

# The Business Journal

of Tri-Cities Tennessee / Virginia

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



**2023 Advertising Rates and Specifications**



Rates effective January 1, 2023

## It's required reading for 22,000 Decision Makers... The Business Journal...the decision magazine.

For 35 years the Journal has been 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

Size	1x - 6x	7x - 12x
Double Page	2195	1895
Full Page	1595	1395
Jr. Page	1185	1050
1/2 Page	975	825
1/2 Page Island	1175	995
1/3 Tower Premium*	995	875
1/3 Page	795	675
1/4 Page	595	485
Market Place	80	70

\* No other ads on page

### Cover Positions

Placement	1x - 6x	7x - 12x
Inside Front	1860	1745
Inside Back	1860	1745
Back Cover	2245	2145

### 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.

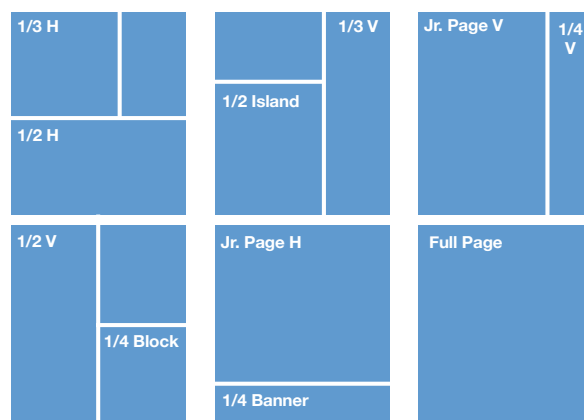
### Online

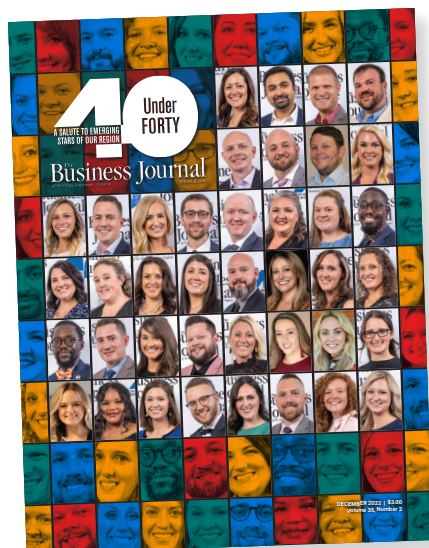
BJournal.com provides a number of opportunities for online exposure.

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"
Market Place	1.84"	2.05"





40 Under Forty (December 2022)

## 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 31st Annual 40 Under Forty event will be held Friday, October 13, at the Johnson City Country Club.

### Partnership Levels

#### Presenting .....6000

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 2023 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 2023 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 2023 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 2023 issue.

### Important Dates

**40 Under Partnership Deadline -**  
Wednesday, September 13, 2023

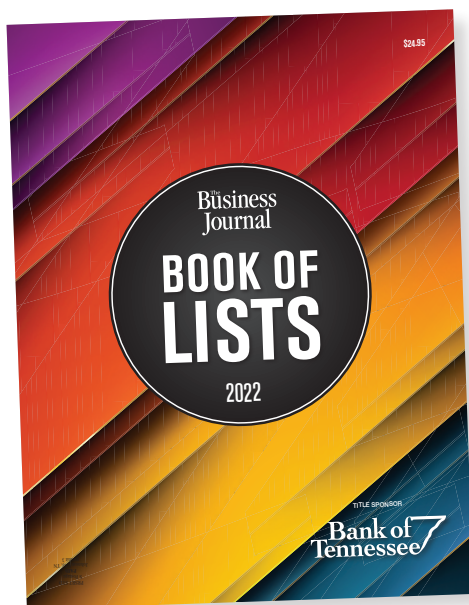
**Advertising Space Reservation Deadline -**  
November 18, 2023

**Print Ready Advertising Materials Due -**  
November 22, 2023

**Publication Date -**  
December 2023



2022 40 Under Forty Reception



## 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**  
April 5, 2023

**Print Ready Materials Due**  
April 12, 2023

**Publication Date**  
April 2023

### 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.

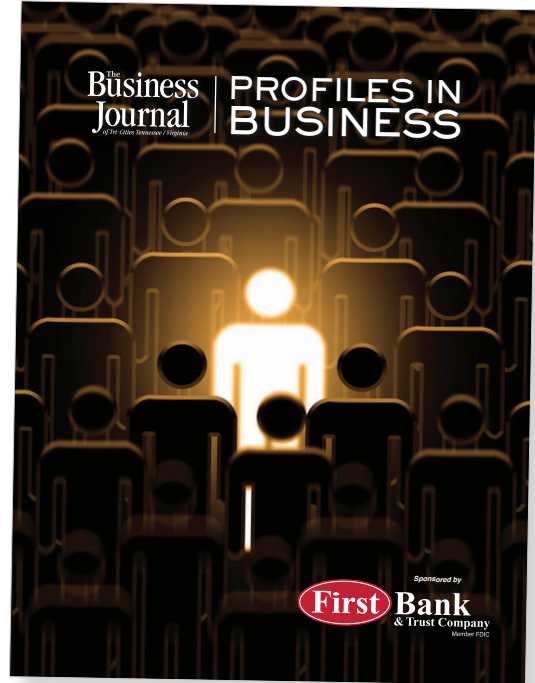


## Profiles in Business

### A special section inside the April Business Journal

*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

<b>Title Partner .....</b>	<b>2395</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>1895</b>
<b>Full Page .....</b>	<b>1095</b>

### Important Dates

<b>Advertising Space Reservation Deadline</b>	March 17, 2023
<b>Print Ready Advertising Materials Due</b>	March 24, 2023
<b>Publication Date</b>	April 2023



## 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 19. The Healthcare Heroes Awards luncheon will be held Friday, July 21, at the Carnegie Hotel in Johnson City.

### 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.

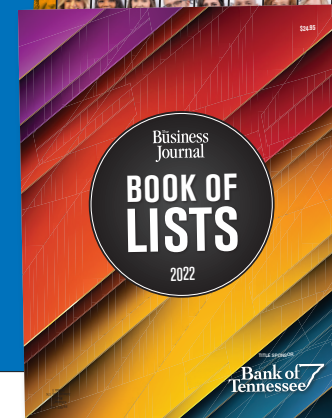


2022 Healthcare Heroes Luncheon



	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Editorial Plan		Government and Business: Legislative Updates	Healthy Living	Regional Tourism Profiles in Business	Junior Achievement	Higher Education	Real Estate	Healthcare Heroes	Outstanding Career Women	Financial Services	Veterans Edition	40 Under Forty
Space Reservation Deadline	12.23.22	1.20.23	2.17.23	3.17.23	4.14.23	5.15.23	6.16.23	7.14.23	8.18.23	9.15.23	10.18.23	11.17.23
Camera Ready Deadline	12.30.22	1.24.23	2.24.23	3.24.23	4.21.23	5.25.23	6.23.23	7.21.23	8.25.23	9.22.23	10.25.23	11.22.23
Available	Jan. 2023	Feb. 2023	March 2023	April 2023	May 2023	June 2023	July 2023	Aug. 2023	Sept. 2023	Oct. 2023	Nov. 2023	Dec. 2023
Every Issue	From the Editor   FYI   Trends   On the Move   Awards & Achievements   The Last Word											
Special Editions/ Sections	<div><div><h3>Profiles in Business</h3><p>Inside the April edition</p><p>Advertising Deadline: 3.17.23</p><p>Camera Ready: 3.24.23</p><p>Available: April 2023</p></div><div><h3>Book of Lists</h3><p>Distributed in April</p><p>Advertising Deadline: 3.22.23</p><p>Camera Ready: 3.28.23</p><p>Available: April 2023</p></div></div>											
Additional Marketing Opportunities	<div><div><h3>Book of Lists Partnership</h3><p>Section partnerships available.</p><p>April 2023</p><p>As a section partner you will receive a full page ad at the beginning of “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.</p></div><div><h3>Healthcare Heroes</h3><p>Partnerships available.</p><p>August 2023</p><p>The 31st annual recognition of extraordinary individuals and organization that go above and beyond the call of duty every day in providing selflessness, compassion and dedication in healthcare to our region. The Healthcare Heroes Luncheon will be held on Friday, July 21, 2023 at Carnegie Hotel.</p></div><div><h3>40 Under Forty</h3><p>Presenting, Platinum, Gold &amp; Silver level partnerships available.</p><p>December 2023</p><p>Act now to become a partner in the most anticipated professional event of the season as the Business Journal celebrates 40 Under Forty. Reception and awards presentation will take place Friday, October 13, 2023 at the Johnson City Country Club.</p></div></div>											





## 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)

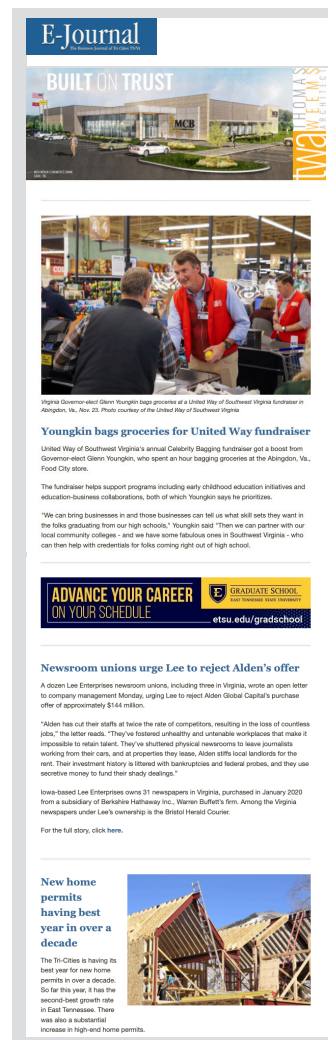
## Add your message at Bjournal.com for increased visibility!

**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

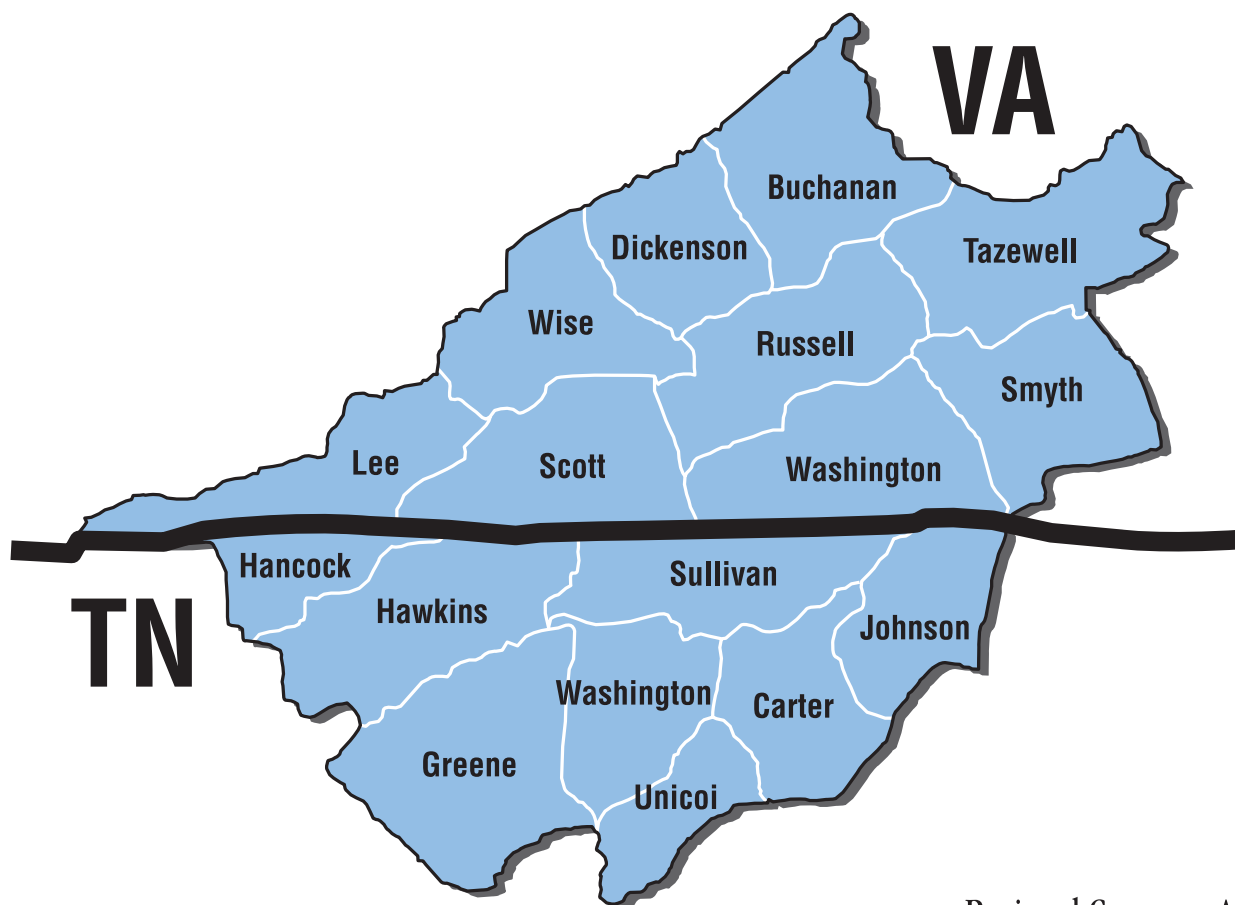
*The Business Journal*:

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

