

# Massachusetts **FAMILYBUSINESS**

Official magazine of the 



Our Readers Are  
Your Best Prospects.

## Start building lasting relationships today.

Massachusetts Family Business magazine is the only statewide magazine focusing on the strongest, most vibrant sector of the Bay State's economy. Our readers are engaged and passionate about their relationships and involvement with family businesses.

More than 73 percent of readers are the owner, CEO or president of their company – with more than half reporting \$5 million or more in annual revenue. Companies in the financial and business consulting, banking, insurance, CPA and wholesale/retail industries make up the majority of our readership.

Consistent marketing through Massachusetts Family Business Magazine will enable you to build brand awareness while establishing the path to better relationships with the decision makers who will help grow your business.

Plus, in 2014 we're adding more readers, a new Business Directory and new conference package deals. See how you can grow and prosper by partnering with Mass. Family Business!

70% of readers were compelled to visit a company's website after reading Massachusetts Family Business Magazine.



### MEDIA SOLUTIONS

#### > PRINT

Quarterly Magazine  
**Massachusetts Family Business**

#### > ONLINE

Website and Digital Magazine  
Advertising Opportunities

#### > EVENTS

Conferences and Seminars  
Sponsorship Opportunities

## STATISTICS & RESEARCH

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

### Distribution: 10,000

Each year, Family Business magazine readership grows – a sign of its influence and popularity.

### REACH 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% .....	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

### 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

### OUR READERS TAKE ACTION

54.8% .....	Visited a company's website
49.5% .....	Passed information on
37.6% .....	Saved an ad or article
19.4% .....	Conducted further research
17.2% .....	Contacted a company
9.7% .....	Purchased a product or service
5.4% .....	Recommended a product / service

## ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
<b>Full Page</b> (bleeds) 8.375 x 11.125	\$2,380	\$2,975
<b>Two-Third Page</b> 4.75 x 9.75	\$1,905	\$2,380
<b>Half Page</b> 7.25 x 4.75	\$1,545	\$1,935
<b>One-Third Page</b> 4.75 x 4.75	\$1,190	\$1,490
<b>Back Cover</b> (bleeds) 8.375 x 11.125	\$3,360	N/A
<b>Inside Cover</b> (bleeds) 8.375 x 11.125	\$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 Profiles:** Full page display with professional writing services and design, includes high resolution PDF for marketing promotions and reprints – **\$3,500**

## NEW 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**

## 2014 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Quarter 1	2/14	2/21	3/30
Quarter 2	5/14	5/21	6/18
Quarter 3	8/14	8/21	9/29
Quarter 4	10/17	10/24	12/1

## DIGITAL ADVERTISING

Each issue of Massachusetts Family Business 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.

