

SOUTHERN INDIANA'S BUSINESS-TO-BUSINESS RESOURCE FOR ADVICE, INFORMATION, CONNECTIONS AND MORE

# SOUTHERN INDIANA BusinessSource

Market your products or services directly into thousands of hands of our communities' small business leaders via Southern Indiana Business Source.

## DISTRIBUTION

- > High gloss magazine publishes quarterly.
- > Direct mailed to more than 4,000 readers including all Chamber of Commerce members in the coverage area — 9 Indiana counties and Louisville.
- > Racked for pick up at high-traffic locations catering to professionals.

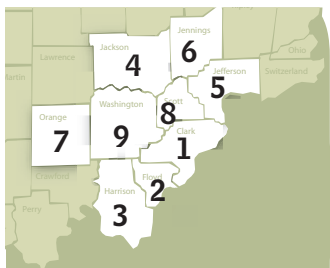
## READERSHIP / CIRCULATION

- > 6,000 copies of the summer 2009 issue were circulated. As the mailing list increases, so will the printing.
- > Readership of the first two magazines and its Web site topped more than 50,000 area small business leaders and managers.

**CONTENT** Southern Indiana Business Source includes the highest quality business news and trend stories from award-winning Southern Indiana journalists, and commentary from local experts on hot topics. Examples include the following:

> Local economic profiles and trends	> Leadership
> Best practices at area small businesses	> Entrepreneurship
> Business movers & shakers	> Networking
> Calendar of events and training opportunities	> Accounting advice
> Government spotlight — what's happening at state and federal levels	> Banking and small business lending advice
> Educational/professional development	> Women/minorities in business
> Business technology column — software and network reviews	> Know your market
	> Economic indicators
	And much more...

**SPECIFICATIONS:** 48+ pages glossy full color magazine on 70-pound stock | Published and mailed the last week of the quarter.



## COVERAGE AREA

- 1 CLARK COUNTY (2,500 employers — 1,800 with less than 10 employees)
- 2 FLOYD COUNTY (1,800 employers — 1,300 with less than 10 employees)
- 3 HARRISON COUNTY (700 employers — 500 with less than 10 employees)
- 4 JACKSON COUNTY (1,100 employers — 800 with less than 10 employees)
- 5 JEFFERSON COUNTY (750 employers — 600 with less than 10 employees)
- 6 JENNINGS COUNTY (450 employers — 300 with less than 10 employees)
- 7 ORANGE COUNTY (400 employers — 300 with less than 10 employees)
- 8 SCOTT COUNTY (450 employers — 350 with less than 10 employees)
- 9 WASHINGTON COUNTY (500 employers — 400 with less than 10 employees)

**TOTALS** 400,000 population | 8,000 non-farm employers | 22,000 "nonemployers" self-employed



## UPCOMING SPECIAL EDITIONS

>> FALL 2009: EDUCATION. We'll examine the local education scene for the small business community. Beyond the world of MBAs, we'll be reviewing everything from seminars and lectures to on-the-job training and continuing education credits to certification programs and apprenticeships and corporate retreats. Education is not just for the classroom, nor need it be an expensive, lengthy process reserved for academics in pursuit of lofty doctoral degrees.

>> WINTER 2009: ALTRUISM. We'll be focusing on how small business is making the world a better place through involvement with nonprofit organizations, volunteerism, sponsorships of causes, formation of company foundations tackling social issues and much more.



# SOUTHERN INDIANA BusinessSource

## 2009-2010 ADVERTISING RATES PER AD

All rates include full color | Billing is done quarterly | Prices are net

SIZE/LOCATION	1X	2X (-15%)	4X (-30%)
<b>Premium Positions</b>			
(8" x 7.25") Back Cover	\$1,562	\$1,328	\$1,128
Full (8.625" x 11.125") Inside Back Cover	\$1,680	\$1,428	\$1,176
Full (8.625" x 11.125") Inside Front Cover	\$1,680	\$1,428	\$1,176
Full (7.875" x 10.25") Page 3	\$1,470	\$1,249	\$1,029
Full (7.875" x 10.25") Interior Page	\$1,354	\$1,151	\$948
Outside third (2.42" x 10" vertical)	\$825	\$719	\$592
Half Page (8" x 5.25" horizontal)	\$855	\$727	\$599
Quarter Page (4" x 5.125")	\$346	\$315	\$267
Business BullsEye (3.92" x 3.39")	\$231	\$210	\$178
Multi Page Advertising Section (2 pages same issue)	\$1,890	\$1,610	\$1,327
Multi Page Advertising Section (3 pages same issue)	\$2,843	\$2,417	\$1,990
Multi Page Advertising Section (4 pages same issue)	\$3,791	\$3,222	\$2,654
(30 percent discount on multi-page packages)			

Full Page Bleed  
8.625" x 11.125"

Full Page  
7.875" x 10.25"

Back Cover  
8" x 7.25"

1/3 Vertical 2.42" x 10"

Business BullsEye  
3.92 x 3.39"

1/4 Page  
4" x 5.125"

1/2 Page  
8" x 5.25"

## 2009-2010 Publishing Schedule Issue/Close Dates\*

ISSUE/Featuring	SPACE	MATERIAL	MAIL DATE
FALL (Education)	Aug. 31	Sept. 9	Sept. 28
WINTER (Nonprofits)	Nov. 16	Dec. 4	Dec. 28
SPRING 2010 (Environment)	Feb 19	March 1	March 15
SUMMER 2010	May 21	June 7	June 21
FALL 2010	Aug. 23	Sept. 7	Sept. 20
WINTER 2010	Nov. 30	Dec. 6	Dec. 27

\* Dates subject to change

SOUTHERN INDIANA'S BUSINESS-TO-BUSINESS RESOURCE  
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# SOUTHERN INDIANA BusinessSource

SPECIAL ADVERTISING PACKAGES  
FOR MAXIMUM RETURN IN 2010



## “CEO”

**(\$10,000 YEAR/\$2,500 PER ISSUE) BENEFITS**

- > Full page color ad in 3 issues
- > Advertorial section of 4 specially identified facing “mini-sections” in issue of sponsor’s choice. Content will be provided by the advertiser and should feature news/events about your organization.
- > An invitation to contribute a themed writing submission in each issue geared to your specialty. However, publication will be limited to one per discipline and content approval by magazine’s editor.
- > Your organization’s name or logo displayed on special patrons/contributors (page 4) in each magazine.
- > Your organization’s name or logo displayed on the homepage of the magazine, [www.sibusinesssource.com](http://www.sibusinesssource.com)
- > Opportunity to collaborate with The Evening News and The Tribune, an award-winning journalistic source that have a combined business history of nearly 300 years in our local communities.
- > Your organization’s name included in all press releases about the magazine.
- > Verbal recognition during all public events hosted by the magazine.
- > Opportunity to distribute promotional items or give-aways at events hosted by the magazine.
- > Opportunity to display a banner (provided by the company) at events hosted by the magazine.
- > An invitation to the annual content advisory board meeting where content reviews, plans and suggestions will be discussed with magazine leadership.
- > Complimentary mail subscriptions of 50 copies of each issue — or 100 copies delivered in bulk.

## “VP”

**(\$8,000 YEAR/\$2,000 PER ISSUE) BENEFITS**

- > Full page color ad in each issue
- > An invitation to contribute a themed writing submission in each issue geared to your specialty. However, publication will be limited to one per discipline and content approval by magazine’s editor.
- > Opportunity to collaborate with The Evening News and The Tribune, an award-winning journalistic source that have a combined business history of nearly 300 years in our local communities.
- > Your organization’s name or logo displayed on special patrons/contributors (page 4) in each magazine.
- > Your organization’s name or logo displayed on the homepage of the magazine, [www.sibusinesssource.com](http://www.sibusinesssource.com)
- > Your organization’s name included in all press releases about the magazine.
- > Verbal recognition during all public events hosted by the magazine.
- > Opportunity to distribute promotional items or give-aways at events hosted by the magazine.
- > Opportunity to display a banner (provided by the company) at events hosted by the magazine.
- > An invitation to the annual content advisory board meeting where content reviews, plans and suggestions will be discussed with magazine leadership.
- > Complimentary mail subscriptions of 50 copies of each issue — or 100 copies delivered in bulk.

\*All prices net. \*Levelized billing plans available.

**SIBusinessSource.com**

221 Spring Street, Jeffersonville, IN 47130 | Phone 812-206-6397 | Fax 812-206-4598

## MAGAZINES IMPROVE MARKETING AND ADVERTISING ROI

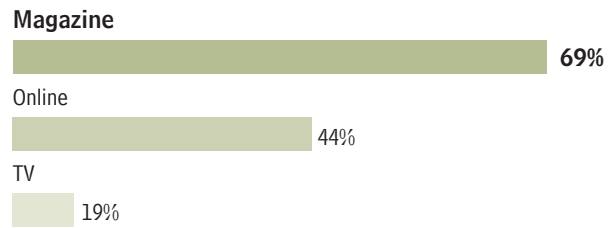
For many of the accountability studies it conducted, Marketing Evolution made recommendations to marketers to reallocate their media mix. They advised that:

- Share of spending on magazine advertising should increase as much as 30 points (11 of 16 studies)
- Share of spending on online advertising should increase as much as 10 points (7 of 16 studies)
- Share of spending on TV advertising should increase as much as 10 points (3 of 16 studies)

When marketers implemented the recommended reallocation of media, their average return on investment (ROI) increased 23% at comparable budget levels.

### Recommendation for Reallocation of Media Spending

Percentage of studies recommending an increase in spending per medium



Source: Marketing Evolution, 2006

## MAGAZINES INFLUENCE WORD OF MOUTH

- Personal recommendations are 1.5 times more important now than they were in the 1970s
- Influentials are two times more likely to make or to be asked for recommendations than the general population
- **Among the general population and influentials, magazines are the strongest influence on personal recommendations**

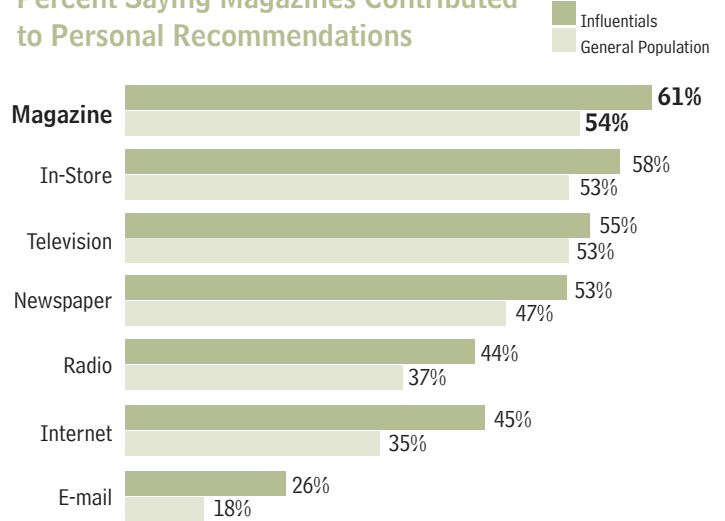
### Magazine Advertising is More Influential Than TV and Online Ads

Recommend a Product or Service You See Advertised In:

Magazines	57%
Online	35%
Television	44%
Newspapers	58%

Base: Percentage of users "ever" impacted by advertising in key media ("ever" = often + occasionally)  
Source: Time Inc. Magazine Environmental Tracking Study, 2006

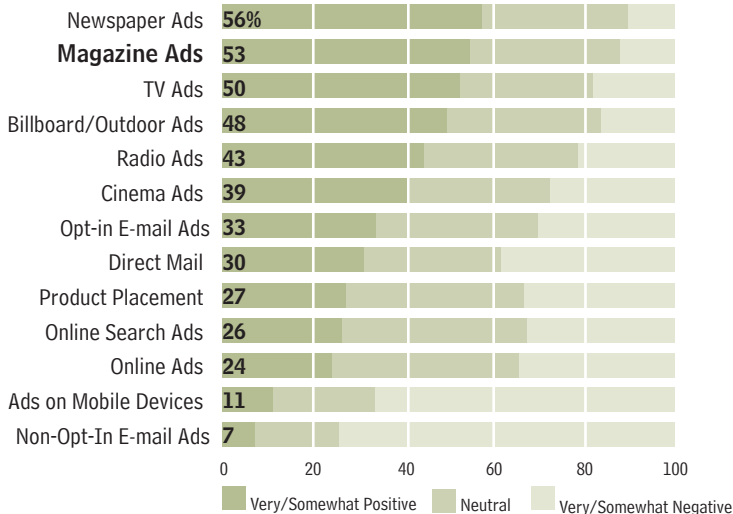
### Percent Saying Magazines Contributed to Personal Recommendations



Source: Roper Reports, 2005

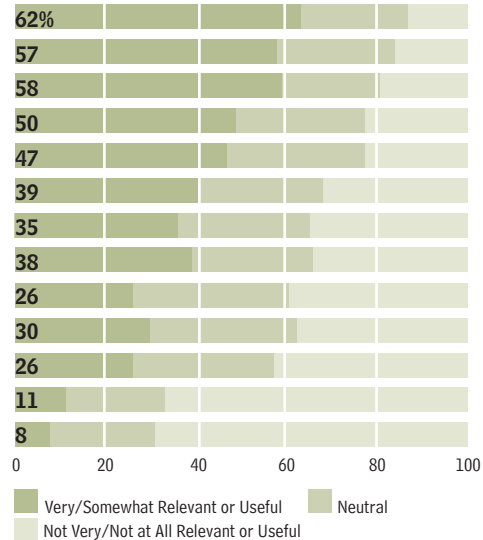
## MAGAZINES PROVIDE A POSITIVE ADVERTISING EXPERIENCE

### Opinions of General Ad Formats



Source: Dynamic Logic AdReaction Study, 2007

### Relevance of Ads in Various Media



# 10 reasons to advertise now in magazines

- > **MAGAZINES AND MAGAZINE ADS GARNER GREATER ATTENTION:** Major research studies show that when consumers read magazines they are much less likely to engage with other media or to take part in non-media activities compared to the users of TV, radio or the Internet. According to new research from JackMyers.com, when consumers were asked to rate media based on how likely they are to pay attention to the advertising messages, magazines ranked at or near the top of the list.
- > **MAGAZINE ADVERTISING IS VALUABLE CONTENT:** Consumers value magazine advertising, according to numerous studies. Starcom found that when readers were asked to pull ten pages that best demonstrate the essence of their favorite magazines, three out of ten pages pulled were ads. Consumers told Dynamic Logic that magazine advertising was more relevant or useful than ads in other media.
- > **MAGAZINES SUPPLY CREDIBILITY:** Consumers trust and believe magazines and magazine advertising more than other media. Simmons' Multi-Media Engagement Study shows magazines score higher on being "trustworthy" than TV or the Internet. Multiple other sources also indicate that consumers place significant trust in magazine advertising.
- > **MAGAZINE ADVERTISING PERFORMS MOST CONSISTENTLY THROUGHOUT THE PURCHASE FUNNEL:** Magazines generally contribute more than other media when looking across the purchase funnel. As a result, magazines boost other media's effectiveness at all stages of the funnel.
- > **MAGAZINE ADVERTISING SELLS AND INFLUENCES:** Several studies show that magazines are generally the strongest driver of purchase intent. Perhaps this is because more than half of all readers act on magazine ads, according to Affinity Research. Data also shows magazines are a leading influence on word-of-mouth marketing.
- > **MAGAZINE ADVERTISING DRIVES WEB SEARCHES AND VISITS:** Numerous studies prove that magazine advertising influences consumers to start a search for merchandise online or to visit a Web site more than any other medium, ranking at or near the top in several categories. In addition, magazine ads build Web traffic overall and throughout the purchase funnel.
- > **MAGAZINE ADVERTISING IMPROVES ADVERTISING ROI:** Multiple studies have demonstrated that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.
- > **MAGAZINE ADVERTISING IS RELEVANT AND TARGETED:** Consumers consider magazine advertising more relevant than advertising in other media. With a range of titles that appeal to a wide variety of demographics, lifestyles and interests, advertisers can home in on targets that fit their needs.
- > **MAGAZINES DELIVER REACH:** Across major demographic groups, the combination of the top 25 magazines delivers more rating points than the top 25 TV shows. In addition, consumers are more likely to turn to magazines to search for information across a variety of categories at least once a week compared to the Internet, based on research from MediaVest.
- > **MAGAZINE AUDIENCES ACCUMULATE FASTER THAN YOU THINK - AND WITH LASTING IMPACT:** The average monthly magazine accumulates approximately 60 percent of its audience within a month's time, and the average weekly magazine accumulates nearly 80 percent of its audience in two weeks. In addition, consumers refer to magazines multiple times--even saving them--giving advertisers the opportunity for multiple exposures.

See specific examples of how magazines delivered results for more than 150 brands at [www.magazine.org/casestudies](http://www.magazine.org/casestudies).

Sources: BIGresearch Simultaneous Media Usage Study, 2007; Starcom; Dynamic Logic; Simmons' Multi-Media Engagement Study, 2007; Hearst Magazines Engagement Factor Study, 2005; MORI Research, 2006; Marketing Evolution; Affinity's VISTA Print Effectiveness Rating Service, 2007; Time Inc. Magazine Environmental Tracking Study, 2006; Carat Insight; MRI, Fall 2007; MediaVest Print/Digital Study, 2008.