

Massachusetts FAMILY BUSINESS

Official magazine of the  **FBA**
FAMILY BUSINESS ASSOCIATION

Reach Your Targeted Business Audience with Accuracy

Family Business Magazine serves as a powerful network for family-owned businesses across Massachusetts. The Warren Group, in conjunction with the Massachusetts Family Business Association, works with more than 20,000 family business owners and managers across the Bay State.

The pages within Massachusetts Family Business magazine celebrate the accomplishments of family businesses in the Bay State, guide them through obstacles, illuminate opportunities and offer a helping hand. Produced in partnership with the Family Business Association, this targeted magazine is Massachusetts' inside view of family business issues. Don't miss your chance to introduce your business to our valuable readers!

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. While some of the commonwealth's largest corporations slow down, family businesses continue to grow and gain ground.

**Ask About Our New 2013
New England Family Business
Conference. Exhibitor and
Sponsorship Opportunities
are Available.**

MEDIA SOLUTIONS

> PRINT

Quarterly Magazine
Massachusetts Family Business



> ONLINE

Digital and E-mail
Advertising Opportunities



> EVENTS

Conferences and Seminars
Sponsorship Opportunities



THE WARREN GROUP
Real Estate & Financial Information Since 1872

Contact The Warren Group at 617-896-5344 or email advertising@thewarrengroup.com

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
Full Page (bleeds) 8.375 x 11.125	\$2,800	\$3500
Two-Third Page (bleeds) 8.375 x 11.125	\$2,240	\$2,800
Half Page 7.25 x 5	\$1,820	\$2,275
One-Third Page 4.75 x 4.75	\$1,266	\$1,575
Back Cover (bleeds) 8.375 x 11.125	\$3,360	N/A
Inside Cover (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 — **\$3,995**

2013 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Quarter 1	2/15	2/22	4/2
Quarter 2	5/16	5/23	6/27
Quarter 3	8/15	8/22	9/27
Quarter 4	10/15	10/22	11/26

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 Banner (728 x 90)	\$550
Square (300 x 250)	\$500
Bottom Banner (728 x 90)	\$350

Distribution: 6,000 — 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.

