

The Business Journal

of Tri-Cities Tennessee / Virginia

bjournal.com



2022 Advertising Rates and Specifications

Rates effective January 1, 2022

It's required reading for 22,000 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	6x	12x
Double Page	2495	Frequency rate available	
Full Page	1595	1525	1295
Jr. Page	1295	1075	995
1/2 Page	1095	850	795
1/2 Page Island	1295	1050	950
1/3 Tower Premium	1095	925	825
1/3 Page	875	725	625
1/4 Page	695	525	450
1/6 Page	595	475	425
Market Place	85	80	70

Cover Positions

Frequency	1x	6x	12x
Inside Front	1925	1795	1695
Inside Back	1925	1795	1695
Back Cover	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.

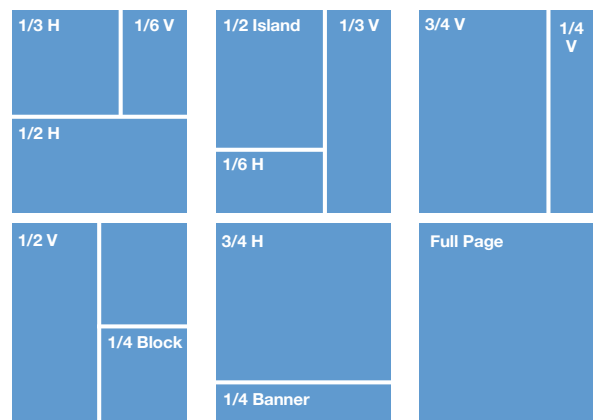
Online

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"



Celebrate the rising stars in our region...40 Under Forty Partnership Opportunities

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 30th Annual 40 Under Forty Event will be held in October 2022.



Partnership Levels

Presenting6000

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 2022 issue.

Platinum..... 3000

Primary placement of logo in all materials, six tickets, and one full page ad in the 40 Under Forty section of the December 2022 issue.

Gold2250

Placement of logo in all materials, four tickets, one 1/2 page ad in the 40 Under Forty section of the December 2022 issue.

Silver1500

Tertiary placement of logo in all materials, two tickets, one 1/4 page ad in the 40 Under Forty section of the December 2022 issue.



40 Under Forty (December 2021)

Important Dates

40 Under Partnership Deadline -
Wednesday, September 16, 2022

Advertising Space Reservation Deadline -
November 11, 2022

Print Ready Advertising Materials Due -
November 28, 2022

Publication Date -
December 2022



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	3595
Section Partners	2595
Inside Front/Back.....	1725
Outside Back Cover	2195
Full Page.....	1525
Half Page	850

Important Dates

Advertising Space Deadline

March 1, 2022

Print Ready Materials Due

March 23, 2022

Publication Date

March 2022

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.

Profiles in Business

A special section inside the April Business Journal

Since Derby Publishing's purchase of *The Business Journal*, businesspeople have asked us to include stories about their companies in our publication.

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. We decided to combine the two services, great design and editorial published in a magazine format. *Profiles in Business* was created!

Profiles in Business, inside our April edition, 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

Title Partner	2195
Inside Front, Inside Back Cover or Outside Back Cover and inside advertorial page with your name and logo on front cover	
Double Page.....	1695
Full Page	995

Important Dates

Advertising Space Reservation Deadline
March 18, 2022
Print Ready Advertising Materials Due
March 26, 2022
Publication Date
April 2022



Healthcare Heroes Partnership

Healthcare 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. Healthcare 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 20, 2022. The Healthcare Heroes Awards luncheon will be held July 2022.

Title Partner (one only)5000

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/Signage at registration table.

Hero Partner.....1250

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)2500

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.



2021 Honorees

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Editorial Plan	2022's Good News	Government and Business: Legislative Updates	Tourism, Talent Development, Book of Lists	Profiles in Business	YWCA Tribute to Women	Junior Achievement Hall of Fame	Higher Education	Healthcare Heroes	Manufacturing	Veteran Owned	Financial Services	40 Under Forty
Space Reservation Deadline	12.23.21	1.21.22	2.18.22	3.18.22	4.15.22	5.13.22	6.17.22	7.22.22	8.19.22	9.23.22	10.21.22	11.18.22
Camera Ready Deadline	12.30.21	1.28.22	2.25.22	3.25.22	4.22.22	5.20.22	6.24.22	7.29.22	8.26.22	9.28.22	10.27.22	11.23.22
Available	Jan. 2022	Feb. 2022	March 2022	April 2022	May 2022	June 2022	July 2022	Aug. 2022	Sept. 2022	Oct. 2022	Nov. 2022	Dec. 2022

From the Editor | FYI | Trends | On the Move | Awards & Achievements | The Last Word

Profiles in Business

Inside the April edition

Advertising Deadline: 3.18.22

Camera Ready: 3.21.22

Available: April 2022

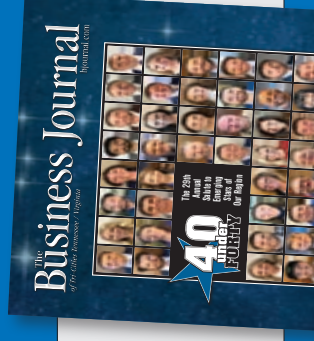
Book of Lists

Distributed in March

Advertising Deadline: 3.1.22

Camera Ready: 3.23.22

Available: March 2022



Book of Lists Partnership

Section partnerships available.

March 2022

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.

Healthcare Heroes

Partnerships available.

August 2022

The 30th 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.

40 Under Forty

Presenting, Platinum, Gold

and Silver level

partnerships available.

December 2022

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.



Additional Marketing Opportunities

Robin Williams 423.794.6938 | Jeff Derby 423.306.0104 | Bill Derby 423.306.7776

1114 Sunset Drive, Suite 1 | Johnson City, TN 37604 | Phone: 423.854.0140 | Online at bjournal.com

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)

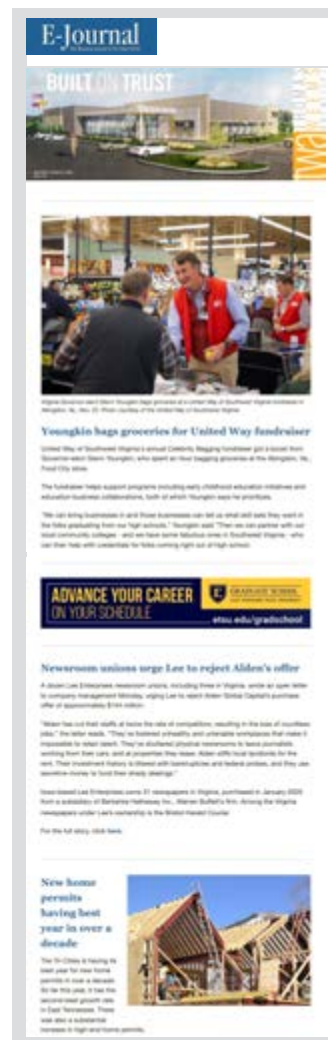
Add your message at Bjournal.com for increased visibility!

Vertical Banner 175/month

(120 x 600 pixels)

Horizontal 75/month

(300 x 250 pixels)



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 Mail Distribution is 3,375 copies. Strategic controlled distribution is 2,125 copies. Total circulation is 5,500 copies.**

Total Readership 22,000

Minimum of 4 readers per copy

Shelf Life

Length of time subscribers keep a copy of

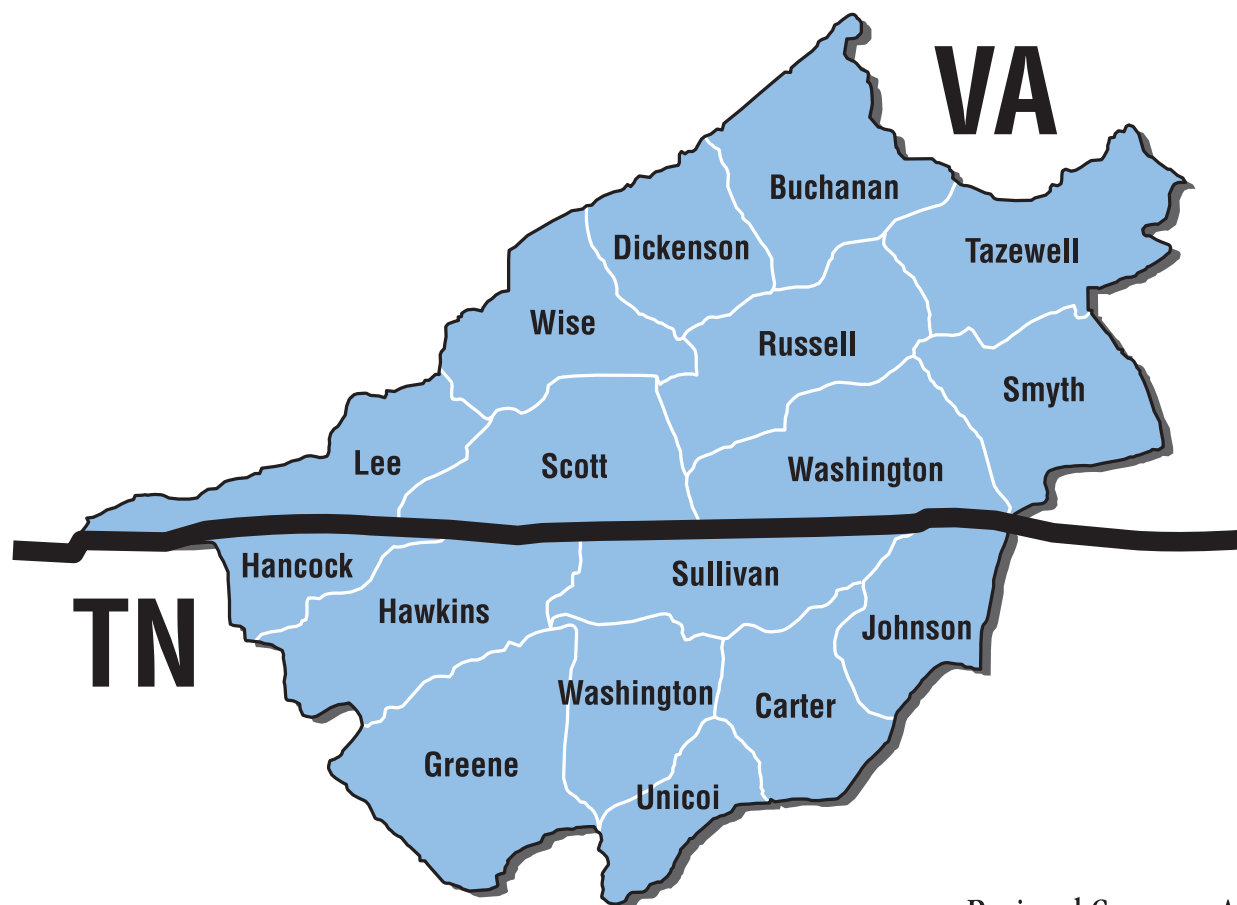
The Business Journal:

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

