

EXECUTIVE SUMMARY

One-order, one-buy simplicity.
71 local business publications.
3.3 million readership by top
business professionals.
75% discount.

If it seems too good to be true, let us explain:

The Alliance of Area Business Publications is the only trade association dedicated exclusively to the advancement of local business publishing. To help fund the important activities of the association, member publishers donate the space for this very special media buy.

What this means for you is a unique opportunity to run one or two insertions in local business publications belonging to The Alliance at an amazing 75% discount. You place one order, you get one invoice, and your advertisement runs in 71 business publications.

Like our publication, these business journals provide in-depth, local business news and have developed unparalleled reader loyalty among the key business decision makers. This allows your marketing message to be delivered in an environment with a close relationship to your business prospects.

7" x 10" ADVERTISEMENT

Black/white: \$70,000

Full color: \$90,000

SERVING TOP BUSINESS
DECISION MAKERS

CIRCULATION

From New York to Chicago to Los Angeles,
Alliance markets are where you want to be.

PUBLICATION CITY CIRCULATION

ARKANSAS

Arkansas Business Little Rock 8,100

ARIZONA

Inside Tucson Business Tucson 9,400

CALIFORNIA

Los Angeles Business Journal Los Angeles 35,000

San Diego Business Journal San Diego 15,800

The Daily Transcript San Diego 13,300

Business Journal Serving Fresno Fresno 8,300

San Fernando Valley Business Journal Woodland Hills 7,800

COLORADO

ColoradoBiz Englewood 16,500

Boulder County Business Report Boulder 12,000

Northern Colorado Business Report Fort Collins 10,000

Colorado Springs Business Journal Colorado Springs 4,000

CONNECTICUT

Hartford Business Journal Hartford 11,500

FLORIDA

Florida Trend St. Petersburg 52,800

GEORGIA

Georgia Trend Norcross 50,000

HAWAII

Hawaii Business Honolulu 12,300

IOWA

Des Moines Business Record Des Moines 7,100

ILLINOIS

Crain's Chicago Business Chicago 50,600

Business Ledger Oak Brook 11,000

INDIANA

Indianapolis Business Journal Indianapolis 17,300

PUBLICATION CITY CIRCULATION

KENTUCKY

Lane Report Lexington 15,000

LOUISIANA

New Orleans CityBusiness Metairie 12,700

Baton Rouge Business Report Baton Rouge 10,100

Biz New Orleans Metairie 20,000

MASSACHUSETTS

Worcester Business Journal Worcester 11,200

MARYLAND

The Daily Record Baltimore 9,400

MAINE

Mainebiz Portland 13,400

MICHIGAN

Crain's Detroit Business Detroit 35,900

MiBiz West Muskegon 12,300

Business Review Western Michigan Kalamazoo 9,200

Grand Rapids Business Journal Grand Rapids 7,200

MINNESOTA

Twin Cities Business Monthly Minneapolis 31,200

Minnesota Business Magazine Bloomington 21,300

MISSOURI

Ingram's Kansas City 25,300

Springfield Business Journal Springfield 6,100

MISSISSIPPI

Mississippi Business Journal Jackson 10,100

NORTH CAROLINA

Business North Carolina Charlotte 30,200

NEW JERSEY

NJBIZ New Brunswick 21,000

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PUBLICATION CITY CIRCULATION

NEVADA

In Business: Las Vegas	Henderson	10,300
Business Press	Las Vegas	9,600

NEW YORK

Crain's New York Business	New York	74,000
Network Journal	New York	15,500
Long Island Business News	Ronkonkoma	10,700
Rochester Business Journal	Rochester	10,000

OHIO

Crain's Cleveland Business	Cleveland	26,700
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OKLAHOMA

OKCBusiness	Oklahoma City	5,000
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OREGON

Oregon Business	Portland	20,200
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PENNSYLVANIA

Eastern Pennsylvania Business Journal	Bethlehem	11,000
Central Penn Business Journal	Harrisburg	10,500
Northeast Pennsylvania Business Journal	Scranton	10,200
Pennsylvania Business Central	State College	10,000

RHODE ISLAND

Providence Business News	Providence	10,700
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SOUTH CAROLINA

Charleston Regional Business Journal	Mount Pleasant	9,000
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TENNESSEE

Business Tennessee	Nashville	14,000
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TEXAS

Inside Collin County Business	Plano	10,000
Fort Worth Business Press	Fort Worth	8,000

UTAH

Utah Business	Salt Lake City	25,000
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PUBLICATION CITY CIRCULATION

VIRGINIA

Virginia Business	Richmond	32,500
Inside Business	Norfolk	12,000

VERMONT

Vermont Business	Burlington	7,500
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WASHINGTON

Snohomish County Business Journal	Everett	16,000
Journal of Business	Spokane	15,200
Business Examiner—Tacoma	Tacoma	9,700

WISCONSIN

Corporate Report Wisconsin	Black Earth	30,000
Small Business Times	Milwaukee	15,500

WEST VIRGINIA

The State Journal	Charleston	10,000
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BRITISH COLUMBIA

Business in Vancouver	Vancouver	15,000
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ONTARIO

Ottawa Business Journal	Ottawa	18,000
Northern Ontario Business	Sudbury	11,000

MEXICO

El Asesor de Mexico	Mexico City	21,000
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PUERTO RICO

Caribbean Business	San Juan	44,500
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AUSTRALIA

Western Australia Business News	Perth	12,000
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TOTAL CIRCULATION 1,215,100*

*2.80 average readers per copy, Pulse Research, March 2005.

LOCAL BUSINESS PUBLISHING

The rapid growth of this media category continues.

Local and regional business publications constitute one of the fastest-growing and most significant trends in publishing today.

They fill the void between the national business publications, which are too large to focus consistently on local and regional business news, and the daily press, which in many cases inadequately reports local business news.

The Alliance member fills the vacuum by focusing on the local market, covering and working with the local business community, and translating the overall trends of the region into a targeted, expert information source for readers.

The rapid growth of local and regional business publications offers advertisers the only opportunity to choose selected and targeted business markets or to buy a national package of business readers that is unduplicated.



**BUSINESS DECISION MAKERS
DELIVERED TO YOUR DOOR**

THE ALLIANCE 
OF AREA BUSINESS PUBLICATIONS

THE MISSION OF THE ALLIANCE OF AREA BUSINESS PUBLICATIONS

Growth and usefulness.

Since 1979, the role of The Alliance has been to foster the growth of these publications and to make them increasingly useful to the business community they serve.

It provides the framework through which regional and local business publications can cooperate, exchange information, and work together on common industry issues. Alliance members benefit from market research, regular meetings, workshops, a national advertising and public relations program, awards for editorial excellence, and an ongoing exchange of information and ideas.



BUSINESS LEADERS DROPPED
IN THE PALM OF YOUR HAND

SPACE IS LIMITED

No more than two can take advantage of this buy.

The Alliance Donated Ad Space Buy will be available to no more than two advertisers each year. Remember this is a limited and unique opportunity to save 75% off the open rate and advance the work of an important trade association.

Call now to obtain additional information.

Act now to secure a great media buy.

CONTACT

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