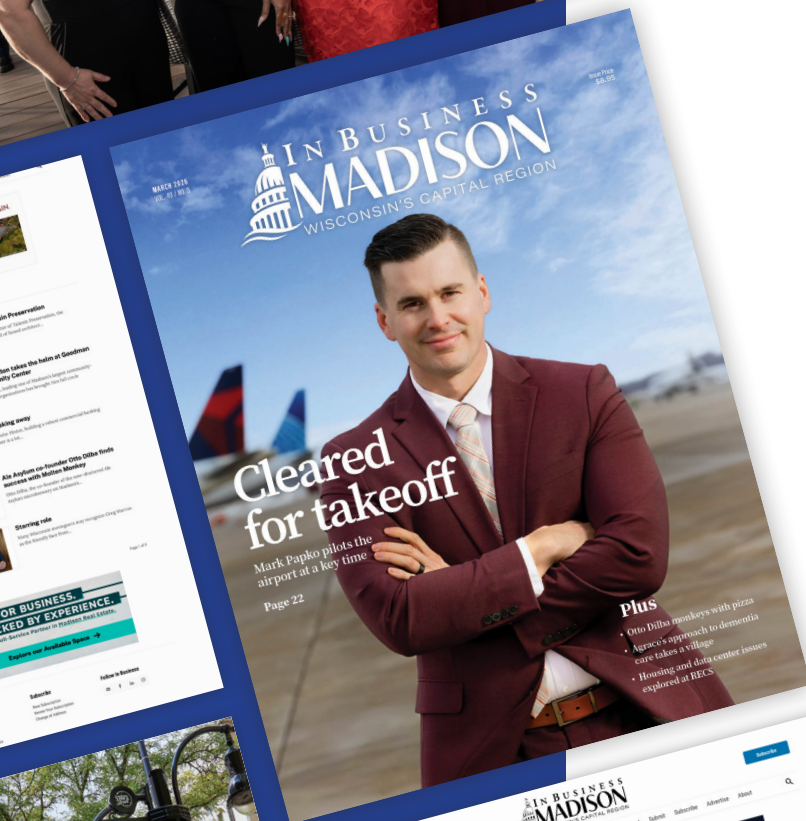




2027 MEDIA KIT

Digital • Print • Events



Reach the Leaders
Driving the Capital
Region Forward

ibmadison.com

Reaching Business Decision-Makers in Wisconsin's Capital Region for 50 Years

Since 1977, In Business Madison has informed, connected, and celebrated the leaders, companies, and organizations shaping Wisconsin's Capital Region. Through trusted journalism, signature events, and annual business publications, we help organizations connect with influential decision-makers throughout the region.

- » **Nearly three-quarters of our readership are owners, CEOs, presidents, and C-suite executives**
- » **The Capital Region's only audited business publication**
- » **Annual signature publications include the Book of Lists and Guide to Giving**

8,200+

Audited monthly circulation

4x

Estimated readers per copy

32,800+

Readers per issue

93%

Circulation delivered directly to requested subscribers

32,900+

Monthly website visitors

14,000+

Social media followers

64,000+

Monthly page views

4,000+

E-newsletter subscribers

Total Audience Reach: 80,000+

Across print, website, social, and e-newsletters

"In Business Madison has been a valuable partner in assisting us to build brand awareness and connect with business leaders throughout the Capital Region and greater Madison area for 5+ years."

— **CHERYL GROHMAN, PRESIDENT & CEO, EXECUTIVE AGENDA**

"We partner with In Business Madison because of their deep connections to the business leaders, owners, and decision makers we serve throughout the Capital Region."

— **ANDY NARRAI, CMO, REINHART BOERNER VAN DEUREN S.C.**

"I just wanted to tell you that your September issue was SO excellent! Everything from New Glarus, Ruben Anthony, YMCA and to "Madison is evolving" (my favorite). They were all so well written and informative. Thank you for what you are doing for the Greater Madison Area and the thousands of people who live here."

— **SUSAN SCHMITZ, SCHMITZ CONSULTING LLC, FORMER EXECUTIVE DIRECTOR OF DOWNTOWN MADISON, INC.**

IB Madison is the region's only audited business publication—delivering verified reach and guaranteed value to decision-makers across the market.

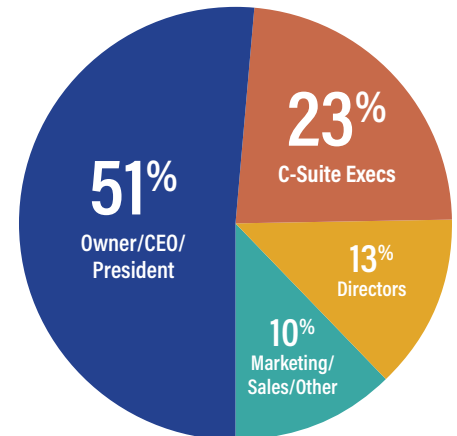
THE ALLIANCE
OF AREA BUSINESS PUBLISHERS
MEMBER



Audience

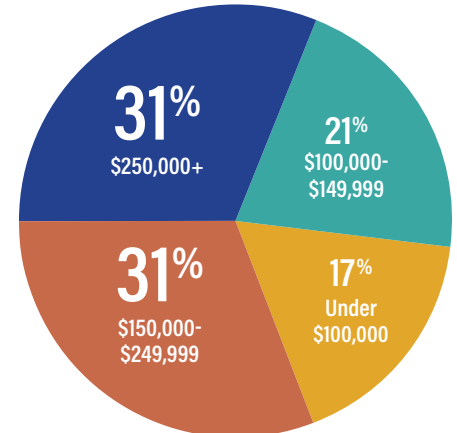
Influence

74% Executive Leadership Audience



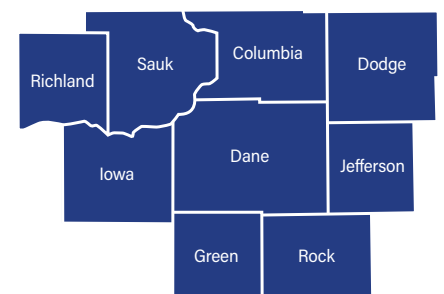
Income

83% Household Income Over \$100,000



Capital Region

Distribution in 9 Counties



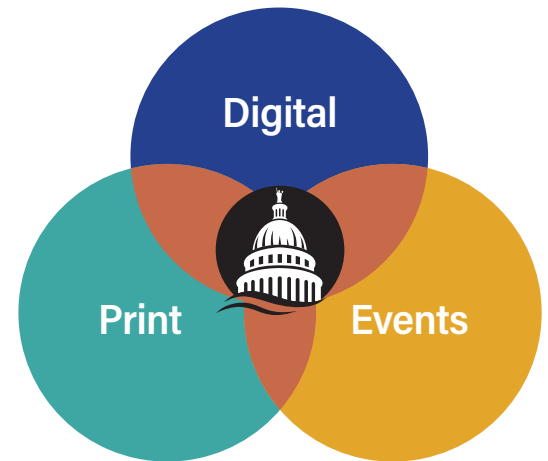
The Power of Three: One Audience, Three Powerful Ways to Connect

Reach the Capital Region's most influential business audience through a strategic combination of print, digital and event marketing.

74% of our audience are owners, CEOs and senior executives.

Integrated campaigns work.

- » 31% more effective at building brands
- » Up to 35% higher ROI
- » Customers spend 3 to 4 times more when engaging across multiple channels



1 Digital

Extend your reach beyond print and stay top-of-mind with Wisconsin's Capital Region's leading business decision-makers. Our digital portfolio connects you with CEOs, business owners, executives and senior leaders across the region, providing opportunities to increase campaign frequency, strengthen brand recognition and quickly deliver timely messages to the market.

2 Print

Reach the Capital Region's business decision-makers and high-income consumers through the region's only audited business publication, delivering trusted journalism, thought leadership and year-round brand visibility.

How we accomplish this:

- » **Continuous Brand Exposure:** Build recognition and trust through 12 months of consistent visibility alongside the Capital Region's leading business publication.
- » **Powerful Print Presence:** Choose the ad size and placement that best aligns with your goals, including full-page, half-page and premium-position opportunities.
- » **Thought Leadership Opportunities:** Share innovations, success stories, industry expertise and business insights that strengthen your reputation and engage key decision-makers.
- » **Signature Publications:** Extend your reach through our signature publications, including the Guide to Giving and Book of Lists. These highly anticipated annual editions provide unique opportunities to showcase leadership, celebrate milestones, highlight innovation and elevate your organization's story.

3 Events

Align your business with the innovators and influencers shaping the local economy through curated event sponsorships that deliver maximum regional exposure.

- » Connect directly with business owners and senior executives.
- » Build relationships before, during, and after the event.
- » Align your brand with the Capital Region's most influential business gatherings.
- » Opportunities range from networking events to premier recognition programs.



		Industry Focus	Featured List	Advertising Sections	Events
JAN		Legal Services	Law Firms	Milestones	
FEB		Banking	Banks & Credit Unions	Bankers Directory	
MAR		Commercial Construction & Design	Commercial Real Estate Firms	Women in Business	
APR		Human Resources and Staffing	Employment Agencies	Construction & Development Roundtable	
MAY		Accounting Services	Accounting Firms		
JUN		Insurance	Insurance Agencies	Employee Benefits & Risk Management Guide	
JUL		Wealth Management	Investment Advisors	Wealth, Tax & Estate Planning Directory	
AUG		Technology	IT Services	Small Business & Entrepreneurship Guide	
SEP		Commercial Real Estate	Commercial Property Managers	Commercial Real Estate Guide	
OCT		Business Services	Commercial Printers	Power 100	
NOV		Hospitality and Events	Meeting Spaces & Hotels	Signature Publication: Guide to Giving	
DEC		Office & Facility Management	Office & Facility Management	Signature Publication: Book of Lists	

Editorial Features in Every Issue

Every issue delivers a mix of executive profiles, business analysis, industry insights and thought leadership designed for the Capital Region's decision-makers.

- » **The Business Report**
- » **Executives on the Move**
- » **Executive Q&A**
- » **Startup/Company Profile**
- » **Professional of the Month**
- » **Open Mic**
- » **By the Numbers**

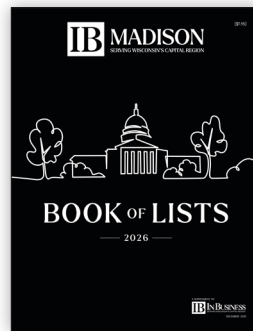


Signature Publications



November: Guide to Giving

Connect with business and community leaders through this annual publication dedicated to philanthropy, community impact and nonprofit excellence. Showcase your organization's values, community involvement and commitment to making a difference across Wisconsin's Capital Region.



December: Book of Lists

Reach the Capital Region's most influential business audience through the region's premier business directory and research resource. Referenced throughout the year by executives, business owners and decision-makers, the Book of Lists provides valuable business intelligence and lasting visibility for advertisers.

Sponsored Content

Position your organization as a thought leader through premium sponsored content opportunities that educate, inform and engage the Capital Region's business community. Leverage the credibility of In Business Madison to share your expertise, highlight success stories and tell your story to an audience of business decision-makers.

- » **Trade Secret:** A premium thought leadership opportunity designed to showcase your organization's expertise, industry insights and unique perspective through professionally developed sponsored content.
- » **Spotlight:** Highlight your company, products, services, initiatives or achievements with a high-impact sponsored content feature created to build awareness and strengthen brand recognition.
- » **Company Profiles:** Tell your organization's story through professionally designed, magazine-style layouts that integrate seamlessly within the publication while highlighting your people, accomplishments and unique value.
- » **Digital Integration:** Extend the reach of your sponsored content through digital amplification opportunities that increase visibility and engagement across In Business Madison's online platforms.



Digital Marketing Solutions

Reach business decision-makers every day, not just once a month.

Build awareness, increase frequency and stay top-of-mind with the Capital Region's most influential business audience through IBMadison.com, daily e-newsletters, social media and premium digital content.

Digital Partner Program

Our Most Popular Digital Solution.

Stay visible across In Business Madison's digital ecosystem with a high-frequency marketing program designed to keep your brand in front of business decision-makers.

- » Large-format display advertising on IBMadison.com
- » Daily visibility in In Business Madison e-newsletters
- » Premium logo placement throughout our digital platforms
- » Featured logo placement in In Business Madison magazine
- » 30,000+ monthly display ad impressions
- » 110,000+ monthly logo views

\$2,500/month

Frequency discounts available

Dedicated Email

Exclusive Access. Undivided Attention.

Put your message directly in front of the Capital Region's business leaders through a dedicated email sent exclusively to In Business Madison subscribers.

- » Exclusive inbox placement up to 4x per month
- » No competing advertiser messages
- » Ideal for events, announcements, promotions and product launches

\$2,250

Sponsored Content

Share Your Story. Demonstrate Your Expertise.

Position your organization as a thought leader through premium sponsored content opportunities that educate, inform and engage the Capital Region's business community.

- » Featured placement on IBMadison.com
- » E-newsletter promotion
- » 12 months of online visibility

\$2,250

Co-Branded Social Media Advertising

Extend Your Reach Through Trusted Channels.

Leverage the credibility and reach of In Business Madison's social media platforms to amplify your message among business leaders and decision-makers.

- » Strategic messaging recommendations
- » Optimized posting schedule
- » Custom call-to-action

\$500

Digital Audience

- » 32,900+ monthly website visitors
- » 4,000+ e-newsletter subscribers

- » 40%+ average e-newsletter open rate
- » 5.5% average CTR
- » Audience of executive leaders, business owners and decision-makers



Event Partnership Opportunities

Align your brand with the Capital Region's most influential business events and engage decision-makers through high-visibility sponsorship opportunities.

		Details	Presenting Partner	Major Partner	Supporting Partner
FEBRUARY		Where regional development and commercial growth take center stage. The region's premier forum on commercial real estate, urban planning, and development. Industry leaders, developers, and municipalities gather to explore emerging market trends, showcase major upcoming developments, and address regional growth opportunities. 250 attendees; panel, exhibits, breakfast, networking	SOLD	\$8,000	\$5,000
MAY		Connecting the next generation of Capital Region leaders. Recognizing 40 outstanding young professionals while bringing together executives, business owners, community leaders and decision-makers from across the Capital Region. This unique event creates meaningful networking opportunities between established leaders and emerging talent shaping the future of our business community. 300 attendees; honoree cocktail reception, awards ceremony, networking	\$11,000	\$8,000	\$5,000
JULY		Honoring the leadership shaping the Capital Region's business community. Recognizing an exceptional executive whose vision, leadership and impact have driven organizational success while making a lasting contribution to the regional business community. 200 attendees; cocktail reception, awards ceremony, networking	\$11,000	\$8,000	\$5,000
SEPTEMBER		The Capital Region's most exclusive gathering of business leaders. An invitation-only celebration of the IB Power 100, bringing together influential executives, owners, CEOs and community leaders for meaningful networking and relationship building. 200 attendees; cocktail reception, networking	\$11,000	\$8,000	\$5,000
DECEMBER		Celebrating the organizations driving the Capital Region forward. The region's premier annual business awards event honoring outstanding companies and business leaders for innovation, growth, leadership and community impact. 300 attendees; cocktail reception, dinner, awards ceremony, networking	\$11,000	\$8,000	\$5,000

Why Partner?

- » Premium brand visibility
- » Direct access to decision-makers
- » Networking with business leaders
- » Total event visibility (pre, during, post)
- » Multi-channel integrated promotion

Print Advertising Opportunities

Reach the Capital Region's business decision-makers through the region's only audited business publication.

Ad Size	1x	3x	6x	9x	12x
Inside Front Cover	\$ 8,000	\$7,500	\$7,000	\$6,500	\$6,000
Inside Front Cover Gatefold	\$10,500	—	—	—	—
Back Cover	\$ 8,800	\$8,300	\$7,800	\$7,300	\$6,800
Inside Back Cover	\$ 7,500	\$7,000	\$6,600	\$6,200	\$5,800
Full Page	\$ 5,700	\$5,300	\$4,900	\$4,600	\$4,300
1/2 Horizontal	\$ 3,700	\$3,500	\$3,300	\$2,900	\$2,500
1/3 Square	\$ 2,900	\$2,700	\$2,500	\$2,300	\$2,000
1/6 Banner	\$ 1,600	\$1,500	\$1,200	\$1,000	\$ 900

All rates listed are GROSS rates. Add 10% premium position charge for guaranteed placement on a specific page.

Full Page with bleed
8.5" x 11"
Trim: 8.375" x 10.875"
Live Matter Area:
7.875" x 10.375"

BE SURE TO INCLUDE
BLEED AND CROP
MARKS
ON ALL FULL-PAGE ADS

Full Page with out bleed
7.25" x 9.6875"

1/3 Square
4.75" x 4.75"

1/2 Horizontal
7.25" x 4.75"

1/6 Banner 7.25" x 1.5"

Why Advertise?

- » 32,800+ readers per issue
- » 74% executive leadership audience
- » 83% household income above \$100,000
- » 80,000+ total audience touchpoints

AD SPECS

PDF files only. All files must be final, color corrected, hi-resolution (300 ppi) CMYK. Fonts must be embedded. All text, photos and logos must be inside the Live Matter Area. **Full-page ads must include a bleed of 1/8" on all sides and crop marks.**

Let's Build Your 2027 Marketing Plan

Whether your goal is brand awareness, thought leadership, lead generation or event engagement, we'll help create a customized program that combines print, digital and event marketing opportunities.

advertise@ibmadison.com

