

2023 MEDIA KIT

PRINT | DIGITAL | IN PERSON

TRUSTED BUSINESS RESOURCE

Reach an engaged audience of key business decision-makers and deliver your message alongside CBJ's compelling news and content – online, in print and at events.



Why CBJ?

"The CBJ fills a very important and unique role in the Corridor by advancing and supporting the regionalism mindset that is crucially important to our success here. Through the CBJ's timely publications, events, panels and conferences, businesses and organizations have access to just-in-time data and information on trending topics. When I first took over as President at Kirkwood, the CBJ provided a way for me to connect the dots of business leaders and their businesses as well as



learn about the business development going on in the region. I particularly appreciate that the CBJ does not just cover our challenges here in the Corridor but, more importantly, recognizes and helps us celebrate our successes as well."

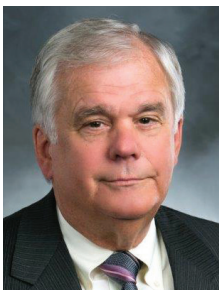
Dr. Lori L. Sundberg
President
Kirkwood Community College

"The Corridor Business Journal celebrates business without pandering to business. It provides terrific news coverage and its editorials are some of the best in Iowa; cogent, compelling, and when necessary, hard-hitting. The CBJ is a must-read."

Michael Ralston
President
Iowa Association of Business and Industry

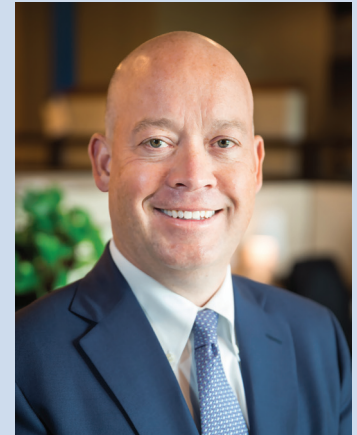


"The Corridor Business Journal quickly became an important part of the economic development landscape in the region after it was created in 2004. Its news and events have helped the Cedar Rapids and Iowa City region become stronger and more connected.



As the owner of CRST International, the largest privately-held company in the region, I have come to value its important role in the region."

John Smith
Chairman/Owner
CRST International



For 18 years, CBJ has been the Corridor's trusted source for local business news. You reach a sophisticated audience with major purchasing and decision-making power in every sector of the Corridor.

Our audience relies on us to provide them relevant information across a full spectrum of content delivery points.



Corridor Business Journal

SUBSCRIBE TO THE CBJ

corridorbusiness.com/subscribe

Discover what's in it for you.



Corridor Business Journal \$7/month

Get all issues of CBJ in print, online and immediate access to all subscriber content online.

- ✓ Daily Cedar Rapids / Iowa City business news
- ✓ Unlimited online access on any device
- ✓ A full year of CBJ issues (print and online)
- ✓ Bonus magazines

Quad Cities Regional Business Journal AND Corridor Business Journal \$12/month

Get both the CBJ and QCBJ in print, online and immediate access to all subscriber content online.

- ✓ Daily Cedar Rapids / Iowa City business news
- ✓ Daily Quad Cities regional business news
- ✓ Unlimited online access on any device
- ✓ A full year of CBJ issues (print and online)
- ✓ A full year of QCBJ issues (print and online)
- ✓ Bonus magazines

Corporate Plan Custom Quote

We offer discounted corporate / group subscriptions for CBJ

- ✓ Corporate access
- ✓ Chambers of commerce
- ✓ Educational institutions
- ✓ Other organizations



It's who you reach.

CBJ Reader Engagement

DEMOGRAPHICS



INCOME

38% \$100,000-174,999
23% \$250,000+
22% \$175,000-249,999
16% \$50,000-99,999



EDUCATION

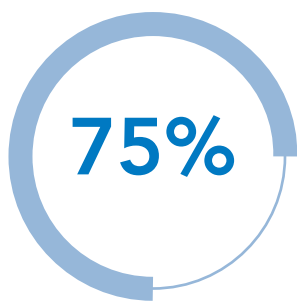
58% 4-Year College Degree
27% Advanced Degree



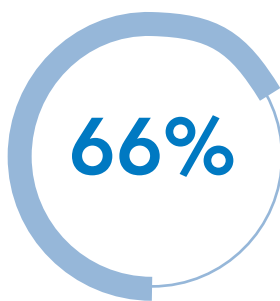
POSITIONS

48% CEO, President, Owner, Partner
25% VP & C-Suite
27% Other Title
Personnel, Director

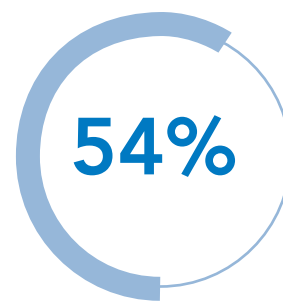
AUDIENCE ENGAGEMENT



Discussed an item they saw in the publication with others



Passed an item along or referred information to a business associate/client



Contacted a company because of an advertisement in the publication

READERSHIP

4.2

READERS PER COPY

65%

OF READERS SPEND 30 MINUTES
OR MORE READING THE CBJ

2,567

CIRCULATION
AVERAGE

Discover what's in it for you.



Corridor Business Journal

The Corridor Business Journal is your trusted source for regional business news. Extend your brand's scope and recognition to the CBJ audience authorizing purchases for their organizations.

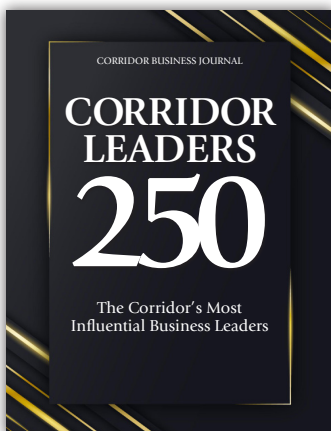
2023 Advertising Rates

GROSS (all ads include full-color)



CBJ Rates	1x	4x	8x	13x	24x
Back Page	4,650	3,100	2,880	2,660	2,220
Inside Cover	4,235	2,825	2,625	2,440	2,075
Full Page	3,815	2,640	2,385	2,200	1,925
Island	2,475	2,230	2,130	2,020	1,790
Half Page	2,245	2,025	1,925	1,835	1,625
Quarter Page	1,320	1,210	1,155	1,100	1,045

Rates listed are per ad. A 10% discount applies if materials are submitted in camera-ready format according to specifications. 15% agency discount. Color charges are NET and applied after discount. Position can be guaranteed for a 25% surcharge when available on ads 1/2 page or larger.



CBJ PUBLICATION DATES:

Jan. 2*	Apr. 10	July 3	Oct. 9
Jan. 16	Apr. 24	July 17	Oct. 23
Jan. 30	May 8	July 31	Nov. 6
Feb. 13	May 22	Aug. 14	Nov. 20
Feb. 27	June 5	Aug. 28	Dec. 4
Mar. 13	June 19	Sep. 11	Dec. 18**
Mar. 27		Sep. 25	

AD SPECS:

Full Page With Bleed:
 Type Safe: 9.875" w x 13.5" t
 Trim: 10.875" w x 14.5" t
 Bleed: 11.125" w x 14.75" t
 Full Page No Bleed: 9.875" w x 13" t
 Island: 7.34" w x 9.5" t
 Half Vertical: 4.8125" w x 13" t
 Half Horizontal: 9.875" w x 6.37" t
 Quarter Vertical: 4.8125" w x 6.37" t
 Quarter Horizontal: 9.875" w x 3" t

High resolution, print-ready PDF, 300 dpi, no crop marks, CMYK/process, no spot colors. Ads must be the exact size.



*CORRIDOR LEADERS 250

(publishes Jan. 1, 2024)

	1-YEAR	2-YEAR
Two-Page Spread	4,400	3,740
Back Cover	3,700	3,145
Inside Cover	3,550	3,020
Full Page	3,400	2,890
Half Page	2,500	2,125

**NEWSMAKERS

(publishes Dec. 18)

	1-YEAR	2-YEAR
Back Cover	1,925	1,635
Inside Cover	1,825	1,550
Full Page	1,675	1,425

DEADLINES:

AD RESERVATIONS DUE:
 10 working days prior to publication

AD COPY/MATERIALS DUE:
 10 working days prior to publication

CAMERA READY:
 5 working days prior to publication

FULL PAGE WITH BLEED:
 TYPE SAFE: (.5")
 9.875" x 13.5"
 Trim:
 10.875" x 14.5"
 Bleed: (.125")
 11.125" x 14.75"

FULL PAGE
 9.875" X 13"

ISLAND:
 7.34" x 9.5" t

HALF VERTICAL:
 4.8125" x 13"

HALF HORIZONTAL:
 9.875" x 6.37"

QUARTER VERTICAL:
 4.8125" X 6.37"

QUARTER HORIZONTAL:
 9.875" X 3"

DIGITAL

CBJ Editorial Newsletters

Targeted daily and weekly

DAILY NEWSLETTERS -



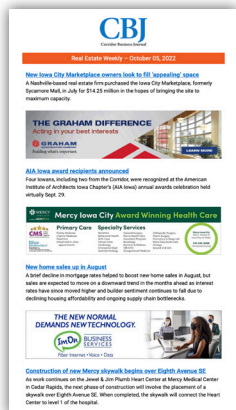
Avg. # of subscribers: 4,100
Avg. open rate: 40.12%
Avg. story click rate: 7.97%

MORNING RUSH - an exclusive briefing-style newsletter recapping the local, regional and national stories. Written in an engaging blog-style voice.

BUSINESS DAILY - keeps readers stay informed on the region's fast-moving business scene with stories from the CBJ newsroom.

INVESTMENT: \$1,375/month

FOCUS NEWSLETTERS -



Avg. # of subscribers: 1,556
Avg. open rate: 57.79%
Avg. story click rate: 10.69%

HEALTH CARE WEEKLY - covers news from local health care providers and facilities and emerging research on wellness and health care developments. Publishes every Monday.

INNOVATION WATCH - a roundup of tech, STEM and innovation news from around the Corridor. Publishes every Tuesday.

REAL ESTATE WEEKLY - tracks the latest real estate and development news. Updates on notable Corridor real estate deals, developments and market forecasts. Publishes every Wednesday.

SMALL BUSINESS - designed for those interested in local enterprise. Featuring startup and small business-focused news. Publishes every Thursday.

INVESTMENT: \$1,025/month for all four newsletters

DIGITAL

Online Solutions



WEBSITE - corridorbusiness.com

All access, all the time. Corridor executives turn to corridorbusiness.com online for daily insights and updates on the region. Now, be sure they connect with you using any of our digital advertising solutions where your business can interact with business decision makers and influencers daily.

Users: 31,923
Sessions: 43,618
Pageviews: 63,925

Mobile vs. Desktop Sessions:
Mobile: 37.4%
Desktop: 62.6%



DIGITAL PARTNER PROGRAM

Make an impression. Branded as a digital partner, appeal to a broad audience through the CBJ business site. Your ad and logo appear on the home page and ROS with top-of-mind branding. EXCLUSIVE to only eight (8) advertisers. Requires a 12-month contract.

ROS ad guarantee: 20,000 impressions
Logo guarantee: 25,000 impressions

INVESTMENT: \$1,000/month



SPONSORED CONTENT

Our platform. Your story. Introduce CBJ's executive audience to your business. Promote your services, highlight your executive team and educate the audience on a subject of expertise. Posted on the home page of the CBJ website and under the INSIGHTS tab. Also published in the printed edition of the CBJ as a half page ad, doubling your audience reach with both digital and print.

INVESTMENT: \$1,300



WALLPAPER AD

Exclusivity. It works. Take over the left and right side rail of the CBJ website. An exclusive position offering branding and response value on desktop and mobile. On mobile the ad floats at the bottom of the screen. Only one advertiser at a time for one week.

Web Pageviews: 69,587
Web Users: 35,789

INVESTMENT: \$1,000/week

EVENTS

CBJ Events 2023

SIGNATURE EVENTS -

January	Economic Forecast Luncheon
February	Health Care Summit
March	90 Ideas in 90 Minutes Commercial Real Estate
June	Mid-Year Economic Review
September	Manufacturing Conference
November	Diversity, Inclusion & Impact Symposium

CONNECTING EVENTS -

January	Corridor Leaders 250 Reception
May	Largest Privately Held Cos. Reception Connect for a Cause Reception

AWARDS EVENTS -

May	Women of Influence
June	Fastest Growing Companies
August	Commercial Real Estate Design
October	Forty under 40
December	Coolest Places to Work

CBJ LEADERSHIP ACADEMY -

Give your most promising employees the skills and introspection to help them grow and lead. This rigorous, five session Leadership Academy focuses on practical leadership, coaching, and management skills in a professional business environment. Sessions held in Sept., Oct. & Nov. Custom curriculum includes core value assessment, emotional intelligence, group team building, diversity & inclusion and guest CEO interviews.

CBJ & QCBJ NETWORKING SERIES -

Spending time with others outside of your professions and immediate work environment is a great way to get different mentorship, perspective, and developing long-term relationships with other business professionals in the region. QCBJ networking events held in Feb., July & Dec. CBJ networking events held in Apr. & Dec.

To learn more about event sponsorship opportunities, contact:



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