

REACH. CONNECT. ENGAGE.

POSITION YOUR COMPANY
WITH CONFIDENCE.



B2B PUBLICATIONS
Print & Online Advertising



INDUSTRY EVENTS
Sponsorship & Exhibitor Opportunities



MARKETING SERVICES
Creative, Responsive & Affordable



THE WARREN GROUP

2017 MASSACHUSETTS FAMILY BUSINESS MEDIA PLANNER





Start Building Stronger Business Relationships Today.

Massachusetts Family Business magazine is the only statewide magazine that focuses on the strongest, most vibrant sector of the Bay State's economy – family-owned businesses.

Family-owned businesses make up more than 80% of all enterprises and account for more than 60% of all job growth in the Commonwealth. The Warren Group, in collaboration with the *Massachusetts Family Business* Association, works with more than 20,000 family business owners and managers across the Bay State.

The publication offers a unique opportunity to build brand awareness and establish better relationships with the decision makers by consistently marketing your business through direct email, webinars, content marketing, conference presentations and advertising. This is an exceptional opportunity to promote your company to family business owners, executives and decision makers across the state. Brand strength comes from exposure, and you want your company name in front of this influential audience.

20K

Readership

80%

of all enterprises are family-owned businesses

60%

of all job growth is due to family-owned businesses

Massachusetts Family Business magazine is the only statewide magazine focusing on the strongest, most vibrant sector of the Bay State's economy. Each year, the magazine's readership grows – a sign of its influence and popularity.



Reader Poll:

Which of the following actions have you taken after reading your family business magazine?

Visited a company's website	64%
Passed the magazine or information on to a colleague or business contact	59%
Saved an ad or article for future reference	37%
Conducted further research	29%
Contacted a company for more information	15%
Recommended a product or service	14%
Purchased a product or service	9%



“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

“Print has the most influence over actual purchases. 45% of respondents say ads in print magazines inspired a purchase, while 40% indicated that digital editions motivated them to buy.”

— Rochester Institute of Technology

Reader Demographics

Reach the highest decision-makers

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

Purchasing Power

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

“We were pleased when *Massachusetts Family Business* and The Warren Group chose to profile our company in a recent edition of their magazine. From the feedback we received after the article was published, it became clear to us how extensive your readership base is. Certainly, your product is an excellent way to reach people who are in family businesses or who have an interest in working with them. We will use the article as part of our marketing materials and are happy to recommend The Warren Group to anyone looking to reach this market.”

— Peter Racicot, Senior Vice-President, Fallon Ambulance Service

“We use the magazine frequently to update ourselves with the local community, surrounding happenings that we can be a part of or help with and we also utilize the service guide directory to match up with services that assist us in a number of things. I am always excited when something matches exactly what we need at the time we are looking.”

“I also know that I can trust the companies that advertise with the FBA magazine because like us, they are most likely family businesses themselves and we like to work with fellow family businesses.”

— Valerie Bono, Owner, Golden Cannoli



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 Advertising

Each issue of *Family Business* is delivered twice by email with issue highlights and the digital version surrounded by quality advertising positions. Digital editions are delivered by a dedicated email that highlights the top stories and opens the high-quality, page-turning and mobile-ready issue with no additional links or clicks. All URLs and email addresses are live within the digital version. **Top & Bottom Banner (728 x 90) \$550 Square (300 x 250) \$500**



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 *Family Business* magazines to our audience. Your story description can bring interested Customers directly right to your website to learn about the latest industry trends and products.



Business Profiles

Full page display with professional writing services and design, includes high resolution PDF for marketing promotions and reprints — \$3,500.



Need to hit the marketing refresh button? We'll help you do that. The Warren Group creates email, direct mail, and advertising campaigns to promote your services. From concept to implementation, we connect brands with customers. Our talented design team will walk you through a complete redesign, branding, logo creation, stock/custom photography and web development. As a plus, our long-standing relationships with printers allows for aggressive pricing.

The Warren Group has a rich history in developing and delivering successful solutions for our customers. Through the years we have committed ourselves to helping businesses identify new prospects and reach their goals. It is with this passion and experience that we embark on our new journey by providing our clients with the very best in creative services.

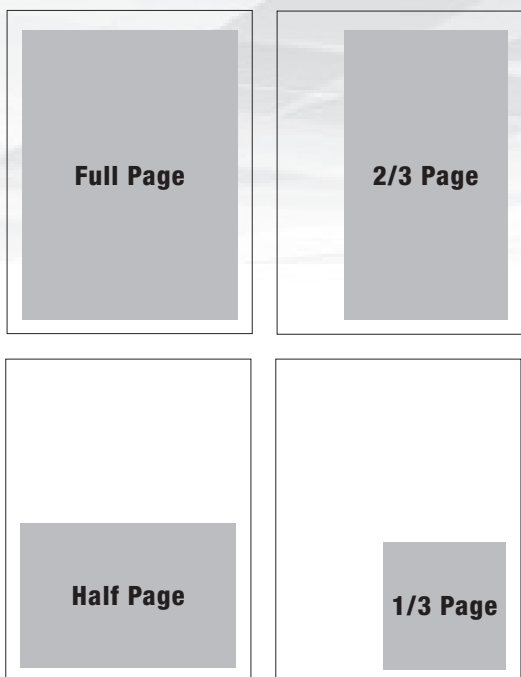
Our team will challenge the way you see things, so you get real results.

Creative & Marketing Services

Annual Reports & Brochures	Provide design concepts, photography, and infographics that match your image.
Corporate Identity	Develop logos and corporate rebranding initiatives.
Copywriting	Research and create compelling content for marketing initiatives.
Advertising Campaigns	Create unique print and web ads that align with your company's brand standards.
Email Marketing	Create direct email campaigns that generate leads and provide measurable results with extensive reporting.
Direct Mail Campaigns	Create content and design a marketing piece that's delivered to your best prospects with a trackable response vehicle.
Press Releases	Research and generate content that drives interest.
Brand Audit	Research competitors, review all current branding collateral and develop a new brand strategy.

Web Design Services

Migration to WordPress	Moving website to WordPress, altering WordPress theme to new look and training staff to use website.
Website Development	Creating new, mobile responsive websites that is easy to update and maintain at an affordable price.



Massachusetts FAMILYBUSINESS

► Advertising Material Specifications

- ✓ **File formats:** PDF
- ✓ **Resolution:** All images/graphics should be at least 300 DPI
- ✓ **Color:** CMYK
- ✓ **Rich Black Settings:** 100k, 75c, 63m, 63y
- ✓ **Images & Fonts:** Should be embedded or included.

► Sending Advertising Materials

Email your ad rep or to advertising@thewarrengroup.com
Please use the advertiser's name in the subject line of the email.

ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
Full Page (bleeds) 8.375" w x 10.875" h	\$2,380	\$2,975
2/3 Page 4.75" w x 9.75" h	\$2,015	\$2,380
Half Page 7.25" w x 4.75" h	\$1,765	\$1,935
1/3 Page 4.75" w x 4.75" h	\$1,385	\$1,490
Back Cover (bleeds) 8.375" w x 10.875" h	\$3,360	N/A
Inside Cover (bleeds) 8.375" w x 10.875" h	\$3,220	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.

Business Directory

One buy gets you an entire year. Includes full color & an active link to your site in the digital version **Size - 2.5 x 2.5 \$1,650 per year**

2017 Deadlines & Issue Dates

Issues	Space Closes	Material Due	Issue Date
Issue 1	2/14	2/21	3/21
Issue 2	5/2	5/9	6/6
Issue 3	8/2	8/9	9/6
Issue 4	10/10	10/17	11/7

New England FAMILY BUSINESS Conference

New England Family Business Conference

Massachusetts Family Business magazine, the Family Business Association and The Warren Group are dedicated to honoring and educating family businesses throughout the region.

Family business professionals will not be able to pass up this effective and efficient conference that is high on value and diversity and low on cost. This is your best opportunity of the year to have quality face time with decision makers and significant exposure for your expertise and your brand. Scores of family businesses will be represented, with a total of more than 200 people expected.

The program features a high-impact keynote speaker, a selection of educational breakout sessions, a strict and favorable vendor to attendee ratio, breakfast and lunch, raffle prizes and more.

As an exclusive platinum sponsor your company will lead one of our educational sessions, and moderate a panel of experts and family business professionals that you will help to assemble.

All sponsorships are packed with value, including the ability to grow your business through a multimedia and comprehensive marketing campaign.

Sponsorship Opportunities

Your organization can play an integral role in this keystone event. Participate as a Platinum Sponsor and be a lead participant of one of our industry-specific sessions. Or look to one of our many other sponsorship opportunities to brand your enterprise as an important supporter of New England family businesses.

Platinum Sponsor

- Participation in a breakout session, on a panel or as moderator, including the ability to invite family business professionals to sit on the panel
- 5 company attendees and 10 conference tickets for distribution
- Company profile in the event Program Guide
- Attendee list with email addresses of all attendees
- Company logo with sponsorship level on promotional print and web advertising
- Signage at the conference
- Full Page Full Color Ad in *Massachusetts Family Business*
- 20% off 2 additional advertisements in *Massachusetts Family Business* magazine.

Silver Sponsor

Choice of Beverages, Dessert and Photography

- Company logo with sponsorship level on promotional print and web advertising
- 2 company attendees and 3 conference tickets for distribution
- Signage at the conference
- Listing and logo in the event program guide
- One third page full color ad in *Massachusetts Family Business*
- Attendee list with addresses
- 10% off two advertisements in *Massachusetts Family Business* magazine

Gold Sponsor

Choice of Breakfast, Lunch, Program Guide, Grand Prize Raffle or Registration

- Signage at the conference
- Company logo with sponsorship level on promotional print and web advertising
- 3 company attendees and 5 conference tickets for distribution
- Listing and logo in the event program guide
- One Half Page Full Color ad in *Massachusetts Family Business*
- Attendee List with email addresses
- Podcast Interview and file for marketing use
- 15% off two advertisements in *Massachusetts Family Business* magazine

Supporting Sponsor

- 2 company attendees and 2 conference tickets for distribution
- Signage at the conference
- Company logo with sponsorship level on promotional print and web advertising
- Listing and logo in the event program guide

To learn more about the **Massachusetts Family Business** or to customize a marketing program unique to your business needs, call **800-356-8805 ext. 357** or email **advertising@thewarrengroup.com**.



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.