

NEW JERSEY CHAMBER OF COMMERCE

www.njchamber.com

ENTERPRISE

a quarterly focus on the people and the issues that drive New Jersey business

Reach Your Targeted Business Audience with Accuracy

Readers include business owners, executives, managers, board members, local and national legislators, lawmakers and media outlets. You can connect with New Jersey's high-end business professionals and the leaders of the community to increase your market share and grow your business. Your message will be featured to 13,000 potential customers in the region's top demographics.

The New Jersey Chamber of Commerce represents a majority of the largest and most powerful companies in the state, along with organizations of all sizes and types. The Chamber has 1,800 member companies, representing nearly 500,000 employees, billions of dollars of annual revenue, and includes 56 Fortune 500 corporations.

Consistent marketing through The Warren Group and Enterprise magazine will enable you to build brand awareness and name recognition while helping to establish the path to better relationships with the top companies in New Jersey.

"The increased business that has resulted from my association with the Chamber has already paid for the cost of membership many times over. My Chamber sales representative has made every effort to connect and introduce me to prospective clients, which has expanded my business. I highly recommend Chamber membership to any business owner looking to network and grow."

— Michelle Hermelee, BH Sky Associate

MEDIA SOLUTIONS

> PRINT

Quarterly Magazine
Enterprise



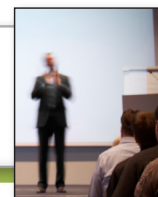
> ONLINE

Digital Edition dispersed to readers
with advertising opportunities



> EVENTS

Conferences and Seminars
Sponsorship Opportunities



STATISTICS & RESEARCH

Showcase your company to the state's business and legislative communities, top executives, members of the New Jersey Legislature and the governor's office, as well as local and national officials. Enterprise promotes a vibrant business environment and economic prosperity through vision, expertise and innovative solutions.

OUR READERS TAKE ACTION

Which of the following actions have you taken after reading Enterprise?

Purchased a product or service.....	5%
Recommended a product or service to my company or a client	12%
Passed a story or an ad on to a colleague or client.....	42%
Visited a company's website	34%
Contacted a company for more information	8%
Filed a story or an advertisement for future reference	15%

Niche business publications have been identified in independent studies as one of the most effective ways to build name recognition and have a positive influence on a target audience.

If you want to increase your business and build relationships as well as name recognition, you need to stay visible and present your value proposition to the leaders in this state. The statewide Chamber of Commerce has the influence to accomplish those goals, and the vehicles to deliver your message.

ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
Full Page (bleeds) 8.375 x 10.875	\$1,965	\$2,460
Two-Thirds Page 4.75 x 9.75	\$1,570	\$1,970
Half Page 7.25 x 5	\$1,360	\$1,660
1/3 Page 4.75 x 4.75	\$1,090	\$1,300
Back Cover (bleeds) 8.375 x 10.875	\$2,275	N/A
Inside Cover (bleeds) 8.375 x 10.875	\$2,085	N/A

Pricing is per issue • All rates are net • Call for low prices on inserts and specials such as belly bands, tip-ons, blow-ins and more. Advertisements should be delivered in digital format as high resolution PDFs.

EDITORIAL FOCUS

- Issue 1: Construction/Real Estate; Law; Walk to Washington
- Issue 2: Higher Education/Training; Banking; Accounting/Financial Services
- Issue 3: Election Preview, Energy/Environment, Legal/Labor
- Issue 4: The Super Bowl Effect, Healthcare/Wellness, Insurance/Benefits

2013 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Issue 1	2/19	2/26	3/29
Issue 2	5/10	5/17	6/18
Issue 3	7/24	7/31	8/28
Issue 4	10/30	11/6	12/3

DIGITAL ADVERTISING

Each issue of Enterprise will be delivered two times by e-mail with issue highlights and the digital version surrounded by quality advertising positions.

Top & Bottom Banner (728 x 90) \$550

Square (300 x 250) \$500

Digital editions are delivered by a dedicated e-mail that will highlight the top stories and open the high-quality, page turning and mobile ready issue with no additional links or clicks. All URLs and e-mail addresses are live within the digital version.

