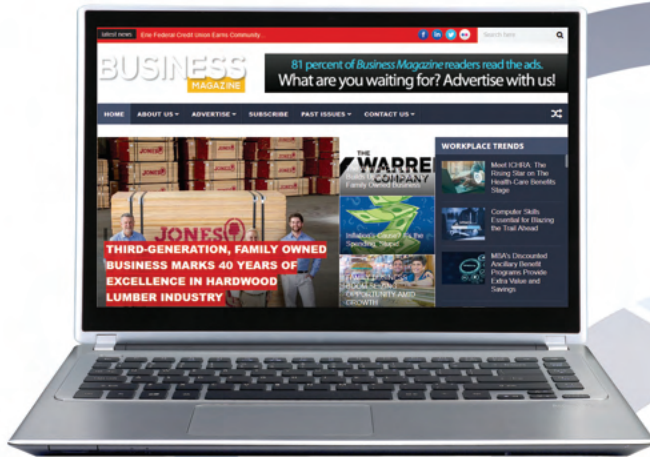


BUSINESS

MAGAZINE

DIGITAL



PRINT



MOBILE



NETWORKING EVENTS



WE COVER THE BUSINESS WORLD!

Table of Contents

Overview	1
Rave Reviews	2
Got News?	2
Readership Survey Results	3
2024 Editorial Calendar	4
Magazine Distribution Area	5
Demographics & Statistics	6
Advertising Rates.....	7
Ad Specifications.....	8
Company Profiles	9
Article Package Options.....	10
Ad Package Options.....	11
Annual Report 2-Page Feature Story.....	12
IMPACT Luncheon Sponsorships.....	13
Business Today with the MBA Podcast	13
Publisher's Statement	14
<i>Business Magazine</i> Digital Subscription Form	15



Overview

Top 10 Reasons to Advertise with Us

The *Business Magazine*

Your Key To Reaching Decision Makers!

Capture the attention of the *Business Magazine*'s loyal readers by placing your message in our publication. It is a must-read that focuses on all issues relevant to CEOs, business owners and executives of all types of companies. The *Business Magazine* delivers high-quality content that targets affluent readers on topics that directly impact their businesses. From legal, financial, health and legislative issues, to technology, human resources and safety. Our monthly publication offers readers a print version as well as a complete digital version available online that can be read anywhere in the world.

1. Magazines create familiar, enduring relationships with their readers. Most notably, readers are more inclined to read and trust the ads that appear in their favorite publications.
2. Connects advertiser to target audience/market. In fact, most advertisers can reach 86 percent of their target market in just one b2b magazine.
3. Ads enhance magazines and are a valued part of the experience.
4. People read and give undivided attention to a magazine (unlike when they are watching TV or on the internet).
5. Advertising can build image, awareness and preference.
6. Help you educate the market and eliminate misperceptions about your company.
7. Unlike direct mail, which can be "unsolicited", people want to read magazines.
8. Generates new leads and reaches hidden decision makers.
9. Creates greater visibility at in-person events, including IMPACT Luncheons and the Annual Event.
10. **BOTTOM LINE: OUR READERS BUY WHAT YOU SELL!**

Rave Reviews!

What People Are Saying About The Business Magazine

“

“This is an outstanding publication. It is one of few that I truly enjoy and look forward to receiving. I even take it home so I can spend quiet time reading it.”

Butler, PA

“

“Thank you for putting together a magazine that helps our business stay on top of pertinent issues.”

Townville, PA

“

“We receive many magazines, and as a small business-woman, I could not have my staff read them all. Your magazine is one we do read to keep ahead of current trends, laws, etc.”

Mercer, PA

“

“Great publication! I enjoy reading the company stories, and the employee relations and legislation sections are very informative.”

Erie, PA

Got News?

SHARE IT! The Business Magazine will publish news on major appointments, mergers, grants or awards as space permits. Press releases also may be submitted.



To submit company news, send an email to ktorres@mbausa.org. You can also mail press releases to: *Business Magazine*, 2171 West 38th Street, Erie, PA 16508.

Readership Survey Results

Who's Reading the *Business Magazine*?

Readership

72% CEO/Owner

28% Executive Management

Magazine
Passed To

62% 1 - 2 People

27% 3 or More People

Read the
Ads

81% YES

19% No

Informational
Value

97% YES

3% No

Magazine
Saved

43% YES

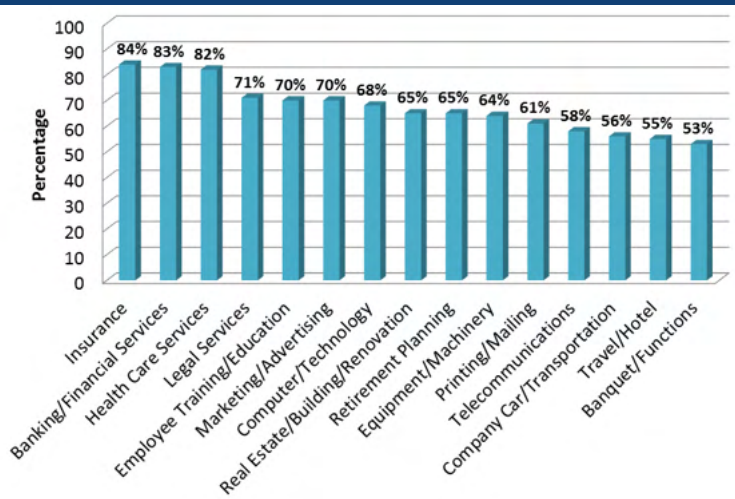
57% No

Article
Saved

61% YES

39% No

Decision Maker
for Buying



2024 Editorial Calendar

Editorial Focus & Special Topics

Month	Focus and Topics	Ad Space Deadline	Ad Material Deadline
JANUARY	Business Longevity Recognizing the organizations and individuals who have contributed to their industries and the regional business community <i>PLUS: MBA Member Milestone Anniversaries</i>	12/01/23	12/11/23
FEBRUARY	Health & Wellness Programs and services to keep employers and their teams healthy and productive	1/03/24	1/10/24
MARCH	Women in Leadership (Also: <i>IMPACT Event</i>)	2/02/24	2/12/24
APRIL	Financial Planning & Benefits Solutions to help chart a course for achieving financial goals and objectives	3/01/24	3/11/24
MAY	15th Annual Made in PA Modern manufacturing, AI, robotics and the way of the future <i>PLUS: Showcase of Manufacturers</i>	3/29/24	4/10/24
JUNE	Family Owned Businesses A celebration of multi-generational success	4/29/24	5/10/24
JULY & AUGUST	Special Dual Issue: Nonprofit and Economic Development The importance of community outreach and development (Also: <i>IMPACT Event</i>)	6/07/24	6/17/24
SEPTEMBER	Construction & Real Estate Building for the future	7/29/24	8/12/24
OCTOBER	Annual Report 2024 (largest issue of the year) Special coverage of the 119th Annual Event & 11th Annual MFG DAY	8/30/24	9/10/24
NOVEMBER	Education and Training (Also: <i>IMPACT Event - Pittsburgh</i>)	9/30/24	10/12/24
DECEMBER	Economic Forecast What's ahead for 2025 (Also: <i>IMPACT Event</i>)	11/01/24	11/12/24

*Editorial Calendar is subject to change.

BUSINESS MAGAZINE



Magazine Distribution Area

Read by more than 15,000 business leaders throughout Pennsylvania, Ohio and New York!



Demographics & Statistics

The following is based on total membership as of May 2023. Additions and deletions to membership occur monthly.

Reach companies throughout Pennsylvania, Ohio and New York in a broad range of industries.

Manufacturer & Business Association Member Companies	
Allegheny	152
Armstrong	27
Beaver	11
Butler	126
Cameron	5
Centre	13
Clarion	33
Clearfield	35
Clinton	3
Crawford	234
Dauphin	15
Elk	66
Erie	944
Fayette	6
Jefferson	37
Lawrence	49
Lycoming	28
McKean	36
Mercer	85
Northumberland	5
Venango	87
Warren	72
Washington	18
Westmoreland	24
Ashtabula, Berks, Blair, Cambria, Chautauqua, Chester, Cumberland, Forest, Franklin, Geauga, Huntingdon, Indiana, Juanita, Lackawanna, Lake, Lehigh, Monroe, Niagara, Northampton, Schuylkill, Snyder, Somerset, Tioga, Trumbull, Union, York and other states in addition to PA, OH and NY	89

Business Magazine Distribution	
Direct Mail (monthly)	2,200
Feature Company	500
Marketing/Recruitment	350
Professional Affiliates	40
Inquiry Packets	75
Conference Center	150
Special Events (annually)	750
Digital Subscribers	1,352

TOTAL: 5,417

Online Viewers	
Social Media Audience (Linkedin, Facebook, Twitter)	8,200
<i>mbabizmag.com</i> Audience	3,258
<i>mbausa.org</i> Audience	7,264

Advertising Rates

All ads are four-color and are included in the digital edition for free! (links directly to your organization's website).

Member Ad Rates		1X	3X	6X	10-12X
	Full-Page Interior	\$1,400	\$1,350	\$1,300	\$1,200
	One-Half Page	\$790	\$755	\$725	\$680
	One-Fourth Page	\$525	N/A	N/A	N/A
	One-Eighth Page	\$210	N/A	N/A	N/A
*	Outside Back Cover	\$2,090	\$2,015	\$1,955	\$1,830
*	Inside Front/Back Cover	\$1,950	\$1,895	\$1,830	\$1,735
*	Page Two	\$1,575	\$1,520	\$1,470	\$1,365

Annual Report Rates Full-Page Only		1X	3X	6X	10-12X
	Full-Page Interior	\$1,890	\$1,810	\$1,735	\$1,650
*	Two Full-Page Spread	\$3,465	\$3,150	\$2,625	\$2,415
*	Outside Back Cover	\$2,310	\$2,205	\$1,995	\$1,890
*	Inside Front/Back Cover	\$2,205	\$1,995	\$1,840	\$1,735
*	Page Two	\$1,995	\$1,940	\$1,785	\$1,680

Nonmember Ad Rates		1X	3X	6X	10-12X
	Full-Page Interior	\$1,520	\$1,470	\$1,400	\$1,300
	One-Half Page	\$840	\$800	\$770	\$735
*	Page Two	\$1,680	\$1,625	\$1,575	\$1,470

(*) Premium Placement: Most Visible

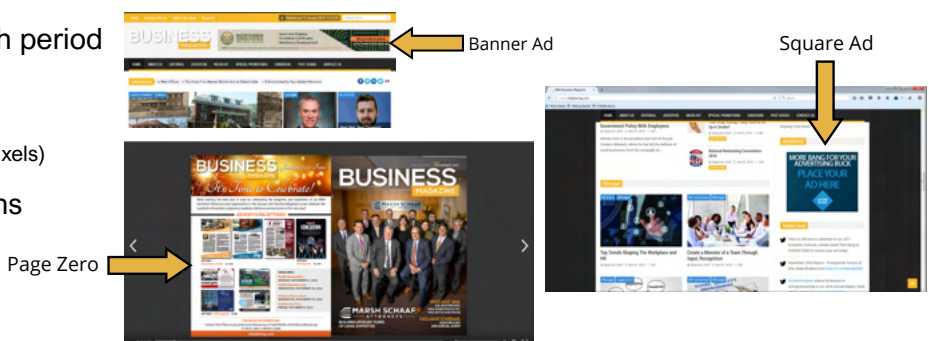
Add one of our online only options for extra exposure!

1. Banner Ad - \$250 for three-month period
(Size: 728 x 90 pixels)

2. Page Zero - \$300 per month
(Size: 8.25 x 10.875 inches or 2,435 x 3,027 pixels)

3. Square Ad - \$100 for three months
(Size: 300 x 250 pixels)

mbabizmag.com



Ad Specifications

Requirements for print-ready artwork.

The *Business Magazine* is assembled and produced on the Macintosh platform, using Adobe InDesign. It is then printed at 2400 dpi, 250-line screen, on a Komori, six-color offset press. This is a direct-to-plate process that requires all projects to be supplied electronically. Artwork files submitted for insertion into the magazine should be in one of the following compatible formats:

1. **Preferred** — PDFs: High-resolution with maximum image-quality settings. All fonts need to be embedded. Correct color space needs to be specified for the intent of your ad.

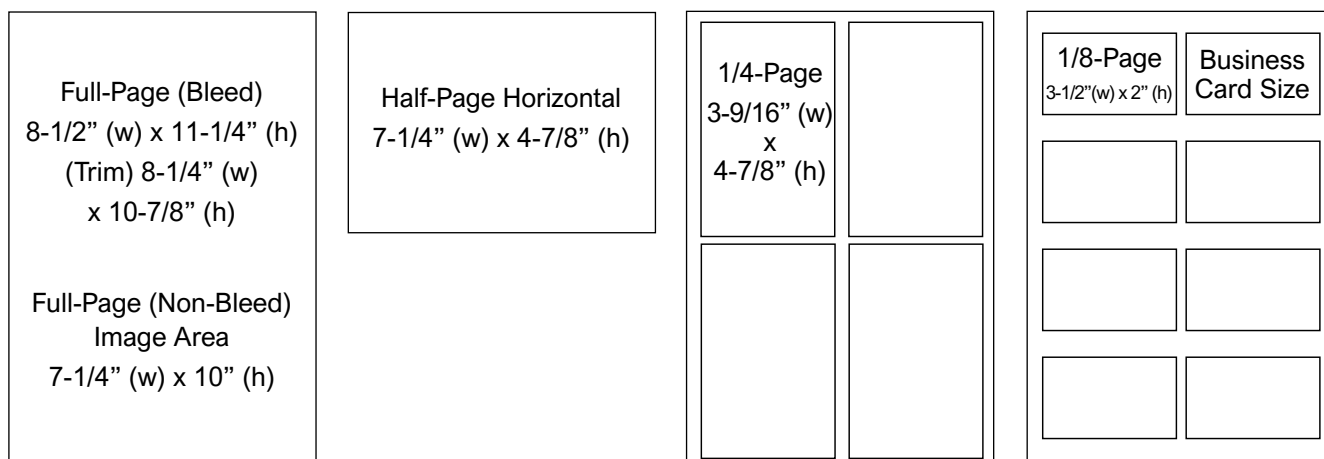
Adobe InDesign CS compatible files, including all fonts and linked graphics. Encapsulated Postscript: EPS files created in Adobe Illustrator, QuarkXpress, Freehand, Corel Draw or other applications capable of creating Encapsulated Postscript files.

2. **Acceptable** — TIFF, JPEG, PhotoShop, PhotoShop EPS or Scitex CT files. These must be a minimum resolution of 300 dpi at 100 percent its printed size. Do not use RGB color space. Only CMYK or grayscale files will reproduce correctly.

3. **Proofs** — An accurate proof indicating size, color and bleeds need to be submitted along with your electronic files to help ensure proper reproduction of your advertisement.

4. **How to Submit** — Email high-res PDF (5 MB or less) to Karen Torres at ktorres@mbausa.org.

Ad Sizes (Image Area)



Company Profiles

A unique way to attract potential customers.

Full Page Profile

A great way to let the business community know about your company. It allows you to go above and beyond what you can explain in a typical ad. Nothing attracts potential customers like a story informing them about your company.

\$1,400

Submit:

- High-res logo, 300 dpi or higher
- 2 - 3 photos (high-res, 300 dpi or higher)
- Contact information
- Up to 500 words of copy

This example profile for Smith's Provisions Co., Inc. features a large header image of the company's storefront and a group of employees. The profile includes a high-resolution logo, a portrait of Mike Weber, the president, and a detailed history of the company. The text highlights the company's commitment to tradition, its growth over nearly 90 years, and its dedication to quality and customer service. The profile is formatted with clear headings and bullet points, making it easy to read and visually appealing.

Half Page Profile

\$790

Submit:

- High-res logo, 300 dpi or higher
- 1 - 2 photos (high-res, 300 dpi or higher)
- Contact information
- Up to 250 words of copy

This example profile for Industrial Sales & Mfg. Co., Inc. features a header image showing workers in a manufacturing setting. The profile includes a high-resolution logo, a brief history of the company, and a list of services. The text emphasizes the company's commitment to quality and customer service, and its ability to provide a wide range of manufacturing services. The profile is formatted with clear headings and bullet points, making it easy to read and visually appealing.

A marketing technique that gets you the best exposure!

PACKAGE 1	<p>(EXCLUSIVE RIGHTS — no other company can write an article in your category.)</p> <p>(11) Articles • (1) Full-Page, four color ad in the Annual Report*</p> <p>\$15,000 per year, \$3,750 quarterly or \$1,250 per month</p>
-----------	---

(EXCLUSIVE RIGHTS — no other company can write an article in your category.)

(6) Articles

(1) Full-Page, four color ad in the Annual Report*

(4) Articles

(1) Full-Page, four color ad in the Annual Report*

(2) Articles

(1) Full-Page, four color ad in the Annual Report*

(1) Article

- Topics and brief summaries must be submitted for pre-approval
- 600 Words
- Experts who write articles may not “sell” a product, service and/or company
- Articles are to be fact-based only
- No other company may write an article within the same issue under the same department heading
- Once articles are submitted and approved both by the magazine by you, your name, picture, professional profile and article will be

Business Magazine | 2024 Media Kit



Ad Package Options

Great visibility packages!

Be seen by more than **15,000** potential customers every month! Now you can promote your product or service to the influential readers of the *Business Magazine* for six or 12 months at one low price! This is a great opportunity to reach our readers – CEOs, executives and other decision makers in the business community.

OPTION 1 (12X)

- (11) 1/8 page business card size ads
- (1) Full-Page, four color ad in the Annual Report*
- \$3,350 per year — that's less than \$280 a month!

OPTION 2 (6X)

- (5) 1/8 page business card size ads
- (1) Full-Page, four color ad in the Annual Report*
- \$2,650 per year or \$221 a month!

OPTION 3 (6X)

- (5) 1/4 page ads
- (1) Full-Page, four color ad in the Annual Report*
- \$4,150 per year — that's less than \$350 a month!

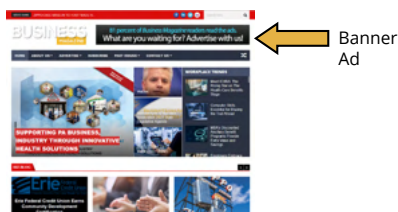
*Our largest issue of the year.

See page 8 for ad sizes and specifications.

Great consistent exposure to the people that buy what you sell at great low prices. Plus – all ads are included in our digital version and they link directly to your website **free of charge!**

Add one of our online only options for extra exposure!

1. **Page Zero** - \$300 per month (full page) (Size: 8.25 x 10.875 inches or 2,435 x 3,027 pixels)
2. **Banner Ad** - \$250 for three months (Size: 728 x 90 pixels)
3. **Square Ad** - \$100 for three months (Size: 300 x 250 pixels)



Annual Report

Two-page feature story.

Tell your story to more than **15,000** influential leaders in the business community! Nothing attracts potential customers like a story informing them about your company. It's a great way to give a yearly update and highlight your key employees!

Two-Page Featured Story Package: \$3,150

WORD COUNT:

800 words (depending on the number of photos or charts). You can submit or we can write with information you give us (or Q&A interview).

IMAGES:

Four or five photos (high-res, 300 dpi or higher). You also can swap a graph or chart for a picture. Images should be ranked in priority order.

LOGO:

High-res, 300 dpi or higher.

DESIGN:

We will layout and design for you (or you can design).

DIGITAL VERSION:

Article displayed in digital version and linked to your website at no additional cost. You also have the option of including a brief commercial or video clip (no charge).

TABLE OF CONTENTS:

Listed on this prominent page as featured story.

PDF:

Provided to you on CD. You are welcome to reprint, post online and use as often as you like!



IMPACT Luncheon Sponsorships

A signature event.

We have put together a unique “package” for those who have had an interest in promoting their brand, increased engagement and adding visibility at Manufacturer & Business Association (MBA) Events. This will certainly take your marketing plan to the next level!

IMPACT LUNCHEON GOLD STAR SINGLE SPONSORSHIP PACKAGE: \$5,000

- Recognition and Exposure as **Major Event Sponsor**
- Multiple Exposure on all MBA Social Media Platforms
- (8) Tickets to the Luncheon OR Virtual Registration, if held online
- (2) Full-Page Ads in the *Business Magazine* (One Issue of Your Choosing + Annual Report = \$3,000 Value!)

IMPACT LUNCHEON SILVER SPONSORSHIP PACKAGE: \$3,750

- Co-Sponsorship Recognition and Exposure
- (4) Tickets to the Luncheon OR Virtual Registration, if held online
- (2) Full-Page Ads in the *Business Magazine* (One Issue of Your Choosing + Annual Report = \$3,000 Value!)

IMPACT LUNCHEON BRONZE SPONSORSHIP PACKAGE: \$2,500

(Available only to advertisers that have placed at least 6 full-page ads in the *Business Magazine*, including Annual Report)

- Co-Sponsorship Recognition and Exposure
- (4) Tickets to the Luncheon OR Virtual Registration, if held online
- Banner ad on MBA *Business Magazine* website (mbabizmag.com) and Page Zero for digital edition

IMPACT LUNCHEON SWAG SPONSOR: \$500

- Item(s) to be distributed/displayed on luncheon tables pending approval.

2023-2024 EVENTS:

- Women in Leadership IMPACT Luncheon (March 23, 2023) – In Person **(SOLD OUT)**
Speaker: Mercyhurst University President Kathleen Getz, Ph.D.
- IMPACT Luncheon & Nonprofit Fair (July 19, 2023) – In Person
Speaker: Brigadier General Maureen Weigl, deputy adjutant general for the PA Department of Military and Veterans Affairs
- IMPACT/MBA Member Anniversary (Pittsburgh) (November 15, 2023) – In Person
Speaker: TBD
- Economic Outlook IMPACT Briefing (December 7, 2023) – In Person
Speakers: Ken Louie, Ph.D. of the Economic Research Institute of Erie and Kurt J. Rankin, Senior Economist for The PNC Financial Services Group
- Women in Leadership IMPACT Luncheon (March 2024) – In Person
Speaker: TBD

More Coverage

Business Today with the MBA Podcast

Money Radio WPSE AM 1450/FM 107.1



On Air!

Business Magazine | 2024 Media Kit

Since July 2020, the Manufacturer & Business Association (MBA) has hosted a 15-minute podcast on Money Radio WPSE AM 1450/FM 107.1. The show airs every other Friday at noon.

Called “Business Today With the MBA,” the broadcast features business-related topics that are important to MBA members and employers in the tri-state region. The program provides valuable information on business-related topics and complement the MBA’s wide range of programs and services.

To listen live to “Business Today With the MBA,” visit <https://wpse.bd.psu.edu/> or tune in to 1450 AM/107.1 FM. Episodes can also be played below.

Money Radio is a commercially licensed radio station in Erie, Pennsylvania, and the market’s only money-business news-talk radio station. It is owned by the Penn State Board of Trustees and operated by Penn State Behrend under the direction of a professional broadcast staff. The station is recognized as a round-the-clock, one-stop source for global and financial news.

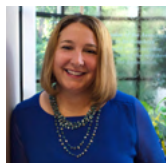
SPONSORSHIP OPPORTUNITY: \$600 for three, 15-minute episodes (shoutout at beginning and end of show)

Contact: Karen Torres, ktorres@mbausa.org, Shawn Netkowicz, snetakowicz@mbausa.org or Frank Mehler, fmehler@mbausa.org, to learn more!

Publisher's Statement

1. The Publisher of the *Business Magazine* shall have the right to reject copy or artwork contrary to the publication's editorial policies. The Publisher shall accept and publish advertisements upon the firm understanding that the party placing all material is duly authorized to represent and place all such material; further, upon acceptance and publication of such material, the Advertiser, Agency or Advertiser's representative agrees to indemnify and save the Publisher harm from and against any loss or claims or expense resulting from the graphic content and/or subject matter of such advertisements.
2. All copy submitted to the *Business Magazine* by the Advertiser, Agency or Advertiser's representative must allow for high-quality-print reproduction. Material which does not permit high-quality reproduction will necessarily be rejected by the Publisher.
3. Publisher is not liable for errors in advertising copy submitted for publication in the *Business Magazine* by the Advertiser, Agency or Advertiser's representative. Further, the Publisher is not liable for errors in an advertisement subsequent to proofing and approval for printing by the Advertiser, Agency or Advertiser's representative.
4. Publisher must be notified in writing within 15 days from date of invoice of any error made by the *Business Magazine* relative to advertisements placed by the Advertiser, Agency or Advertiser's representative.

CONTACT INFORMATION:



Karen Torres

Executive Editor & Senior Writer

ktorres@mbausa.org



Shawn Netkowicz

Business Development Manager

snetkowicz@mbausa.org



Frank Mehler

Account Executive

fmehler@mbausa.org

BUSINESS MAGAZINE

Subscription Form



As the only monthly business-to-business publication in the tri-state region, the *Business Magazine* serves as a critical information tool for employers located throughout northwest Pennsylvania, Ohio and New York. Each month, the *Business Magazine* highlights an in-depth member company story. Our publication also includes health, legal, financial and technical articles written by industry experts, as well as separate editorial departments, which report the latest information on employee relations, legislation and regulations, health and safety issues and local company announcements.

REGISTER to Receive Your FREE Digital Edition Once Per Month!

Subscriber's Name: _____ Email: _____

Company: _____ Phone: _____

Address: _____ City, State, Zip: _____

Additional Company Contacts:

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Mail to:



Sign up online at
mbabizmag.com/subscribe/
or scan the QR code:

