 20 years, The Business Journal of Tri-Cities, TN/VA has honored these heroes on behalf of the business community they serve. Without healthy employees and customers, business cannot survive. Health Care Heroes keep our region's people and businesses well cared for.

To nominate an individual or organization today, email **news@bjournal.com** with a letter of recommendation telling what makes them a Healthcare Hero. The deadline for nominations is the close of business on May 21, 2021. The Healthcare Heroes Awards luncheon will be held July 2021.

### Title Partner (one only) .....5,000

Eight tickets to the event; Full Page, color ad in the Healthcare Heroes edition of The Business Journal (August); Logo on all materials; Welcome remarks at event; Banner/Signature at registration table.

### Hero Partner.....1,250

Two tickets to the event; Quarter Page, color ad in the Healthcare Heroes edition of The Business Journal (August); Logo on materials.

### Presenting Partner (five max) .....2,500

Four tickets to the event; Half Page, color ad in the Healthcare Heroes edition of The Business Journal (August); Logo on materials; Present award to honorees.



2020 Honorees

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>Editorial Plan</b>	2021's Good News	Government and Business: Legislative Updates	Tourism, Talent Development	Profiles in Business	YWCA Tribute to Women	Junior Achievement Hall of Fame	Higher Education	Healthcare Heroes	Manufacturing	Veteran Owned	Financial Services	40 Under Forty
<b>Advertising Deadline</b>	12.23.20	1.21.21	2.18.21	3.18.21	4.15.21	5.13.21	6.23.21	7.15.21	8.12.21	9.16.21	10.14.21	11.18.21
<b>Camera Ready Deadline</b>	12.30.20	1.28.21	2.25.21	3.25.21	4.22.21	5.20.21	6.28.21	7.22.21	8.19.21	9.23.21	10.28.21	11.25.21
<b>Available</b>	1.11.21	2.08.21	3.08.21	4.05.21	5.04.21	6.02.21	7.06.21	8.03.21	8.31.21	10.05.21	11.02.21	12.07.21
<b>Every Issue</b>	From the Editor   FYI   Trends   On the Move   Awards & Achievements   The Last Word											
<b>Special Editions/ Sections</b>	<b>Profiles in Business</b> Distributed with April edition Advertising Deadline: 3.17.21 Camera Ready: 3.24.21 Available: April 2021						<b>Book of Lists</b> Distributed in September Advertising Deadline: 8.15.21 Camera Ready: 8.22.21 Available: September 2021					
<b>Additional Marketing</b>	<b>Book of Lists Partnership</b> Section partnerships available. September 2021  As a section partner you will receive a full page ad at the beginning of the section "your section." Your logo will appear on each page of the section, in addition to the table of contents. So anytime a reader looks for information in the section you partner, they'll see your logo at the top of the page.			<b>40 Under Forty</b> Platinum, Gold and Silver level partnerships available. October 2021  Act now to become a partner in the most anticipated professional event of the season as the Tri-Cities business community celebrates 40 Under Forty.			<b>Healthcare Heroes</b> Partnerships available. July 2021  The 29th annual recognition of the extraordinary individuals and organizations that go above and beyond the call of duty every day in providing selflessness, compassion and dedication in healthcare to our region.					



## E-Journal

E-Journal is the digital offering of The Business Journal of Tri-Cities TN/VA, bringing business news directly to your in box every Wednesday morning. Additional editions are delivered as business news that affects the region breaks throughout the week. Combined with your print message in The Business Journal the E-Journal keeps your brand in front of the regions decision makers.

## Reserve your company's space in the E-Journal at our great introductory rates!

**Single Banner** ..... 199/month

(530 x 100 pixels)

**Double Banner** ..... 279/month

(530 x 200 pixels)

**Block** ..... 169/month

(175 x 200 pixels)

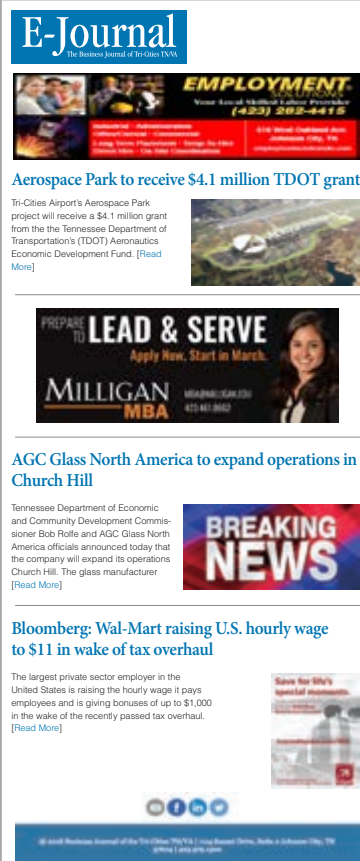
## Add your message at Bjournal.com for increased visibility!

**Vertical Banner** ..... 175/month

(120 x 600 pixels)

**Horizontal** ..... 75/month

(300 x 250 pixels)



**E-Journal**  
The Business Journal of Tri-Cities TN/VA

**EMPLOYMENT**  
Your Search Partner  
(423) 202-4415

**Aerospace Park to receive \$4.1 million TDOT grant**  
Tri-Cities Airport's Aerospace Park project will receive a \$4.1 million grant from the Tennessee Department of Transportation's (TDOT) Aeronautics Economic Development Fund. [\[Read More\]](#)

**PREPARE TO LEAD & SERVE**  
Apply Now, Start in March.  
**MILLIGAN MBA** [\[Read More\]](#)

**AGC Glass North America to expand operations in Church Hill**  
Tennessee Department of Economic and Community Development Commissioner Bob Riffe and AGC Glass North America officials announced today that the company will expand its operations Church Hill. The glass manufacturer [\[Read More\]](#)

**Bloomberg: Wal-Mart raising U.S. hourly wage to \$11 in wake of tax overhaul**  
The largest private sector employer in the United States is raising the hourly wage it pays employees and is giving bonuses of up to \$1,000 in the wake of the recently passed tax overhaul. [\[Read More\]](#)

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## Subscriber Profiles

### Personal Profile

#### Age

77.9% of *The Business Journal* subscribers are from  
25 - 54 years of age.

25-34 .....	20.4%
35-44 .....	30.1%
45-54 .....	27.4%
55-65 .....	14.5%
Over 65 .....	5.9%

#### Gender

Male .....	74.1%
Female .....	25.9%

#### Education

78% of *The Business Journal* subscribers are college  
graduates

College Graduate .....	35.5%
Post College Study .....	20.4%
Masters Degree .....	14.0%
Doctorate .....	8.1%

#### Home Ownership

Owns Home .....	84.1%
Owns Second Home .....	25.4%

Average Annual Household Income ..... \$150,000+

#### Marital/Family Status

Married .....	80.1%
Single .....	9.7%

#### Household Net Worth

55% .....	\$500,000
45% .....	\$1,000,000+

Average Value of Primary Home ..... \$505,112

## Business Profile

### Executive Authority

- 88% participate in purchasing decisions for their companies
- 87.8% personally choose products for their companies
- 98.4% read *The Business Journal* ads
- 72.1% say ads in *The Business Journal* influence their purchases

### Company Size by Number of Employees

10 or fewer .....	50.8%
10-24 .....	14.7%
25-49 .....	9.0%
50-99 .....	5.0%
100-249 .....	11.9%
Over 250 .....	8.6%

### Business Title

Total subscribers in top management: 70.2%

Owner/Partner .....	49.5%
Board Chair, President, CEO, VP, General Mgr, Director .....	20.7%
Other Management .....	17.9%
Sales & Marketing .....	9.8%
Purchasing/Plant Manager .....	2.1%

## Readership Profile

### Average Circulation

The readership of *The Business Journal of the Tri-Cities TN/VA* is based on a strategic combination of paid subscriber copies and controlled circulation copies. Total paid distribution per the Statement of Ownership and Circulation as required by the USPS: **Total Mail Distribution is 3,375** copies. **Strategic controlled distribution is 3,125** copies. **Total circulation is 6,500** copies.

Total Readership ..... 23,000+

Minimum of 3.5 readers per copy

### Shelf Life

Length of time subscribers keep a copy of

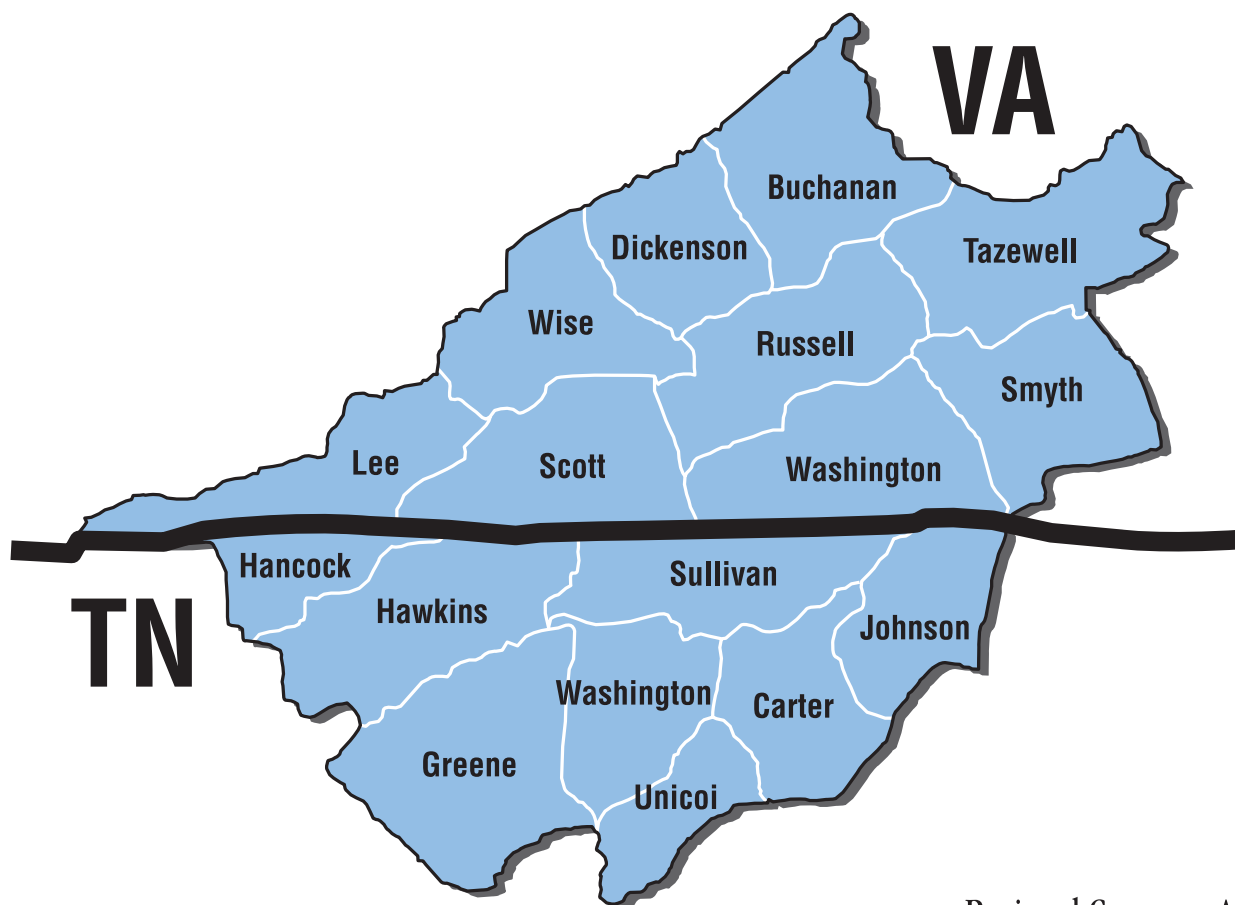
#### *The Business Journal*:

Keep on file .....	26.3%
Keep one month .....	24.2%
Keep 2-3 weeks .....	14.5%
Keep one week .....	13.4%

### Additional Readers

Readers other than the subscriber:

Other Management .....	34.4%
Office/Support Staff .....	32.8%
Spouse .....	29.6%
Partner .....	11.3%
Sales Staff .....	10.2%



Regional Coverage Area

