



GREATER KNOXVILLE  
**Business Journal**  
KNOXVILLEBIZ.COM

2014

East Tennessee's  
#1 source of  
business news  
and information in

PRINT

ONLINE

IN PERSON

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GREATER KNOXVILLE  
**Business Journal**  
KNOXVILLEBIZ.COM



**The Greater Knoxville Business Journal, a magazine publication of The News Sentinel, covers local business from every angle, providing information that helps you and your customers forge and strengthen relationships...business to business.**

- Mailed to 12,000 business owners, decision makers, top executives in Knox, Anderson, Blount, Jefferson, Loudon and Sevier counties including all Knoxville Chamber members
- Additional 3,000 sold at local bookstores and distributed in racks at strategic locations and area chambers
- Knoxville Chamber newsletter included in every issue

## AD SIZES

Inside cover bleed	10" w (4 col) x 10.5" h trimmed	10.25" x 11" spec
Back cover bleed	10" w (4 col) x 8.25" h trimmed	10.25" x 8.5" spec
FP non-bleed	9.5" w (4 col) x 9.75" h	
3/4	7.09" w (3 col) x 9.75" h	
1/2 V	4.68" w (2 col) x 9.75" h	
1/2 H	9.5" w (4 col) x 4.87" h	
1/4 V	2.28" w (1 col) x 9.75" h	
1/4	4.68" w (2 col) x 4.87" h	
1/4 H	9.5" w (4 col) x 2.43" h	
1/8 V	2.28" w (1 col) x 4.87" h	
1/8 H	4.68" w (2 col) x 2.43" h	

Glossy cover with bright white newsprint pages. Bleed only available on covers.

## DISPLAY AD RATES

Ad Size/Position	1x	6x - 15% Discount	12x - 25% Discount
Center Spread	\$5,335	\$4,535	\$4,000
Back Cover	\$3,510	\$2,980	\$2,630
Front Inside Cover	\$3,365	\$2,860	\$2,525
Back Inside Cover	\$3,230	\$2,745	\$2,420
Full Page	\$2,810	\$2,390	\$2,100
3/4 Page	\$2,160	\$1,835	\$1,615
1/2 Page	\$1,480	\$1,255	\$1,100
1/4 Page	\$735	\$625	\$550
1/8 Page	\$430	\$365	\$320

Full color included. Art service available at no additional charge.

## ADVERTORIALS

**Celebrate an anniversary, business growth, etc.**

It's not every day that your business celebrates an anniversary. Share this milestone or other news with a paid feature inside the Business Journal, written by Custom Publications. Optional photo(s) supplied by advertiser. Proof provided for advertiser's approval prior to publication.

**Full page:** add \$300 to rates above  
*Photo session included*

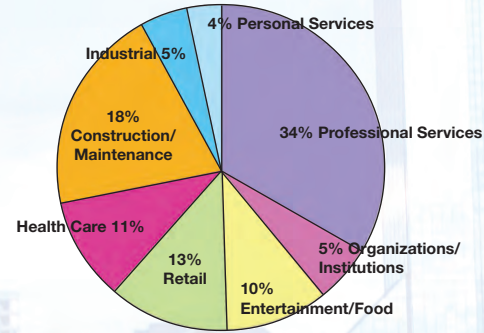
**3/4 page:** add \$250 to rates above  
*Additional \$100 for photo session*

**Half page:** add \$200 to rates above  
*Additional \$100 for photo session*

## AD DEADLINES

Issue	Display Ad Reservation	Camera Ready Creative Due	Advertorial Reservation
January 6	Dec 9	Dec 12	Dec 2
February 3	Jan 17	Jan 23	Jan 13
March 3	Feb 17	Feb 20	Feb 10
April 7	Mar 24	Mar 27	Mar 17
May 5	Apr 21	Apr 24	Apr 14
June 2	May 19	May 22	May 12
July 7	Jun 23	Jun 26	Jun 16
August 4	Jul 21	Jul 24	Jul 14
September 1	Aug 18	Aug 21	Aug 11
October 6	Sep 22	Sep 25	Sep 15
November 3	Oct 20	Oct 23	Oct 13
December 1	Nov 17	Nov 20	Nov 10

## Who are Business Journal Subscribers?



## Reader Demographics

Age 18-34	16%	HHI under \$35,000	10%
Age 35-54	48%	HHI \$35,000-\$49,999	13%
Age 55+	36%	HHI over \$50,000	32%
		HHI over \$75,000	32%
		HHI over \$100,000	59%
Men	58%	Some College	18%
Women	42%	College Graduate	22%
		Masters or Doctorate	31%

Source: 2012 Scarborough Report

## EDITORIAL CALENDAR 2014

Business Journal publishes the first Monday of each month.

- January 6** **Focus:** 40 Under 40  
**List:** 40 Under 40 Honorees  
**List:** MBA Programs  
**Event:** Book of Lists/40 Under 40
- February 3** **Focus:** Commercial Real Estate  
**List:** General Contractors  
**List:** Architectural Firms  
**Event:** Commercial Real Estate Awards
- March 3** **Focus:** Investments  
**List:** Investment Advisors  
**List:** Certified Financial Planners  
**Insert:** Meeting Planner Spring
- April 7** **Focus:** Manufacturing  
**List:** Engineering Firms  
**List:** Auto Parts Manufacturers
- May 5** **Focus:** GoGreenET  
**List:** Recycling Companies  
**List:** Environmental Engineering  
**Event:** GoGreenET Business Recognition
- June 2** **Focus:** Education  
**List:** Colleges & Universities  
**List:** Private Schools  
**Insert:** Meeting Planner Summer

- July 7** **Focus:** Diversity  
**List:** Women-Owned Businesses  
**List:** Minority-Owned Businesses  
**List:** Service -Disabled Veteran Owned Businesses
- August 4** **Focus:** Research and Technology  
**List:** IT Firms  
**List:** Life Sciences  
**Insert:** KBJ The Men's Magazine
- September 1** **Focus:** Health Care Heroes  
**List:** Hospitals  
**List:** Physician Groups  
**Event:** Health Care Heroes
- October 6** **Focus:** Startups  
**List:** SBA Lenders  
**List:** Staffing Firms  
**List:** Independent Insurance Companies  
**Insert:** Meeting Planner Holiday
- November 3** **Focus:** Finance  
**List:** Accounting Firms  
**List:** Banks  
**List:** Credit Unions  
**Event:** CFO of the Year
- December 1** **Focus:** Law  
**List:** Law Firms  
**Insert:** Best Lawyers in America® Directory

Focus and Lists are subject to change.

## NETWORKING EVENTS

Sponsorship opportunities available with high exposure, branding and self-promotional ad packages.

- |           |                                |
|-----------|--------------------------------|
| January   | Book of Lists /40 Under 40     |
| February  | Commercial Real Estate Awards  |
| May       | GoGreenET Business Recognition |
| September | Health Care Heroes             |
| November  | CFO of the Year                |

## BOOK OF LISTS

Annual resource of 90+ lists ranking companies.  
Publication Date: January 2

Ad Size	Cost	Dimensions
Full Page	\$2800	9.5" w x 9.75" h
1/2 Page	\$1690	9.5" w x 4.87" h
1/4 Page	\$1065	9.5" w x 2.43" h
1/4 Page	\$1065	4.6" w x 4.87" h

Receive 50% off any size ad in February Business Journal with full page or 1/2 page purchase.

Title and Category Sponsorships available.

## INSERTS

We can insert and distribute your brochures, catalogs, and other marketing materials inside the Business Journal. Design and print services available.

### Preprint Rates:

Single sheet: \$2500  
4 pages: \$4000

### Weprint Rates:

Single sheet: \$3300  
4 pages: \$6000

### Maximum Size:

10" w x 10.375" h  
Must be folded if larger.  
Additional \$225 to fold.

Other sizes and frequency discounts available.

## KNOXVILLEBIZ.COM

Visitors to knoxvillebiz.com will get the latest local and national business news first, with updates during the day. Blogs on regional business and commercial real estate are also featured.

### Banner rates per 1,000 impressions

Leaderboard: \$14  
Big Box: \$14

### Business update newsletters

Skyscraper ad

### Weekly Rate

\$195