



Fly with us

Nevada
Business
THE DECISION MAKER'S magazine

2019 advertising &
planning calendar

the
sky
is
the
limit

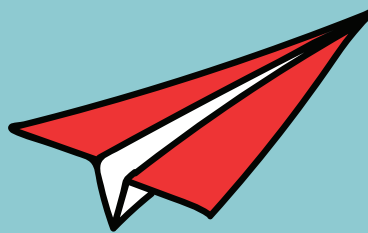
circulation

The readership of Nevada Business Magazine is based on a strategic combination of controlled circulation and paid subscriptions.
Circulation (minimum) 20,000 - An average of 4.1 readers per issue.

readership *
(minimum)

100,000 +

*Includes print and online readers.



sophisticated active consumers

top executives
owners
managers
professionals

94%

Under 54 Years of Age	63%
Male	70%
Female	30%
College Graduate	92%

decision-making

Readers' influence on purchase or lease of products and services:

Overall Influence	93%
Computers Hardware / Software	92%
Office Equipment	87%
Construction / Architectural / Office Space	84%
Banking / Financial	64%

interested readership

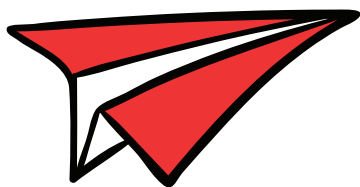
The average reader spends 45 minutes with each issue.

Referred to more than once per edition	82%
Receive at work	83%
Save or pass-along issues	81%
Discussed an ad or article with colleague	83%
Saved an entire issue for reference	66%
Reader for 5 or more years	54%
Rated "excellent to good" for delivering:	
Interesting, informative articles	96%
Useful information for work	89%
Information not available elsewhere	84%

affluent reader

net worth
over \$1 million 46%

Earn over \$150,000 a year	67%
Own Primary Residence	93%
Own Investment Property	91%
Own / Lease Vehicle	98%
Use Financial Services	96%



2019 planning calendar

nevadabusiness.com

month

January

Space 11/23/18
Materials 11/30/18

February

Space 12/21/18
Materials 01/04/19

March

Space 01/25/19
Materials 02/01/19

April

Space 02/22/19
Materials 03/01/19

May

Space 03/22/19
Materials 03/29/19

June

Space 04/26/19
Materials 05/03/19

July

Space 05/24/19
Materials 05/31/19

August

Space 06/21/19
Materials 06/28/19

September

Space 07/26/19
Materials 08/02/19

October

Space 08/23/19
Materials 08/30/19

November

Space 09/27/19
Materials 10/04/19

December

Space 10/25/19
Materials 11/01/19

editorial features

building nevada

industry roundtable

special report

Economic Forecast	Luxury Homes	Transportation	Healthcare	Worldwide Safety
Banking on Nevada	Exit Strategies	Office	Builders & Developers	Nevada Industry Excellence
Education Outlook	Rural Nevada	Industrial	Human Resources Staffing	Family Owned Businesses
Healthcare Check-Up	Intellectual Property	Mega Projects	Philanthropy	City of Henderson
Power Poll	Utilities	Brokers	Insurance	NAWBO
Legal Elite	Employee Training	Architects & Engineers	Subcontractors	Nevada Banker's Association
Films in Nevada	Taxes	CRE Financing	Economic Development	CCIM
Investment Strategies	Logistics	Entitlements	Government	Women to Watch
How We Stack Up	Technology	Multi-Family	Property Management	Healthcare Heroes
Mining	Business of Sports	Safety on the Job	Bankers	Legal Opinions
Tourism	Minority Businesses	Retail	Education	NAIOP
Up & Comers	Credit Unions	Golf Course Communities	Attorneys	Legal Aid Center Pro Bono Awards

print advertising

black & white rates

Frequency	1x	3x	6x	12x
Discount	-	5%	15%	20%
Full Page	4280	4070	3640	3430
2/3 Page	3750	3560	3190	3000
1/2 Page	2680	2540	2270	2140
1/3 Page	2040	1940	1730	1630
1/6 Page	1280	1220	1090	1020
2-Page Spread	8040	7630	6830	6430
1/2-Page Spread	5040	4790	4290	4040

four-color rates

Frequency	1x	3x	6x	12x
Full Page	5890	5680	5250	5040
2/3 Page	5360	5150	4820	4610
1/2 Page	4280	4150	3880	3750
1/3 Page	3650	3460	3260	3160
1/6 Page	2900	2850	2700	2630
2-Page Spread	9640	9250	8440	8040
1/2-Page Spread	6650	6390	5880	5640

add a color

For any size ad, add \$500 per processed color to the black-and-white rate.

position

For guaranteed position, add 15 percent.

cover positions

(Includes all supplement and insert covers)

Price includes four-color.

Frequency	1x	3x	6x	12x
Inside Covers	6950	6690	6170	5890
Back Cover	8040	7720	7070	6750

discounts & commissions

Prepayment (upon contract signing)	2%
Non-Profit Organization (qualifying)	10%
Accredited Advertising Agencies (commissions)	15%

production costs

Includes: typesetting, layout/design, one laser/inkjet proof and one change/correction if necessary.

	Black & White	Four Color
Full Page	300	500
2/3 Page	250	430
1/2 Page	220	360
1/3 Page	180	240
1/6 Page	120	160
Custom Photography	Call for Quote	

supplements, overruns & sponsorships

Nevada Business Magazine supplements present your company's image in a polished, professional format at a fraction of standard production costs. Prepared by the *Nevada Business Magazine* editorial staff, these booklets serve as a key piece to any corporate media kit. Each supplement can be customized to fit your budget. Call for a personalized price quote.

advertorials

A hybrid between advertising and editorial, advertorials allow companies to provide readers with in-depth information about the products and services they offer. *Nevada Business Magazine* provides professional copywriting, design, four-color photography and printing for each advertorial. All advertorials are clearly marked as such and are subject to publisher's approval. Price includes 1,000 additional copies of the advertorial.

Single-Page Four Color	7000
Two-Page Four Color	9830

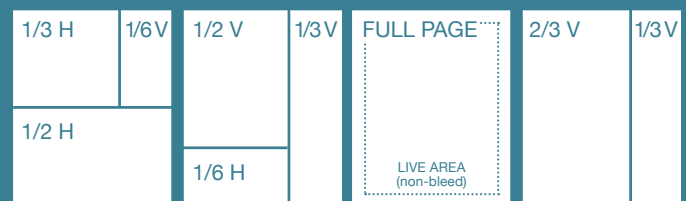
executive suite

Executive profiles feature business-leaders, telling their story & showcasing the strides they have made within their professions.

1/6 Page Profile	1500
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page dimensions



bleed dimensions

	Bleed Size		Trim Size	
	Width	Depth	Width	Depth
Two-Page Spread	17"	11.125"	16.75"	10.875"
Full Page	8.625"	11.125"	8.375"	10.875"
1/2-Page Spread	17"	5.375"	16.75"	10.875"

Bleeds are .125" from trim edges.

non-bleed

	Width	Depth
Two-Page Spread (Live Area)	15.75"	9.875"
Full Page (Live Area)	7.25"	9.875"
2/3 Page	4.75"	9.875"
1/2-Page Spread	15.75"	4.75"
1/2-Page Horizontal	7.25"	4.75"
1/2-Page Vertical	4.75"	7.25"
1/3-Page Horizontal	4.75"	4.75"
1/3-Page Vertical	2.25"	9.875"
1/6-Page Horizontal	4.75"	2.25"
1/6-Page Vertical	2.25"	4.75"

All materials should be sent to artwork@nevadabusiness.com | For submission requirements visit NevadaBusiness.com

Editorial subject to change without notice. | Publisher reserves the right to refuse service to any company or organization.

Create cross-platform exposure for your business with *Nevada Business Magazine's* powerful digital network, NBMobi. This network is extensive, covering everything from a state-of-the-art website to social media and twice-monthly email newsletters. Additionally, the magazine has a mobile edition through Apple's Newsstand or Google's Play network. New content is constantly being added and made available to online users. This network is exclusive, targeting business owners and executives throughout Nevada.

Advertising options allow industry-specific and geography-specific targeting. Reach decision makers in the industries and areas you are involved in.

business connection package

The Business Connection Package (BCP) lets you control your message to the NBMobi network. Included in the paid packages:

- Detailed listing and profile page in the Nevada Business Directory online. Includes a logo rotating on all NevadaBusiness.com pages linking to the listing.
- Access to the Nevada News and PR Wire. This allows you to directly publish news and promote throughout the NBMobi network.
- Access to the Nevada Business Calendar to promote company events and milestones.

Monthly	Quarterly	Yearly
90	220	780

display advertising

Leaderboard

Cost	
All Areas	960
Las Vegas Metro	720
Reno Metro	450

Medium Rectangle (all pages)

Cost	
All Areas	900
Las Vegas Metro	690
Reno Metro	450

Email Newsletters

Be seen by thousands of business professionals with visibility in *Nevada Business Magazine's* twice-monthly email newsletters.

Cost	
Sponsored Message	3000
Top Banner	1200
Regular Banner	480

content sponsorship

Content sponsorships connect advertisers directly with content focused on their industries through *Nevada Business Magazine's* monthly feature articles. A sponsorship provides the advertiser multiple touch points across the magazine's digital network.

What's Included:

- A banner ad in the article, directly below the heading. This ad is exclusive and runs on a continual basis.
- An advertorial at the end of the article. This advertorial is also exclusive and is included with the article continually.
- A banner ad in the monthly eNewsletter directly below the article preview.
- A boosted social media mention.
- A 300x250 px regular sidebar ad.

Cost	1x	3x	6x	12x
	2160	1920	1680	1440

sponsored feature

Create native visibility on NevadaBusiness.com with a sponsored feature boasting a similar look to regular *Nevada Business Magazine* content. Your message will flow seamlessly with the monthly features published on the website. This provides an unobtrusive avenue for Nevada's decision makers to take an in-depth look at your organization.

What's Included:

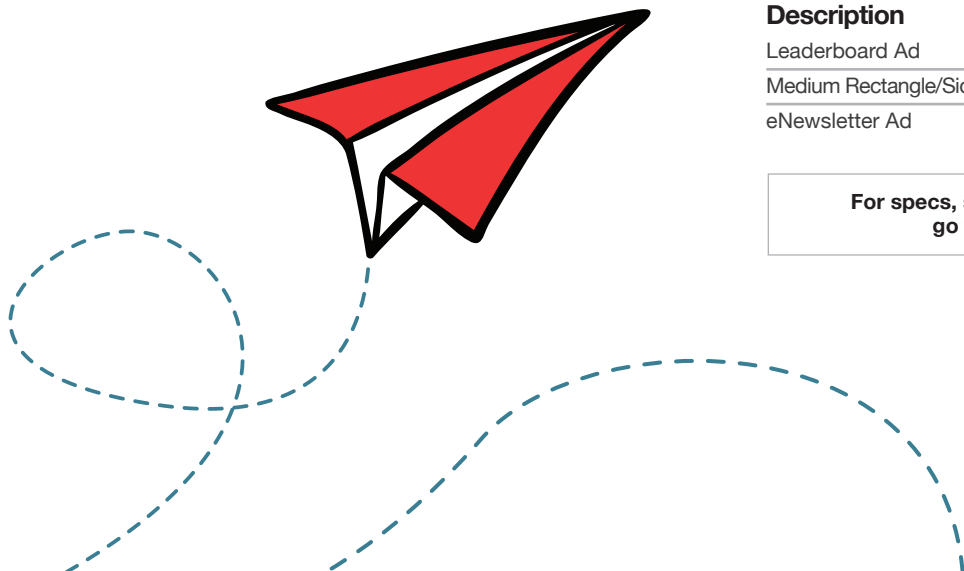
- A sponsored feature (recommended 700 words) that includes images, outbound links and a similar look and feel as regular content.
- Sponsored feature is visible from every page of NevadaBusiness.com.
- A social media mention during the month.
- A preview and link to the sponsored feature in the twice-monthly eNewsletter.

Cost	1x	3x	6x	12x
	1680	1440	1200	960

specifications

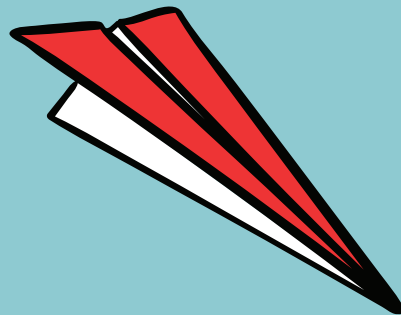
Description	Ad	Width	Depth
Leaderboard Ad		728 px	90 px
Medium Rectangle/Sidebar Ads		300 px	250 px
eNewsletter Ad		564 px	100 px

For specs, submission requirements and latest stats go to NevadaBusiness.com/NBMobi



Around the State • Ask the Expert • Business Indicators • Commentary • Commercial RE Report • Crossfire • Face to Face • Free Market Watch • Inside Politics • Interview Series • Speaking for Nevada • Tech.knowledge.me • Vital Signs • Last Word • Matter of Opinion • Profit and Loss • Q&A: Interview Series

stories



**Nevada
Business**
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*Planning calendar can be
 downloaded in PDF format online.*

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