

2017 MEDIA KIT



CBT
 COLUMBIA BUSINESS TIMES

COMO
 L I V I N G

JEFFERSON
CITY
 magazine



PUBLISHING

GRAPHIC DESIGN

WEB DESIGN

DIGITAL MEDIA

PHOTOGRAPHY

EVENT PLANNING

VIDEOGRAPHY

WRITING

Newly Redesigned! ↘



Your investment in **Columbia Business Times** is an investment in your business. Our readers are educated, affluent, engaged and highly qualified prospects for your product or service. As the only local monthly B2B magazine, **CBT** provides an in-depth analysis of business issues and the key personalities that impact our community. Because of our 20-plus years of publishing experience, the Columbia market relies on **CBT** for accurate and relevant local information.



7,112
published
monthly



6,362
mailed
copies



32,893
readership

IN EVERY ISSUE

PYSK: Q&A with a Columbia business person or leader.

BRIEFLY IN THE NEWS: A rundown of the month's top headlines in brief.

CLOSER LOOK: Shining a light on emerging companies in Columbia.

11 QUESTIONS: Get to know a local business person, their company, and their industry.

THIS OR THAT: You've seen them around town; now get to know them personally.

MOVERS & SHAKERS: Promotions, awards, and new positions of Columbia professionals.

NONPROFIT SPOTLIGHT: Educates readers on one established nonprofit and its board members.

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All of our publications are audited by Circulation Verification Council, a third party auditing and verification firm that specializes in city and regional magazines and newspapers. As an advertiser, this data helps you see the true picture of the market.

ISSUE	THEME	SPACE DEADLINE	MATERIALS DEADLINE	APPROVAL DEADLINE	CAMERA-READY DEADLINE
January	20U40/Finance	11/28/16	12/7/16	12/12/16	12/15/16
February	Health	12/23/16	1/4/17	1/9/17	1/12/17
March	Employment	1/26/17	2/3/17	2/10/17	2/13/17
April	Women in Business	2/22/17	3/2/17	3/7/17	3/10/17
May	Real Estate	3/23/17	4/3/17	4/7/17	4/10/17
June	Industry & Trade	4/21/17	5/2/17	5/8/17	5/10/17
July	Top of the Town	5/22/17	6/1/17	6/5/17	6/8/17
August	Education	6/20/17	6/30/17	7/4/17	7/7/17
September	Ag & Science	7/24/17	8/2/17	8/7/17	8/10/17
October	Media	8/22/17	8/31/17	9/5/17	9/8/17
November	Infrastructure & Transportation	9/22/17	10/3/17	10/9/17	10/11/17
December	Innovation	10/23/17	11/1/17	11/6/17	11/9/17



Join **COMO Living** in celebrating the extraordinary personalities, families, and friends who live and work in our community. Enjoy profiles of Columbia's most beautiful homes, gardens, and one-of-a-kind spaces. Find advice from local experts on decorating, food, fashion, health, and relationships. This bimonthly magazine is built around the people of our city. It's where we come together, open our homes, and share our stories.



10,458
published
bimonthly



9,266
mailed
copies



30,328
readership

IN EVERY ISSUE

Around COMO

Calendar
Being Seen

People

Mom in the Middle
Confessions of a Working Mom
Engagements & Weddings
Strong Woman
Day in the Life
Shelf Life
Unleashed

Fashion

Health

Life Coaching
Health 411
Trainer Trips

Food

Recipes
Featured Food
Libations

Home

Home Tour
What the Pros Know
For What It's Worth

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Feb/March	Culture & Arts	12/23/16	1/4/17	1/9/17	1/12/17
April/May	Home Design & Decor	2/22/17	3/2/17	3/7/17	3/10/17
June/July	Outdoors	4/21/17	5/2/17	5/8/17	5/10/17
Aug/Sept	At Work	6/20/17	6/30/17	7/4/17	7/7/17
Oct/Nov	Health & Wellness	8/22/17	8/31/17	9/5/17	9/8/17
Dec/Jan 2017	Winter & Entertainment	10/23/17	11/1/17	11/6/17	11/9/17



73%

of readers frequently purchase products or services from ads seen in **COMO Living**.



48%

of readers have an annual household income of \$100,000 or more. (MARKET AVERAGE IS 19%)



71%

of readers keep **COMO Living** one month or more.



Jefferson City Magazine is a bimonthly magazine that captures the best of Jefferson City life. Each issue showcases the personalities, businesses, homes, and activities that make Jefferson City a great place to live. The magazine is mailed directly to decision-makers at every level of local business. In addition, it is sent to homes with a household income of \$75,000 within Cole County.



9,371
published
bimonthly



8,087
mailed
copies



21,553
readership

IN EVERY ISSUE

Around Jefferson City

Agenda & Datebook
Currents
About Town
City's Best Directory
Where are They Now

At Home

Home Tour
Designer Palette
Hit List
Health & Wellness

At Work

Business Briefs
Business Feature
Business Profile
Town Talk
City Character
Person You Should Know

At Ease

Destinations
Gourmet
The Dish
Artist Profile
The Man Page
Past Times

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ISSUE	THEME	SPACE DEADLINE	MATERIALS DEADLINE	APPROVAL DEADLINE	CAMERA-READY DEADLINE
Jan/Feb	Health & Well Being	11/28/16	12/7/16	12/12/16	12/15/16
March/April	Construction & Real Estate	1/26/17	2/3/17	2/10/17	2/13/17
May/June	The Family Issue	3/23/17	4/3/17	4/7/17	4/10/17
July/Aug	The Women Issue	5/22/17	6/1/17	6/5/17	6/8/17
Sep/Oct	Food, Fashion & Fall	7/24/17	8/2/17	8/7/17	8/10/17
Nov/Dec	IMPACT Jefferson City	9/22/17	10/3/17	10/9/17	10/11/17



70%

of readers frequently purchase products or services from ads seen in Jefferson *City Magazine*.



47%

of readers have an annual household income of \$100,000 or more. (MARKET AVERAGE IS 19%)



65%

of readers keep Jefferson *City Magazine* one month or more.

YOUR SOURCE FOR FULLY INTEGRATED MULTIMEDIA



GRAPHIC DESIGN

Ad design, logo design, branding, and custom presentations, print or digital.



PHOTOGRAPHY

High quality, professional, fine-tuned photography on location or in studio.



CUSTOM PUBLISHING

Unique collateral for your clients including your own custom images, editing, copywriting, and design. Great for educational purposes.



WEB DESIGN

As your 24-hour storefront and the No. 1 place people go to learn about your company, functional and responsive sites are critical.



EVENT PLANNING

We are experienced at throwing great parties! Let our staff create a memorable experience for your clients.



WRITING

White papers, content creation, in-house collateral, web copy, and newsletters.



DIGITAL MEDIA

Advanced SEO, targeted ads, database development, e-newsletters, SMS campaigns, mobile app development, display and video advertising, social media optimization, and reputation management.



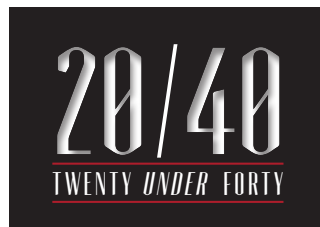
VIDEOGRAPHY

Capture the essence of your business or message in a professional video format for web, television, or social media.

SIGNATURE EVENTS



Celebrating winners of 35 B2B categories in Columbia.



Honoring Columbia's finest businesspeople under the age of 40.



Recognizing Jefferson City's best shopping, services, food, people, arts, and entertainment.

Columbia Business Times Sizes & Pricing

FULL PAGE
Trim: 9" x 10.875"
Margins: .75"
Bleed: .25"

HALF PAGE
7.625" x 4.5625"

1/2 VERTICAL
3.675" x 9.375"

1/3 SQUARE
5" x 4.5625"

2/3 PAGE
5" x 9.375"

1/3 PAGE
2.375" x 9.375"

SIZE	1x	3x	6x	12x
Full	\$1499	\$1199	\$989	\$900
2/3	\$1122	\$898	\$864	\$750
1/2	\$931	\$745	\$717	\$645
1/3	\$690	\$665	\$537	\$475
Premium	\$1724	\$1379	\$1137	\$990

COMO Living Sizes & Pricing

FULL PAGE
Trim: 9" x 10.875"
Margins: .75"
Bleed: .25"

HALF PAGE
7.5" x 4.6"

1/2 VERTICAL
3.6" x 9.375"

1/3 SQUARE
4.5" x 4.6"

2/3 PAGE
4.5" x 9.375"

1/3 PAGE
2.8" x 9.375"

SIZE	1x	3x	6x
Full	\$1543	\$1358	\$1095
2/3	\$1247	\$1097	\$875
1/2	\$950	\$836	\$685
1/3	\$755	\$664	\$575
Premium	\$1799	\$1583	\$1295

City Magazine Sizes & Pricing

FULL PAGE
Trim: 9" x 10.875"
Margins: .75"
Bleed: .25"

HALF PAGE
7.5" x 4.6"

1/2 VERTICAL
3.6" x 9.375"

1/3 SQUARE
4.5" x 4.6"

2/3 PAGE
4.5" x 9.375"

1/3 PAGE
2.8" x 9.375"

SIZE	1x	3x	6x
Full	\$1989	\$1750	\$1440
2/3	\$1490	\$1311	\$1075
1/2	\$994	\$875	\$720
1/3	\$832	\$732	\$600
Premium	\$2280	\$2013	\$1695

MECHANICS

File Types Accepted: PDF, EPS, TIFF, AI, JPEG
Preferred: PDF, 300 dpi, fonts embedded, CMYK
Fonts: Embed, create outlines or included
Colors: All colors must be submitted in CMYK



2001 Corporate Place | Columbia, MO 65202
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Payment: All open rate ads require pre-payment. Contracted advertising will be billed as incurred and due upon receipt. Any account unpaid after 60 days will be denied further advertising insertion until account is made current or credit arrangements have been made. Unfulfilled contracts or contracts cancelled by the advertiser prior to completion and space deadline will be charged at the earned rate. **Cancellations:** Advertising cancelled after the published closing date will be charged at earned rate to advertiser with an additional fee of up to \$150 for remake of page. **Deadlines:** Any ad not approved by the final approval deadline will be cancelled and the advertiser will be charged the full cost of the ad. **Ad changes:** All ads will be given up to three changes at no additional charge. Any further changes not including grammatical errors will be charged a \$25 production fee per change. Any changes made after the final approval deadline will be charged a \$25 production fee. **Ad copy:** All pre-designed ads must be emailed in PDF format to amy@business-times-company.com by the camera ready deadline. No ad proof will be provided for ads received from the advertiser/agency. **Contract & copy conditions:** Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content thereof. Advertiser and their agencies agree to indemnify, defend and hold harmless the publisher from any and all liability for content of advertisements printed.