

# SOUTHERN BUSINESS & DEVELOPMENT

Economic Development in the World's Third Largest Economy

# Media Playbook 2020



PRINT/DIGITAL

# SB&D PRODUCTS

SB&D MAGAZINE is the only media property that covers economic development in the American South, the world's third-largest economy. Its following over more than 25 years is legendary, as many readers tell us each quarter that they read the magazine "cover to cover." SB&D has been quoted by CNN, Time, AP, ABC News, Fox News, CNBC, MSNBC, PBS, The Huffington Post, Yahoo, Al Jazeera, the BBC and dozens of other electronic media and in publications such as The Wall Street Journal, USA Today and The New York Times.



SB-D.COM is Southern Business & Development's longest-running web site — live since 1998 — and has been completely redesigned for mobile use. Thousands of archived pages and a strong readership throughout the world make SB-D.com one of our advertisers' favorite buys.



For the thousands that have registered for its free daily email blast, RandleReport.com is the first news report they look at each morning on their mobile devices. RandleReport.com aggregates and posts every significant economic development, business and political story that breaks each hour of the day in the South in real time. Editors are required to post one new story every five minutes 9:00 to 5:00 CDT, Monday through Friday, meaning about 100 stories are posted daily. Stories are chosen by live editors in two shifts and over 200,000 stories from the South have been aggregated and archived in its first eight years. Visitors to The Randle Report averaged over 12 pages and 13 minutes per session in 2019.



SOUTHERNAUTOCORRIDOR.COM focuses on the South's largest industry sector and that's the region's automotive industry. With 21 major automotive assembly plants, the South's auto sector is second only to the Midwest's in North America.

# DATES.....



## Winter 2020

*Deadlines*

*Space/Materials: March 2, 2020*

*Publishing Date: March 2020*

## Spring 2020

*Deadlines*

*Space/Materials: May 25, 2020*

*Publishing Date: June 2020*



## Summer 2020

*Deadlines*

*Space/Materials: August 28, 2020*

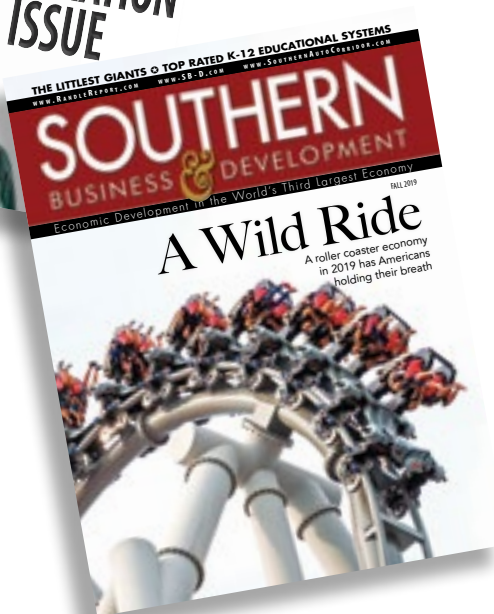
*Publishing Date: September 2020*

## Fall 2020

*Deadlines*

*Space/Materials: November 25, 2020*

*Publishing Date: December 2020*





# RATES.....

## PRINT

AD SIZE	1X	2X	3X	4X
Spread	\$8040	\$7515	\$7200	\$6885
Full Page	\$5100	\$4890	\$4470	\$4260
2/3	\$4000	\$3840	\$3630	\$3315
1/2	\$3470	\$3315	\$3150	\$2935
1/3	\$2685	\$2580	\$2430	\$2265
1/4	\$2265	\$2160	\$2055	\$1950

- Bleed no charge
- Preferred Positions: Back cover add 10%. IFC and IBC add 5%.
- Cancellations: Must be made in writing no later than 10 days prior to space closing date. Short rates apply.

### PRINT MECHANICAL SPECIFICATIONS

Trim Size: 8 3/8" x 10 7/8"  
Full Page Bleed: 8 5/8" x 11 1/8"  
Image area: 7" x 10"

UNIT SIZES	WIDTH	HEIGHT
Spread (4-side bleed)	17 1/4"	11 1/8"
Full Page	7"	10"
Full Page Bleed	8 5/8"	11 1/8"
2/3 Page	4 7/8"	10"
1/2 Page Island	4 7/8"	7 3/8"
1/2 Page Horiz.	7"	4 7/8"
1/3 Page Vertical	2 3/8"	10"
1/3 Page	4 7/8"	4 7/8"
1/4 Page	3 5/8"	4 7/8"

Digital files should be supplied in PDF format with CMYK color. Files can be emailed if the file size does not exceed 10 MB. All files should be 300 dpi and 133 linescreen or higher.

SB&D is printed on web offset and is perfect bound for the highest quality print product.

Email or upload your advertisement to Stacy@SB-D.com.





# PACKAGES

*(Packages can be customized in other ways. Payment upfront is required for packages).*



## Hybrid Print/Online Advertising Packages & Online-Only Packages

### Package 1 (Online only)

\$2,000 (Value: \$3,000)

One year of click through logo buttons on three websites of your choice.

### Package 2 (Hybrid)

\$5,000 (Value: \$9,100-\$14,800)

One year of standard banners on one website of your choice and four 1/4 page or one full page, 4-color advertisements in SB&D.

### Package 3 (Hybrid)

\$10,000 (Value: \$15,740-\$18,740)

One year of standard banners on one website of your choice and four 1/2 page, 4-color advertisements in SB&D.

### Package 4 (Hybrid)

\$15,000 (Value: \$19,260-\$23,260)

One year of wrapper banner and standard banners on one website of your choice and four full-page, 4-color advertisements in SB&D.

### \*Package 5 (Hybrid)

\$20,000 (Value: \$26,040-\$29,040)

One year of standard banners and wrapper banners on two websites of your choice and four full page, 4-color advertisements in SB&D.

\*Includes speech by Michael Randle and a membership in the Southern Economic Development Roundtable.

### \*Package 6 (Hybrid)

\$25,000 (Value: \$37,040; \$41,040)

One year of wrapper banners and standard banners on three websites of your choice, four full page, 4-color advertisements in SB&D and one faux cover position promotion full page and 500 reprints.

\*Includes speech by Michael Randle and a membership in the Southern Economic Development Roundtable.

### \*Package 7 (Hybrid)

\$50,000 (Value: \$88,340)

One year of wrapper banners and standard banners on three websites, four two-page spread, 4-color advertisements in SB&D, two cover position promotion full pages and 500 reprints and one eight-page supplement and 500 reprints.

\*Includes speech by Michael Randle and a membership in the Southern Economic Development Roundtable.

### \*Package 8 - The Ultimate Package (Hybrid)

\$80,000 (Value: \$186,680)

Two years of Package 7, replacing the eight-page supplement with a 16-page supplement.

\*Includes speech by Michael Randle and a membership in the Southern Economic Development Roundtable.



**For more information  
about advertising, contact:**

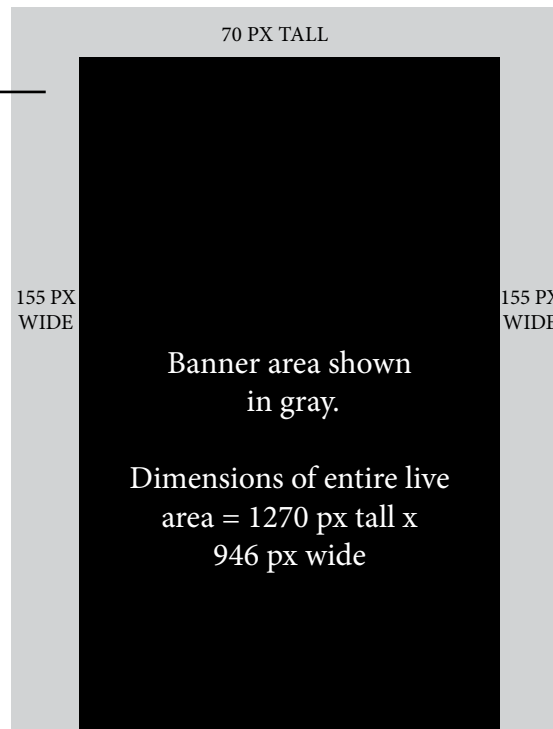
Michael Randle at [Michael@SB-D.com](mailto:Michael@SB-D.com)  
Shelly Jacobs at [ShellyJo@SB-D.com](mailto:ShellyJo@SB-D.com)

# RATES DIGITAL



All website purchases include SB&D's lead generation service.

## Wrapper Banners



**RandleReport.com:** \$7,000/year

**SB-D.com:** \$5,000/year

**SouthernAutoCorridor.com:** \$4,000/year

Inquire about mechanicals for wrapper banners on SB-D.com, SouthernAutoCorridor.com and RandleReport.com or see diagram.  
Only use shaded portion of specs for your wrapper banner.

All wrapper banner purchases include standard banners.

## Standard Banners

**RandleReport.com**

One year: \$3,000

Standard banner sizes: 300 x 250 pixels, and 500 x 80 pixels

**SouthernAutoCorridor.com**

One year: \$2,000

Standard banner size: 500 x 80 pixels

Logo click through: 195 x 70 pixels

**SB-D.com**

One year: \$3,000

Standard banner size: 500 x 80 pixels

Logo click through: 155 x 56 pixels



#### Circulation

Total per issue circulation was 11,600 mailed magazines in the Summer 2019 issue. Other copies such as promotional and house copies were not figured in the total.

#### Readership/Audience

SB&D continues to target c-suite executive readers in key markets and states located outside the American South. In addition, c-suite executives of companies located in major Southern markets are occasionally targeted when editorial content is appropriate. States where readership is emphasized with each edition include Connecticut, Massachusetts, New Jersey, New York, and Pennsylvania in the Northeast, Illinois, Indiana, Michigan, Ohio and Wisconsin in the Midwest and California and Washington on the Pacific coast. Depending on industry targets, execs located in other U.S. states may or may not receive SB&D in any given quarterly issue. Approximately 900 site consultants and/or SIOR members doing business in the U.S. receive each edition as well.

#### Paid Subscriber Base

In 2005, Southern Business & Development initiated an aggressive paid subscriber campaign. We have been told that SB&D is one of the top two “reads” in economic development publishing today. Our paid subscriber campaign will continue in 2020 and beyond.

#### Qualified Non-Requested Base

Qualified non-requested readership in 2019 made up slightly less than half of SB&D’s readership base. Each issue of SB&D has a specific industry and editorial theme; therefore different non-requested readers are targeted with each edition. However, certain industry execs are targeted with each edition. Selected execs in the automotive, aerospace, plastics, headquarter, distribution and food products industries receive SB&D each quarter.

#### Geographic Breakdown for the Summer 2019 Issue

New England	1,176	(CT, MA, ME, NH, RI)
Middle Atlantic	3,165	(NY, NJ, PA)
East-North Central	3,171	(IL, IN, MI, OH, WI)
West-North Central	140	(IA, KS, MN, MO, NE, SD)
South Atlantic	836	(DC, FL, GA, MD, NC, SC, VA, WV)
East-South Central	564	(AL, KY, MS, TN)
West-South Central	1,109	(AR, LA, OK, TX)
Mountain	342	(AZ, CO, ID, UT)
Pacific	1,850	(CA, HI, OR, WA)
Canada	473	(Ontario)

#### Sample Edition Title Breakdown

As of the Summer 2019 edition, 92 percent of all requested and non-requested readers held a CEO, chairman, president, partner, owner, vice-president or manager position. Of those, 41 percent held a CEO or ownership position.

#### Sample Edition Industry Breakdown

The automotive, aviation/aerospace, food products, distribution, financial services, technology, headquarter and life sciences industries (including pharmaceutical) are targeted with each edition. Depending on the edition, plastics, communications, chemicals, oil and gas, wood products, electronics, info tech and metal products are targeted as well.

*For more information on SB&D’s readership, please contact Michael Randle at 205.370.6039 or Michael@SB-D.com*



# SB&D

**Our journalists cover more than 200 different Southern markets each year.**

SB&D is a trusted source of information not available from any other source. We know because we see the South from 30,000 feet. Our journalists also see economic development in the South at ground level. We have visited over 2,000 different cities and counties in the South since 1992.

In an age when conducting interviews over the phone or by email is the preferred cost-cutting method for most news outlets, SB&D travels the South experiencing the story in person. That strategy has worked for us for more than 25 years and it has made editor and publisher Michael Randle a well-known, noted expert on the American South's economy.



**Southern Business & Development and its web sites have appeared in the following:**

