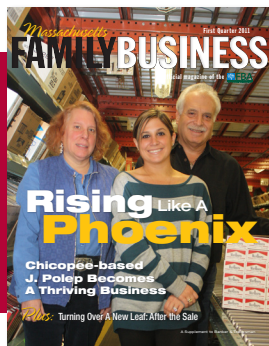


# Massachusetts FAMILY BUSINESS

official magazine of the family business association

## 2012 ADVERTISING OPPORTUNITIES



"People who were exposed to print advertisements had a higher recognition of ad content than those who received an online version of the same advertising messages."

The Case for Print Media Advertising in the Internet Age

By: The Rochester Institute of Technology

The Warren Group, in conjunction with the Massachusetts Family Business Association, work with more than the 20,000 family business owners and managers across the Bay state.

Family-owned businesses are the crucible of economic creativity. They make up more than 80 percent of all enterprises and account for more than 60 percent of all job growth. As the Commonwealth's largest corporations pause, family businesses are poised to gain ground.

### WHICH OF THE FOLLOWING ACTIONS HAVE YOU TAKEN AFTER READING MASSACHUSETTS FAMILY BUSINESS?

Visited a company's website .....	54.8%
Passed the magazine or information on to a colleague or business contact.....	49.5%
Saved an ad or article for future reference .....	37.6%
Conducted further research .....	19.4%
Contacted a company for more information .....	17.2%
Purchased a product or service.....	9.7%
Recommended a product or service.....	5.4%



Produced in partnership with the Family Business Association

Massachusetts Family Business magazine is the only statewide magazine focusing on the strongest, most vibrant sector of the Bay State's economy.

### 20,000 READERS

We added more than 1,000 new readers in 2010, and Massachusetts Family Business magazine has grown in terms of influence and popularity.

### YOU ARE REACHING THE HIGHEST DECISION-MAKERS FOR FAMILY BUSINESSES.

37% Owner
20% CEO/ President
18% CFO/COO Director
13% Manager
12% Vice President

### PURCHASING POWER

52.7% Have authority to buy
15.5% Have authority to buy some products and services
12.4% Share in selection and purchasing
9.3% Have strong influence on purchases

### A WEALTHY AUDIENCE

Annual income
8.0% More than \$400,000
10.7% \$200,000 to \$400,000
33.0% \$100,000 to \$200,000
26.8% \$75,000 to \$100,000

# Let's Build Your Business Together...

## 2012 Advertising Rates

### Advertising & Editorial Article Options:

#### 1x Rate

2 Full Pages	\$5,460.00
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(7.25w x 9.75h ad + 700 word article)

1 Full Page	\$3,510.00
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(7.25w x 4.75h ad + 350 word article)

\*articles must appear adjacent to ad \*ads include process color \*articles must relate to the magazine's focus issue

### Advertising Only Options:

#### 1x Rate

#### 4x Rate

Full Page (7.25w x 9.75h)	\$3,640.00	\$2,800.00
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Half Page (7.25w x 4.75h)	\$2,340.00	\$1,800.00
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Third Page (4.75w x 4.75h)	\$1,300.00	\$1,000.00
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### Premium Cover Positions:

#### 4x Rate

Inside Front Cover	\$3,220.00
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Inside Back Cover	\$3,220.00
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Back Cover	\$3,360.00
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### PUBLISHES:

March 27, 2012

June 26, 2012

September 25, 2012

December 18, 2012

### DEADLINE:

February 29, 2012

May 30, 2012

August 29, 2012

November 28, 2012

**Ask about our 2012 Massachusetts Family Business Special Event Exhibitor and Sponsorship Opportunities Available Now.**

### Build Your Business Through Targeted Marketing

Do not miss the opportunity to promote your company to family business owners, executives, and professionals across the state. Feedback about the magazine and events has been fantastic, with people realizing there is a need for information and education specifically for family business owners and managers. You need to be in front of this very important audience in order to remain top of mind, and to gain market share.

Consistent marketing through *Family Business* and The Warren Group will enable you to build brand awareness while helping to establish the path to better relationships with the decision makers who will help grow your business.

### Family Business Association Awards for Massachusetts

**November 3, 2011**

honoring and highlighting the outstanding achievements of Massachusetts-based, family-owned businesses.

The annual FBA Awards program brings together the leaders in family business throughout the state, and honors small, medium, and large organizations who show success through leadership, growth, sustainability, and in giving back to the community.