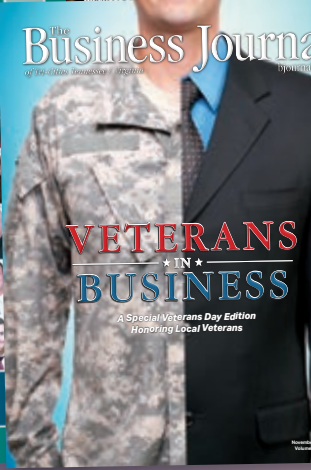


The Business Journal

of Tri-Cities Tennessee / Virginia

bjournal.com



2025 Advertising Rates and Specifications

Rates effective January 1, 2025

It's required reading for 20,000 Decision Makers... The Business Journal...the decision magazine.

For 37 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

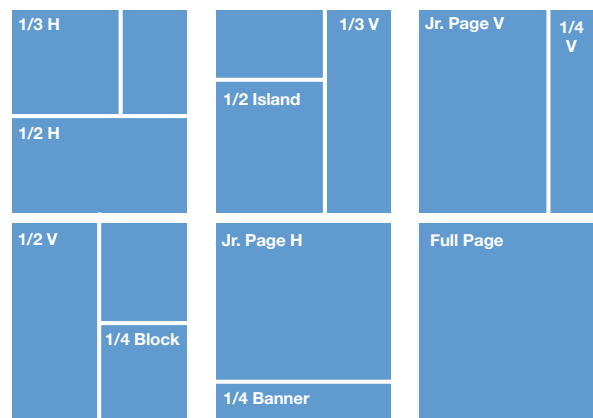
Add 15% to net rates.

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 2024)

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 1,300 honorees are part of this elite group. The 33rd Annual 40 Under Forty event will be held in the fall of 2025.

Partnership Levels

Presenting6000

Primary placement of logo in all materials, eight reservations, signage at event, welcome at event, printed welcome in program and double page ad in the 40 Under Forty section of the December 2025 issue.

Platinum..... 3000

Primary placement of logo in all materials, six reservations, and one full page ad in the 40 Under Forty section of the December 2025 issue.

Gold2250

Placement of logo in all materials, four reservations, one 1/2 page ad in the 40 Under Forty section of the December 2025 issue.

Silver1500

Tertiary placement of logo in all materials, two reservations, one 1/4 page ad in the 40 Under Forty section of the December 2025 issue.

Important Dates

40 Under Partnership Deadline -
Wednesday, September 13, 2025

Advertising Space Reservation Deadline -
November 18, 2025

Print Ready Advertising Materials Due -
November 25, 2025

Publication Date -
December 2025



2024 40 Under Forty Reception

Leaders in Business Profiles

A special section inside the April Business Journal

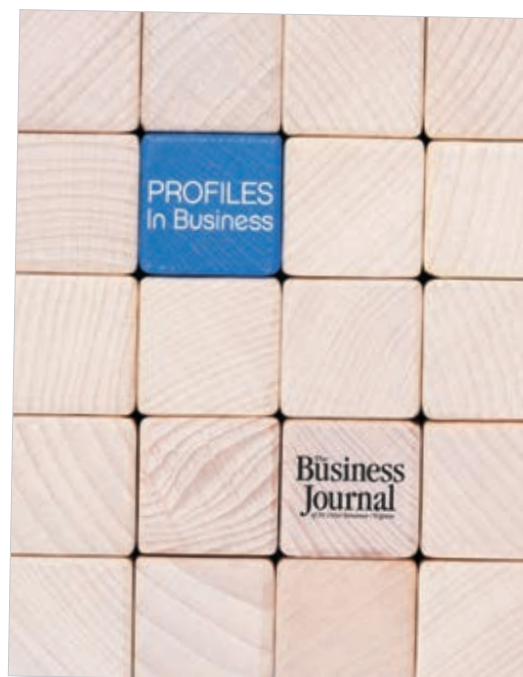
Profiles in Business, inside our April edition, gives insight into the working lives of the people who make up our region, because every business has a unique story to tell. *Leaders in Business Profiles* is a combination of your company's editorial story and photography showcasing your products, services, 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.

New This Year!

An expanded opportunity to present your products and services in a two-page format

Your left-hand page can include your office staff photo or an informative showcase of your company, products or services along with benefits for customers or patients. The right-hand page will showcase your full-page ad in graphic detail of market advantages, service and sales message.

As Leaders in Business Profiles you will also receive your story and ad 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 you clients, customers and prospects more about your business, products and services.



Advertising Rates

Title Partner 2995
Inside Front, Inside Back Cover or Outside Back Cover and inside advertorial page with your name and logo on front cover of special section inside the magazine.

Double Page..... 1795

Important Dates

Advertising Space Reservation Deadline
March 17, 2025

Print Ready Advertising Materials Due
March 21, 2025

Publication Date
April 2025



Healthcare Heroes Partnership

Healthcare Heroes are the men and women who go above and beyond the call of duty everyday. For more than 28 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 June 6. The Healthcare Heroes Awards luncheon will be held July 11 at the Johnson City Country Club.

Title Partner (one only)5000

Eight reservations for 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 reservations for the event; Quarter Page, color ad in the Healthcare Heroes edition of The Business Journal (August); Logo on materials.

Presenting Partner.....2500

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



**2024 Healthcare
Heroes Luncheon**

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Editorial Plan	Junior Achievement	Agribusiness Government & Business	Energy The Power of Healthcare	Regional Tourism, Leaders in Business Profiles	Real Estate Home Economics	Higher Education	Legal Services Guide	Healthcare Heroes	Women of Achievement	Banking & Financial Services	Veterans Edition	40 Under Forty
Space Reservation Deadline	12.20.24	1.17.25	2.19.25	3.17.25	4.17.25	5.19.25	6.20.25	7.18.25	8.19.25	9.19.25	10.17.25	11.19.25
Camera Ready Deadline	12.27.24	1.24.25	2.25.25	3.21.25	4.24.25	5.23.25	6.25.25	7.24.25	8.26.25	9.24.25	10.24.25	11.24.25
Available	Jan. 2025	Feb. 2025	March 2025	April 2025	May 2025	June 2025	July 2025	Aug. 2025	Sept. 2025	Oct. 2025	Nov. 2025	Dec. 2025
Every Issue	From the Editor FYI Trends On the Move Awards & Achievements The Last Word											
Special Editions/ Sections	<p>Leaders in Business Profiles <i>Inside the April edition</i> Advertising Deadline: 3.17.25 Camera Ready: 3.21.25 Available: April 2025</p>											
Additional Marketing Opportunities	<div> <div> <p>Healthcare Heroes Partnerships available. August 2025</p> <p>The 32nd 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 in July.</p> </div> <div> <p>40 Under Forty Presenting, Platinum, Gold & Silver level partnerships available. December 2025</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 in the fall.</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)

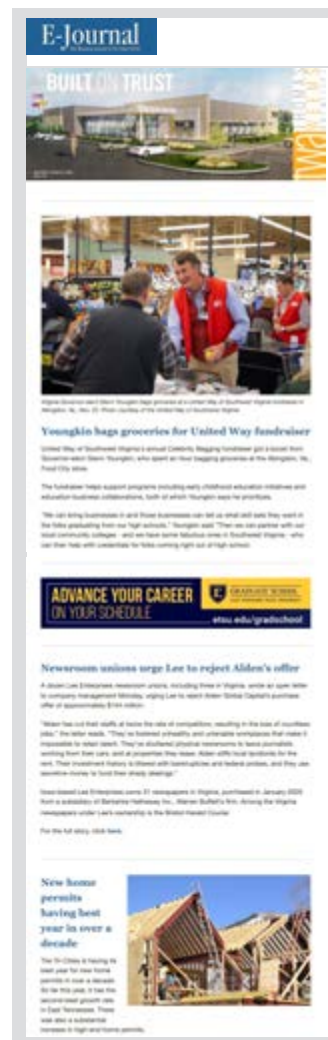
Add your message at Bjournal.com for increased visibility!

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

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 circulation is 4,000 copies.

Total Readership 20,000

Shelf Life

Length of time subscribers keep a copy of

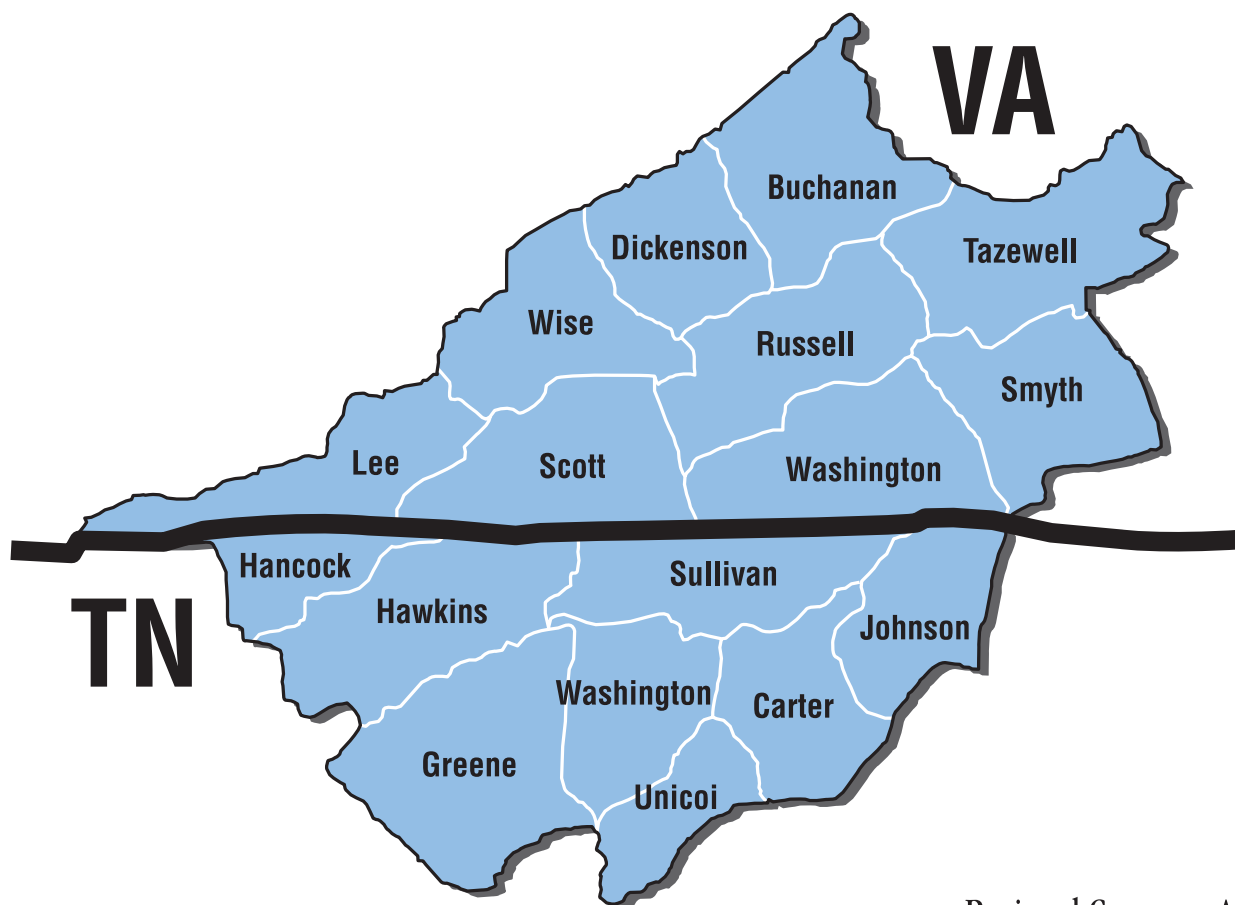
The Business Journal:

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

