

READER FACTS & FIGURES

SPRINGFIELD BUSINESS JOURNAL MEDIA KIT 2023/24



Reader Demographics

AGE		HOUSEHOLD INCOME		READS SBJ		FREE TIME	
Under 34	6%	Under \$50,000	6%	Reads SBJ every month	75%	Exercise/work out	58%
35-39	11%	\$50,000-\$74,999	12%	Reads the print edition	70%	Shop	39%
40-54	36%	\$75,000-\$99,999	17%			Drink beer/wine/liquor	53%
55-64	25%	\$100,000-\$149,999	26%			Attend live music	53%
65 and over	22%	\$150,000-\$199,999	15%			Attend arts events	34%
		Over \$200,000	23%			Attend theater	30%
						Eat out at least once a week	80%
						two or more times a week	49%
						Read	58%
						Volunteer	45%
						Attend sporting event	50%
						Study, take online classes	12%

SEX

Female	49%
Male	51%

EDUCATION

Bachelor's degree	46%
Master's degree	25%

INFLUENCER

Purchase products or services advertised in SBJ	53%
Decision maker on purchases	85%
Owner or CEO of the organization	40%
Manager	20%

INDUSTRY

Banking/Finance/Investment	10%
Nonprofit/Social Services	9%
Business services (other than those listed)	6%
Education	5%
Health/Medical services	5%
Construction/Subcontractor	5%
Government	5%
Advertising/PR/Marketing/Design	5%
Hospitality (including restaurants, bars and hotels)	5%
Insurance	4%
Retail trade	4%
Architectural/Engineering	3%
Legal	3%
Real estate - commercial, developer	3%
Manufacturing/Printing	3%
Real estate - residential	3%
Technology/Products/Services	3%
Accounting	2%
Communications/Utilities/Transportation	2%

PLANNING TO PURCHASE THESE PRODUCTS OR SERVICES

(Ranked by priority to reader)

- Computers/Laptops
- Air Travel
- Automobile purchase
- Office Furniture
- Banquet/Convention Facilities, Meeting Planning, Catering
- Staffing/HR Services/Recruiting/Employee Education & Training
- Telecommunications/Wireless Services
- Heating/Air Conditioning (service, new equipment)
- Business/Employee Insurance
- Attorney
- Accountants
- Real Estate Services
- Commercial Loans
- Financial Planners



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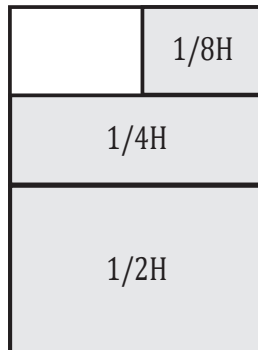
217.726.6600
springfieldbusinessjournal.com
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DIMENSIONS

Inches (W x H)

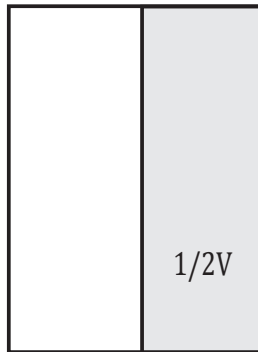
Horizontal Ad Sizes

1/2H.....w 7.5" x h 4.69"
1/4 H.....w 7.5" x h 2.28"
1/8 H.....w 3.56" x h 2.28"



Vertical Ad Sizes

1/2 V.....w 3.56" x h 9.5"

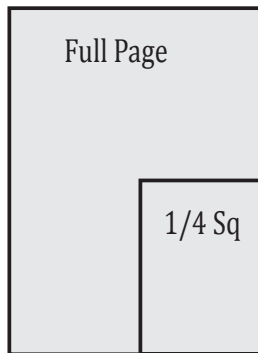


Square Ad Sizes

1/4 S.....w 3.56" x h 4.69"
Full Page.....w 7.5" x h 9.8"

Full Page with bleed

Live area 7.5" x 9.8"
Trim size..... 8.25" x 10.5"
Bleed size..... 8.75" x 11"



INSERTS:

SPRINGFIELD BUSINESS JOURNAL can place inserts provided by the advertiser into any issue with one week advance notice of the deadline. A postcard size is \$400 and anything larger, up to an 8 x 10, is \$500. Multiple page inserts are also available with prices quoted on an individual basis due to weight and mailing restrictions. Design assistance is also available for custom inserts, contact your sales rep for pricing. Must be approved by publisher.

DISPLAY RATES

DISPLAY RATES:

size & frequency

	12x	6x	3x	Open Rate
Full page	\$970	1,125	1,275	1,375
1/2	\$600	750	800	875
1/4	\$450	500	550	600
1/8	\$300	350	400	450

Rates include full color charge. Rates are per insertion. All rates are net. Rates are subject to change unless a written contract is in effect.

GUARANTEED POSITION CHARGES

To reserve special placement for any size ROP advertisement, add 20% to the above rates.

BUSINESS CARD ADVERTISING:

Get exposure at a lower rate!

12x \$59.95 **6x \$79.95**

Size:

Horizontal: w 3.6" x h 1.7"

Vertical: w 1.7" x h 3.6"

You must run consecutively to receive the discounted rates above.

AD PAGE SPONSORSHIP:

12x \$300 **6x \$450**

Size: 7.4" wide by 0.75" tall

You must run consecutively to receive the discounted rates above.

NOT-FOR-PROFITS:

501(c)3 health and human service organizations with a budget under \$10M or for business sponsorships only.

1/4 Page.....\$300

1/2 Page.....\$495

Full Page.....\$650

PRODUCTION:

PDF, EPS, JPG or TIFF high resolution (300 dpi or more) file formats accepted. PDF files must be written and saved with the following specifications:

- Acrobat XI compatibility (or lower).
- All fonts embedded.
- All colors converted to CMYK or grayscale (no spot, LAB or RGB colors).
- Please do not include "Printers Marks" on your ad (this includes crop marks).
- Please do check "Use Document Bleed Settings" (bleed is 1/4" on all four sides) when writing a PDF for ads with a full page bleed.
- PDFs with RGB images or low-resolution images will be returned to the client for resubmission. Central Illinois Communications, LLC will not be responsible for correcting camera ready ad submissions. It is the client's responsibility to submit a useable file for publication.