

# REACH. CONNECT. ENGAGE.

POSITION YOUR COMPANY  
WITH CONFIDENCE.



## **B2B PUBLICATIONS**

Print & Online Advertising

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## **MARKETING SERVICES**

Creative, Responsive & Affordable

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**THE WARREN GROUP**

2016 ENTERPRISE MEDIA PLANNER



# Start Building Stronger Business Relationships Today.

Enterprise Magazine is the official magazine of the New Jersey Chamber of Commerce and as a result, serves 1,800 organizations across the state and is distributed to more than 13,000 readers. The quarterly magazine focuses on the people, issues and trends that drive New Jersey businesses. The business environment is competitive, so it's crucial to maximize your exposure to potential markets and clients and strengthen your brand.

This is an opportunity to showcase your company to numerous decision makers throughout New Jersey. Readership includes business owners, executives, managers, board members, local and national legislators, lawmakers and media outlets. They turn to Enterprise Magazine for information on new laws and regulations, economic facts and trends, growth opportunities, and ways to improve their business.



## By The Numbers

1.8K

Organizations

13K

Total Readers

Consistent marketing through The Warren Group and New Jersey Chamber of Commerce will enable you to build brand awareness and name recognition, while helping to establish the path to better relationships with thousands of influential business professionals.

## NJCC Industry Breakdown

|                           |     |
|---------------------------|-----|
| Banking/Finance .....     | 22% |
| Healthcare .....          | 6%  |
| Computer/Technology ..... | 5%  |
| Consumer/Retail .....     | 1%  |
| Automotive .....          | 2%  |
| Manufacturing .....       | 14% |
| Communications .....      | 10% |

## NJCC Position/Title Breakdown

|                                 |     |
|---------------------------------|-----|
| President/CEO .....             | 51% |
| Vice President .....            | 10% |
| Director .....                  | 11% |
| Senior Manager or Manager ..... | 8%  |
| Owner .....                     | 7%  |
| Partner .....                   | 8%  |
| Other .....                     | 5%  |

Marketing is not an area that should come and go with normal economic shifts or on a whim, but rather be a consistent part of your business plan. Show your NJ target market of prospects and clients that your firm is strong and viable in these times - open doors, grow your sales and gain valuable market share.

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Independent studies have shown that advertising in trade journals like Enterprise, is superior to online and TV in driving purchase intent among business executives

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Enterprise keeps readers informed of relevant economic trends, legislative developments, and networking opportunities for the state's business elite. The publication not only reaches the members of the NJCC, but influential players in the state government and legislature who support initiatives for economic prosperity in the state.

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With 96% penetration through print and web platforms, in addition to the 80% of business professionals who attend trade events, the power of business-to-business media to reach customers is clear.

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"74% of users use both traditional and digital media, and that suggests that the best strategy for reaching them is by offering multiple media options."

— The Association of Business Information

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This is your firm's opportunity to promote yourselves to all Chamber members (including 56 Fortune 500 companies), as well as other businesses and prospects all across New Jersey.

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## Editorial Calendar

### First Quarter (Issue March 18)

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Tentative Cover: Walk to Washington Coverage  
Construction/Real Estate  
Law

### Second Quarter (Issue May 23)

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Higher Education/Training  
Accounting/Financial Services  
Banking

### Third Quarter (Issue August 26)

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Tentative Cover: Gala Preview  
Energy Savings/Environment  
Labor/Legal

### Fourth Quarter (Issue Dec. 5)

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Tentative Cover: Walk to Washington Preview  
Health Care/Wellness  
Insurance/Employee Benefits



## Advertorials

Advertorials are a powerful and highly effective tool for advertisers, as they provide readers with the detailed information they need to make informed decisions. Advertorials allow you to establish your company as a thought leader and showcase your expertise in an editorial format that is engaging and interesting.



## Content Marketing

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.



## Digital Edition

All magazines have an accompanying digital version, which includes live links for URLs and email addresses. Digital versions are sent to readers via interactive emails, which also include advertising opportunities for you. Deliver your message as the front cover of the digital magazine with a Belly-Band as it is delivered to thousands of computers, tablets and smartphones.



## Email Marketing

Today's marketing landscape requires a targeted strategy that produces measurable results. Here at The Warren Group we understand your audience and can help you refine your message, identify your best prospects and track your results.



## Sponsored Posts

Be a part of our headlines as we deliver the digital version of Enterprise magazine to our audience. Your story description can bring interested bankers right to your website to learn about the latest industry trends and products.

# Online Advertising Opportunities

## NJCHAMBER.COM

Our newly revised website is used by members to stay in touch with each other and stay on top of the most important happenings at the Chamber and in the business community.

This portal keeps members up-to-date on breaking news, informs them of Chamber and member events, and highlights member-only discounts.

The site receives about 14,000 page views by over 4,000 viewers per month. Only two ads are placed per page on the website - so it is exclusive and therefore very valuable.

## SPONSORSHIP OPPORTUNITIES

### PREMIER SPONSORSHIP – SPECIAL FULL YEAR PRICING AVAILABLE

- Your message will appear on all pages of njchamber.com for one year
- Placement is directly below navigation bar and above primary content

### HOME PAGE SPONSORSHIP - \$1,000 PER MONTH OR 3 MONTHS FOR \$2,500

- Your ad will appear on the home page of njchamber.com for as short or as long a period of time as you need it to be there
- Placement is directly below navigation bar and above primary content

### INDIVIDUAL PAGE SPONSORSHIP - \$500 PER MONTH OR 3 MONTHS FOR \$1,200

- Your message will appear on the page of your choice on the website for as many months as you need it to be there
- Page choices include Events, Newsroom page, Member-to-Member
- Placement will be directly below navigation bar and above primary content

## N.J. CHAMBER MEMBER DIRECTORY

Our electronic directory is one of the most frequently used directories for finding B2B and B2C services in New Jersey. It is used by members, non-members and the entire electronic community.

On average, business listings are opened more than 13,000 times every month.

## SPONSORSHIP OPPORTUNITIES

### PREMIER DIRECTORY SPONSORSHIP - SPECIAL FULL YEAR PRICING AVAILABLE

- Your message will appear on all pages of the Directory for one year
- Placement directly below navigation bar and above primary content.

### MONTHLY DIRECTORY SPONSORSHIP - \$1,500 PER MONTH

- Your message will appear on all pages of the Directory for as many months as you need it to be there.
- Placement directly below navigation bar and above primary content

## THE COMPASS

The Compass is the Chamber's highly read electronic update. It goes out two times per month and reaches 5,000 senior executives and high-level decision makers in the business community.

The Compass provides information and links to the latest news, events, highlights and happenings around New Jersey, much of which is exclusive content for New Jersey Chamber of Commerce members.

### SPONSORSHIP OPPORTUNITIES - \$100 PER ISSUE/ \$350 FOR FOUR ISSUES

#### Compass offers three prominent placements in each issue:

- Masthead (Top of the page) 125 x 125 pixels
- Skyscraper (right column) 125 x 375 pixels
- Banner Anchor (full width footer banner) 600 x 100 pixels

## TRENTON WATCH

The Chamber's Government Relations team issues Trenton Watch, a highly acclaimed in-depth look at timely legislative updates and the impact these issues have on the business community. The publication also provides a comprehensive view of the Chamber's lobbying efforts on behalf of its members.

In addition to circulating Trenton Watch to membership, the Chamber also sends it to other associations focused on improving the business condition in New Jersey and to the policymakers – all state legislators and governor's cabinet members – who ultimately make the decisions. Trenton Watch is issued on an "as-needed" basis. There are usually 10 to 12 issues per year

### SPONSORSHIP OPPORTUNITIES- \$1,000 / ISSUE OR \$5,000 FOR SIX ISSUES



The Warren Group connects leading trade associations with their members, providing enterprising editorial content and engaging communities. By partnering with a variety of trade associations and business groups, our media and advertising group produces magazines, newspapers, online media and comprehensive trade shows. Our publications and events provide highly-targeted marketing opportunities for those seeking to reach decision making professionals in banking, accounting, legal, real estate and construction.