2026 MEDIA KIT

BUSINESS





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OVERVIEW

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.

TOP 10 REASONS TO ADVERTISE WITH US

BNC

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.

MO

Connects advertiser to target audience/market. In fact, most advertisers can reach 86 percent of their target market in just one b2b magazine.

HRFF

Ads enhance magazines and area a valued part of the experience.

FOUR

People read and give undivided attention to a magazine (unlike when they are watching TV or on the internet).

:IVE

Advertising can build image, awareness and preference.

X S Help you educate the market and eliminate misperceptions about your company.

SEVEN

Unlike direct mail, which can be "unsolicited", people want to read magazines.

IGHT

Generates new leads and reaches hidden decision makers.

W Z Creates greater visibility at in-person events, including IMPACT Luncheons and the Annual Event.



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!

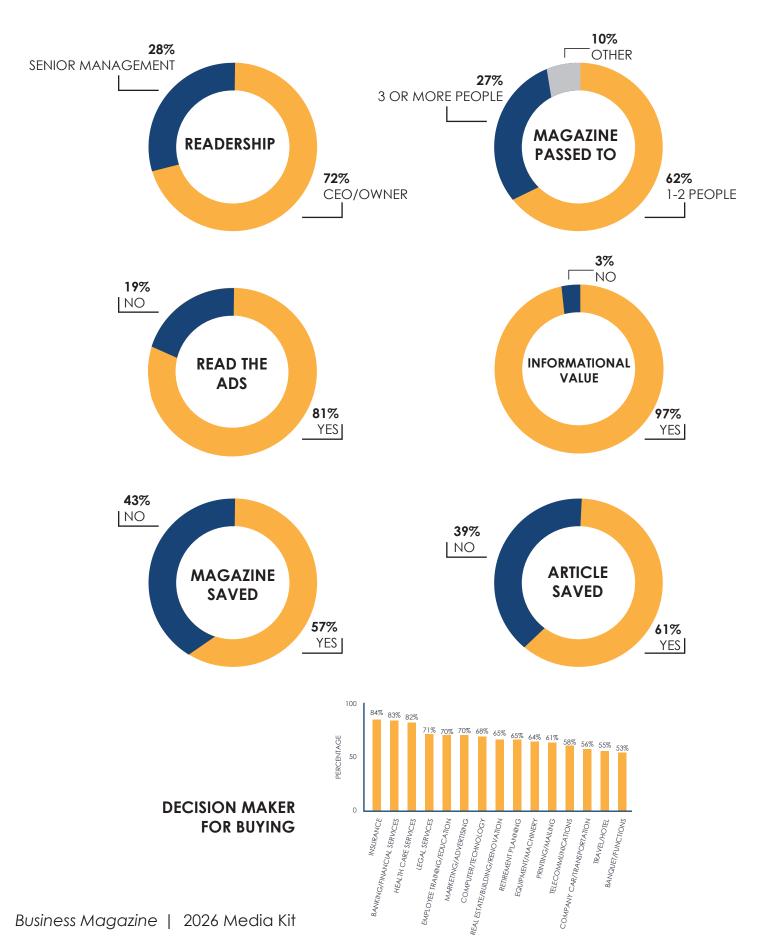
The Business Magazine will publish news on major appointments, mergers, grants or awards as space permits. Press releases also may be submitted.



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



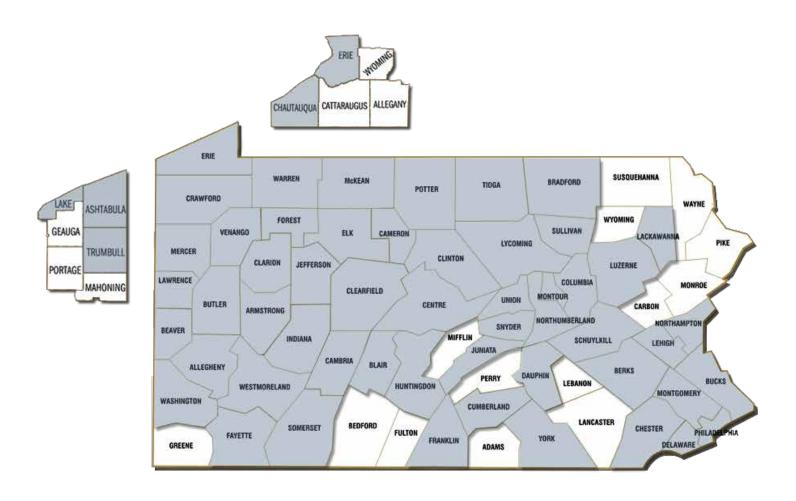
2026 EDITORIAL CALENDAR

Editorial Focus & Special Topics

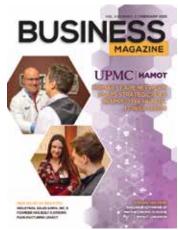
DECEMBER- JANUARY	Looking ahe Economic O	ad at the econo	incheon and 2026 MB	Opportunities A member success in the new year (Also: A Member Milestone Anniversaries & Special
	AD SPACE DEADLINE:	11.01.25	AD MATERIAL DEADLINE:	11.12.25
FEBRUARY	Health & We	ellness		
	MBA Next G	ources to keep er en Leaders Spotli	ght Q&A Series)	ams healthy and productive (Kickoff of the
	AD SPACE DEADLINE:	01.05.26	AD MATERIAL DEADLINE:	01.12.26
MARCH	region. (Also	omen's History N	ership IMPACT Confer	the rising stars and longtime leaders in our ence)
	AD SPACE DEADLINE:	01.30.26	AD MATERIAL DEADLINE:	02.11.26
APRIL	Banking & B Showcase th		chieving financial goa	ls and more
	AD SPACE DEADLINE:	02.27.26	AD MATERIAL DEADLINE:	03.12.26
MAY			ufacturing, artificial in	telligence and innovation PLUS:
	AD SPACE DEADLINE:	03.30.26	AD MATERIAL DEADLINE:	04.10.26
JUNE	Family Busin	iesses		
	Recognize t	ne legacy and le	adership of multi-gen	erational companies in our region
	AD SPACE DEADLINE:	05.01.26	AD MATERIAL DEADLINE:	05.11.26
JULY	Saluting the		and those people and	d organizations dedicated to serving others ent)
	AD SPACE DEADLINE:	05.29.26	AD MATERIAL DEADLINE:	06.12.26
AUGUST-	SPECIAL DU	AL ISSUE: Educat	tion, Training and Tec	chnology
SEPTEMBER		ns and services th HR Conference)	at are helping our wo	rkforce excel
	AD SPACE DEADLINE:	06.26.26	AD MATERIAL DEADLINE:	07.10.26
OCTOBER	Annual Rep		est issue of the year	
	AD SPACE DEADLINE:	08.28.26	AD MATERIAL DEADLINE:	09.10.26
NOVEMBER	Construction	ı, Real Estate & U	Jtilities	
	Identifying tl future	ne organizations t	that are helping our b	usiness community and others build for the
	AD SPACE DEADLINE:	10.02.26	AD MATERIAL DEADLINE:	10.12.26
DECEMBER-	SPECIAL DU	AL ISSUE: 2027 Bu	usiness Outlook	
JANUARY	Looking ahead at the economic forecast and MBA member success in the new year (Also: Economic Outlook IMPACT Luncheon and 2027 MBA Member Milestone Anniversaries & Special IMPACT Brunch & Open House in Pittsburgh)			
	AD SPACE DEADLINE:	10.30.26	AD MATERIAL DEADLINE:	11.11.26

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 October 2025. Additions and deletions to membership occur monthly.

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

THE MBA MEMBER COMPANIES

152	27	11	126	5	13	33
Allegheny	Armstrong	Beaver	Butler	Cameron	Centre	Clarion
3	35	234	15	66	944	6
Clinton	Clearfield	Crawford	Dauphin	Elk	Erie	Fayette
37	49	36	28	85	5	erland
Jefferson	Lawrence	McKean	Lycoming	Mercer	Northumbe	
87 Venango	72 Warren	18 Washington	24 Westmoreland	Ashtabula, Be Chautauqua, Forest, Franklir Indiana, Juan Lehigh, Monro Schuylkill, Snyo Trumbull, Unio additoin to PA	Chester, Cur n, Geauga, H ita, Lackawa pe, Niagara, N der, Somerset n, York and c	mberland, luntingdon, nna, Lake, Northampton, t, Tioga, other sates in

BUSINESS MAGAZINE DISTRIBUTION

2,000 Direct Mail (monthly)	500 Feature Company	350 Marketing/Recruitment	40 Professional Affiliates
100 inquiry Packets	200 Conference Center	750 Special Events (annually)	1,105 Digital Subscribers

TOTAL: 5,045

YEARLY ONLINE VIEWERS

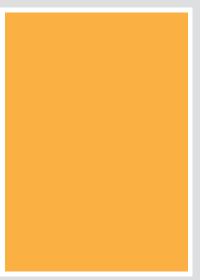
9,200Social Media Audience (LinkenIn, Facebook)

17,000 mbabizmag.com Active Users

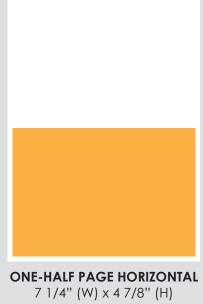
35,000 mbausa.org Active Users

ADVERTISING SIZES & RATES

All ads are four-color and are included in the digital edition for free! (Links directly to your organizations website).



FULL-PAGE (BLEED) 8 1/2" (W) x 11 1/4" (H) (TRIM) 8 1/4 " (W) x 10 7/8" (H) **FULL-PAGE (NON-BLEED) IMAGE AREA** 7 1/4" (W) x 10" (H)





ONE-FOURTH PAGE 3 9/16" (W) x 4 7/8" (H)



ONE-EIGHTH PAGE BUSINESS CARD SIZE 3 1/2" (W) x 2" (H)

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	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

ADD ONE OF OUR ONLINE ONLY OPTIONS FOR EXTRA EXPOSURE! MBABIZMAG.COM

BANNER AD	\$250 FOR THREE-MONTH PERIOD	728 X 902 PIXELS
PAGE ZERO	\$300 PER MONTH	8.25" X 10.875" (2,435 X 3,027 PIXELS)
SQUARE AD	\$100 FOR THREE MONTHS	300 X 250 PIXELS





ÎPAGE ZERO

AD SPECIFICATIONS

The Business Magazine is assembled and produced on the MacIntosh platform, using Adobe InDesign. It is them 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 including 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-resolution PDF (5 MB or less) to Karen Torres at **ktorres@mbausa.org**.

COMPANY PROFILES

A Unique Way To Attract Potential Customers.

A great way to let the business community know about you 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.

FULL PAGE PROFILE-\$1,400

SUBMIT:

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



HALF PAGE PROFILE-\$790

SUBMIT:

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



Three-Generation Leader in Contract Manufacturing for 57 Years

In 1987, James Mallowski, z. etc., joer Nathonski Shanker Bakel, A. Mg. Concey in the family gange on Connection Date of the Family of great part and maintain for Capes value. In a financial case is the Same of the Capes value in the Same of the Capes value in the Same of the Capes value in the Capes value value in the Capes value in

Of it is general conflict multifacture and supplier of suality machines, stocked and susmitted composets for over \$10 organic escapement manufactures (100%). With advanced schoolings and highly shold employees, to lear produce a surge of components and exemulates surging the manufactures (100%). With advanced and surging and surging and performance has advanced as ones, every ones. Table seminates to suality and performance has advanced as surface and the surface and an artist and in California. An advanced to the surface and the surfac

ARTICLE PACKAGE OPTIONS

A Marketing Technique That Gets You The Best Exposure!

Increase your visibility to 15,000 business executives in Pennsylvania, Ohio and New York and market yourself as an expert in your field. Choose from the list below a package that best meets your needs. Your written article gives you added marketing power. It's advertising that gets your results.

PACKAGE 1

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

- → 11 ARTICLES
- 1 FULL-PAGE, FOUR COLOR AD IN THE ANNUAL REPORT

\$15,000 PER YEAR \$3,750 QUARTERLY \$1,250 PER MONTH

PACKAGE 2

- → 6 ARTICLES
- T FULL-PAGE, FOUR COLOR AD IN THE ANNUAL REPORT

\$9,500 PER YEAR \$2,375 QUARTERLY \$791.67 PER MONTH



PACKAGE 3

- → 4 ARTICLES
- T FULL-PAGE, FOUR COLOR AD IN THE ANNUAL REPORT

\$7,000 PER YEAR \$1,750 QUARTERLY \$583.34 PER MONTH

PACKAGE 4

- → 2 ARTICLES
- 1 FULL-PAGE, FOUR COLOR AD IN THE ANNUAL REPORT

\$4,500 PER YEAR \$1,125 QUARTERLY \$375 PER MONTH



SINGLE ARTICLE

→ 1 ARTICLE

\$1,600 PER ARTICLE

*Please note: No articles are printed in Annual Report issues. Annual Report ads must be full-page, four color.

REQUIREMENTS:

- 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's editorial staff and then by you, your name, picture, professional profile and article with be published.

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.

	12X	6X
OPTION 1	(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 per month!	
OPTION 2		(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		(5) 1/4 page business card size 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 pages 8-10 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!

BANNER AD	\$250 FOR THREE-MONTH PERIOD	728 X 902 PIXELS
PAGE ZERO	\$300 PER MONTH	8.25" X 10.875" (2,435 X 3,027 PIXELS)
SQUARE AD	\$100 FOR THREE MONTHS	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 (high-res, 300 dpi or higher). You can also 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:

List on this prominent page as featured story.

→ PDF:

- Provided to you on CD. You are wlecome 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, increase engagement and adding visibility at the MBA events. This will certainly take your marketing plan to the next level!

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

INCLUDES:

- 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 BRONZE STAR SPONSORSHIP PACKAGE- \$2,500

INCLUDES:

- 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 SILVER STAR SPONSORSHIP PACKAGE- \$3,750

INCLUDES:

- 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!)

PLUS: SPECIAL IMPACT BRUNCH SPONSORSHIP- \$2,500

INCLUDES:

- Recognition and Exposure as Major Event Sponsor- get a chance to speak briefly at the anniversary award presentation (2 minutes each max)
- Booth Table at Open House
- Multiple Exposure on all MBA Social Media Platforms
- (4) Tickets to the Brunch
- (1) HALF-Page Ad in the Business Magazine

-> IMPACT LUNCHEON SWAG SPONSOR- \$500

INCLUDES:

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

2026 EVENTS:

IMPACT/MBA Member Anniversary-January 2026

Speaker: TBD

IMPACT Nonprofit Luncheon Nonprofit Fair- July 2026

Speaker: TBD

Women In Leadership IMPACT Luncheon-March 2026

Speaker: TBD

Economic Outlook IMPACT Briefing- December 2026

Speaker: TBD

MORE COVERAGE

Business Today With The MBA Podcast.

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



-> 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 inofrmation on business-related topics and complement the MBA's wide range of programs and services.

→ TO LISTEN:

 To listen live to "Business Today With The MBA," visit https://wpse.bd.psu.edu/ or tune in to 1450AM/107.1 FM.

SPONSORSHIP OPPORTUNITY- \$600

- Three- 15 minute episodes
- Shoutout at beginning and end of show

CONTACT KAREN TORRES AT KTORRES@MBAUSA.ORG TO LEARN MORE!

Money Radio is a commerically liscensed 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.

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 indemnigy 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.
- All copy siubmitted 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



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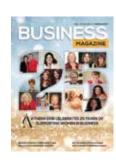


Judy Rosatti
Energy Advisor/
Member Engagement
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SUBSCRIPTION FORM

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 as 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!

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Name:	Email:
Name:	Email:





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