

# 2012 EDITORIAL CALENDAR

## Business Alabama

### NEW FOR 2012

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- This month in history of Business Alabama
- Risk Takers
- How I got started
- What Alabama Needs
- Crazy Stats!
- Cam Marston-Demographics

### JANUARY 2012

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AD SALES CLOSE: NOV. 23

THEME – Government & Politics ADS DUE: DEC. 9  
Insights into Alabama's Recovery  
Workforce Development  
SPOTLIGHT – Autauga & Elmore

### FEBRUARY 2012

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AD SALES CLOSE: DEC. 23

THEME: Higher Education ADS DUE: JAN. 6  
Innovative Research at Alabama Universities  
University Presidents  
Manufacturing Mainstays of Alabama  
SPOTLIGHT: Etowah & St. Clair

### MARCH 2012

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AD SALES CLOSE: JAN. 24

THEME: Construction ADS DUE: FEB. 3  
Who is Close to Making it Big?  
Healthcare Heros Special Edition  
Alabama Fantasy Golf Course  
SPOTLIGHT: Jackson, Marshall, & DeKalb

### APRIL 2012

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AD SALES CLOSE: FEB. 24

THEME: Women in Business ADS DUE: MARCH 9  
Women Presidents of Alabama Companies  
ECONOMIC DEVELOPMENT:  
Alabama's Top International Companies  
Executive Gear  
SPOTLIGHT: Shelby  
Alabama Automotive Manufacturers Association Directory

### MAY 2012

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AD SALES CLOSE: MAR. 23

THEME: Travel and Exporting ADS DUE: APRIL 6  
Extreme Vacations  
Who Buys Alabama Exports?  
Credit Unions  
SPOTLIGHT: Coastal Gateway  
Technology – Modeling and Simulation

### JUNE 2012

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AD SALES CLOSE: APR. 24

THEME: Economic Development ADS DUE: MAY 4  
5 Best & 5 Worst Real Estate Deals  
Associated General Contractors Directory  
Commercial Insurance  
SPOTLIGHT: Limestone, Morgan & Lawrence

### JULY 2012

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AD SALES CLOSE: MAY 24

THEME: Money ADS DUE: JUNE 8  
Game Day Revenues  
Evolution of Alabama's Banking Industry  
Private Companies  
SPOTLIGHT: Talladega, Calhoun, Clay & Cleburne

### AUGUST 2012

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AD SALES CLOSE: JUN. 25

THEME: Law and Public Companies ADS DUE: JULY 6  
Top Ten Judgments/Jury Awards  
Women in Law  
Best Companies to Work for in Alabama  
SPOTLIGHT: Covington, Butler & Crenshaw

### SEPTEMBER 2012

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AD SALES CLOSE: JUL. 24

THEME: Land ADS DUE: AUG. 3  
Buying, Selling & Leasing Hunting Land  
Construction  
SPOTLIGHT: Cullman

### OCTOBER 2012

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AD SALES CLOSE: AUG. 24

THEME: Leadership & Transportation ADS DUE: OCT. 12  
CEO's Who Break The Mold  
Professors Critique AU & UA Coaching Styles  
National Port Convention in Mobile  
Aerospace Special Section  
Dirtiest Political Campaigns in Alabama's History  
SPOTLIGHT: Shoals

### NOVEMBER 2012

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AD SALES CLOSE: SEPT. 24

THEME: Food – Best Restaurants in Alabama  
From Alabama's Farms to the Table  
Interviews with Alabama's Top Chefs  
SPOTLIGHT: Baldwin

### DECEMBER 2012

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AD SALES CLOSE: OCT. 24

THEME: Health & Medicine ADS DUE: NOV. 9  
Outstanding Defense Lawyers  
Philanthropy Special Section  
SPOTLIGHT: Lee & Russell

# READERSHIP PROFILE

## Business Alabama

The typical recipient of **Business Alabama** is a highly educated 52-year old man. At least, 66% have a Bachelor's degree, and 20% have a Master's or Doctorate degree. The Average Household Income of a **Business Alabama** reader is \$167K.

**89%** are involved in making purchasing decisions for their organization.

**64%** of *Business Alabama* readers are owners/partners, board members, presidents, executive directors or CEOs.

**85%** indicated management related titles.

**31%** of respondents indicated their organization plans to relocate or expand within Alabama within the next five years.

**75%** indicated they pass their issues along to other people. The average pass along rate is to two other people, effectively tripling the reach of the publication.

**86%** indicated they have taken action in the past 12 months as a result of reading the articles/columns.

**52%** recalled taking action on advertisements in the magazine most often then visited the advertiser's web site printed on the ad.

**66%** rated the publication highly for its overall appearance, coverage, trustworthiness, objectivity, credibility, and for having a lively writing style that is interesting to read.

**66%** consider *Business Alabama* to be the best source for business news.

Time Spent Reading Average **42** minutes

Average Shelf Life **4** months

# READERSHIP & DISTRIBUTION

## Business Alabama



### EDUCATION

College Educated	<b>95%</b>
College degree	<b>78%</b>

### AGE

Under 35	<b>5%</b>
35-44	<b>22%</b>
45-54	<b>34%</b>
55-64	<b>26%</b>
64+	<b>12%</b>

### HOUSEHOLD INCOME

Under \$50k	<b>4%</b>
\$50k - \$100k	<b>22%</b>
\$100k - \$250k	<b>53%</b>
\$250k - \$500k	<b>13%</b>
\$500k - \$1 mil	<b>5%</b>
\$1 mil+	<b>3%</b>

### NET WORTH

Under \$100k	<b>3%</b>
\$100k - \$500k	<b>24%</b>
\$500k - \$1 mil	<b>22%</b>
\$1 mil - \$2 mil	<b>23%</b>
\$2 mil - \$5 mil	<b>17%</b>
\$5 mil+	<b>11%</b>

Source: NEQ Marketing & Management Services Readership Survey

### FINANCIAL SERVICES

Full-Service Brokerage	<b>50%</b>
Financial Planner	<b>26%</b>
Internet Online Brokerage	<b>15%</b>
Discount Brokerage	<b>15%</b>

### INVESTMENT PORTFOLIO VALUE

Under \$100k	<b>21%</b>
\$100k - \$500k	<b>40%</b>
\$500k - \$1 mil	<b>18%</b>
\$1 mil+	<b>21%</b>

### BUSINESS SERVICES CONTRACTED WITH OUTSIDE VENDORS

Legal	<b>82%</b>
Accounting	<b>76%</b>
Computer Maintenance	<b>57%</b>
Internet Service	<b>50%</b>
Software Development	<b>42%</b>
Computer Hardware	<b>40%</b>
Engineering	<b>26%</b>
Employee Recruitment	<b>24%</b>
Web Page Hosting	<b>23%</b>
Architectural	<b>21%</b>
Employee Training	<b>20%</b>

### CIRCULATION: 15,000

- Mailed to a controlled list of senior executives and business owners residing in Alabama
- 94 % are in management
- 95 % make at least some purchasing decisions for their company

### ADDITIONAL DISTRIBUTION

- Members of the Business Council of Alabama
- Members of Alabama Legislature
- Individual County Economic Development Directors
- Hotels in the Birmingham Area
- Selected Statewide Bookstores
- Statewide Print Media
- Key Statewide Industry Associations

*"Our partnership with Business Alabama has allowed Samford's Brock School of Business to reach out to the business community as we work toward becoming one of the top business schools in the nation. Our constituents look forward to reading about the issues that are affecting our economy. Business Alabama is the perfect publication to use to communicate your message to leaders throughout the state."*

**Kara Kennedy**  
Brock School of Business, Samford University

### READERSHIP

- 90 % of circulation mailed to office addresses
- 52,000 readers per issue
- Average time spent reading: 34 minutes

*Business Alabama* covers business, large and small, in all sectors of the Alabama economy. From emerging technologies to vital manufacturing clusters, *Business Alabama* has been tracking the growth of the Alabama economy for two decades. From the state house to the plant floor, we report in detail on the vital local issues that go unnoticed in the daily newspapers and the national business magazines. Our readers use *Business Alabama* to find what they cannot find in any other publication.

# RATES & MECHANICALS

## Business Alabama

Gross Rates Effective January 1, 2012

### FOUR COLOR

FREQUENCY DISCOUNT	12x	6x	3x	1x
Full Page	2,349	2,897	3,712	4,056
2/3 Page	1,887	2,330	2,943	3,198
1/2 Page	1,659	2,032	2,562	2,764
1/3 Page	1,416	1,713	2,155	2,316
1/6 Page	1,139	1,355	1,690	1,896
2 Page Spread	3,577	4,517	5,761	6,340

### BLACK + ONE

FREQUENCY DISCOUNT	12x	6x	3x	1x
Full Page	1,971	2,455	3,123	3,529
2/3 Page	1,475	1,818	2,288	2,572
1/2 Page	1,217	1,502	1,870	2,194
1/3 Page	972	1,161	1,429	1,593
1/6 Page	667	776	922	1,009

### BLACK & WHITE

FREQUENCY DISCOUNT	12x	6x	3x	1x
Full Page	1,662	2,145	2,814	3,220
2/3 Page	1,166	1,510	1,979	2,262
1/2 Page	908	1,194	1,560	1,784
1/3 Page	662	852	1,120	1,284
1/6 Page	358	468	614	710

### PREMIUM PLACEMENT

FREQUENCY DISCOUNT	12x	6x	3x	1x
Pages 2, 3 & Inside Back	2,706	3,320	4,211	4,568
Back Cover	2,862	3,520	4,455	4,852



## REQUEST FOR PROPOSAL

Call your account representative for a customized proposal for your business. In addition to standard size ads, Business Alabama also offers unique opportunities for reaching your audience with multiple page units, inserts, polybagging and gatefolds. Business Alabama can arrange design and printing for your message when requested. Your account representative will work with you to develop the best plan for targeting your audience within your budget.

## AD DESIGN RATES

Ads needing production or not submitted in the correct formats will be billed based on the following:

1/6 Ad (BW or 2C)	\$30	1/2 Ad (4C)	\$75
1/6 Ad (4C)	\$40	2/3 Ad (BW or 2C)	\$80
1/3 Ad (BW or 2C)	\$45	2/3 Ad (4C)	\$95
1/3 Ad (4C)	\$55	FP Ad (BW or 2C)	\$130
1/2 Ad (BW or 2C)	\$60	FP Ad (4C)	\$150

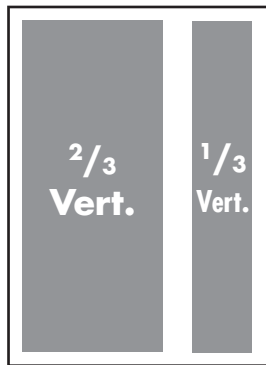
Pick-up ads with changes: \$25

# RATES & MECHANICALS



## Full Page

W: 7"  
H: 10"

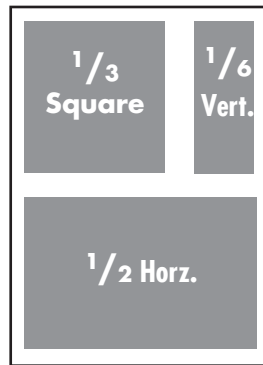


## 2/3 Vertical

W: 4.625"  
H: 10"

## 1/3 Vertical

W: 2.125"  
H: 10"

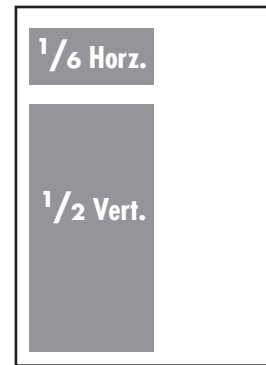


## 1/3 Square

W: 4.625"  
H: 4.875"

## 1/6 Horizontal

W: 7"  
H: 4.875"



## 1/6 Horizontal

W: 4.625"  
H: 2.25"

## 1/2 Vertical

W: 4.625"  
H: 7.5"

### • Three-Column Page Format

### • Unit sizes in inches

### • Bleed Ads

Full Page bleed: 8 3/8" x 11 1/8"  
Will be trimmed to: 8 1/8" x 10 7/8"  
Two Page Spread bleed: 16 1/2" x 11 1/8"  
Will be trimmed to: 16 1/4" x 10 7/8"

- Keep live copy within standard ad dimensions. No safety necessary for live matter in gutter on spread bleed ads. No copy within 1/4" of trim on all sides. Maximum density for four-color process is 300%

### • Printing Specifications:

Line Screen: Not to exceed 150

### • Output from Disk

Business Alabama is produced using Adobe InDesign CS 3 for Mac, the standard for professional four-color print production. Files for ads can be accepted in the following formats:

- High Resolution PDF file (preferred)
  - High Resolution image file (tiff or jpeg)
  - Photoshop CS3 or lower
  - Adobe Illustrator CS2 or lower
  - InDesign CS3
  - QuarkXpress 6.5 or lower
- Other formats such as Microsoft Publisher, PowerPoint, or Word will require rebuilding of the ad. Fees are based on ad layout charges as noted on reverse.

### • Disk formats accepted are: DVD or CD-Rom

- Ads under 15 MB can be sent via e-mail to your account representative. Call your rep to verify ads have been received.
- Ads under 15 MB can be uploaded to our FTP site. Contact your account representative for FTP information.
- A laser copy for black and white ads or a color copy of the ad must accompany the disk.

### • Shipping Instructions:

All materials should be shipped flat to:

PMT PUBLISHING  
PRODUCTION MANAGER  
2204 LAKESHORE DRIVE, STE 120  
BIRMINGHAM, AL 35209

### • Proofs

Proofs will be furnished upon request, and in time for approval, providing deadline dates are met. Publisher assumes no liability for errors in new copy or copy changes submitted after closing date.

- Problems that will prevent us from outputting your files will result in additional production costs. PMT Publishing cannot guarantee matching color or layout to your provided proof. PMT Publishing is not responsible for errors in file production, such as trapping and overprinting issues that may alter the final printed ad.
- For more information about submitting your ad, please visit our website at [www.businessalabama.net](http://www.businessalabama.net) and click on Advertising.