

Nevada Business

the decision **magazine**

**REQUIRED
READING**
FOR
82,000
DECISION MAKERS



2012

advertising rates
+ planning calendar

nevadabusiness.com

Month	Editorial Features		Building Nevada	Industry Roundtable	Special Report
January Space 11/28/11 Materials 12/2/11	Economic Development	Financing	Water Issues	Healthcare	Higher Education Collaborative
February Space 12/30/11 Materials 1/6/12	Power Poll	Social Networking	Telecommunications	Elected Officials	Mining
March Space 1/27/12 Materials 2/3/12	Education Outlook	Tax Issues	Alternative Energy	Investment Firms	Legal Leadership
April Space 2/24/12 Materials 3/2/12	Tourism	Luxury Autos	Technology	Staffing Firms	City of Henderson
May Space 3/30/12 Materials 4/6/12	Banking on Nevada	Most Respected CEO's	Cultural & Arts	Commercial Real Estate	Medical Marvels: Nevada's Top Physicians
June Space 4/27/12 Materials 5/4/12	Legal Elite	Branding Your Company	Transportation	Economic Development	Family Owned Businesses
July Space 5/25/12 Materials 6/1/12	Executive Education	Distribution Centers	Government Contractors	Non-Profit	CCIM
August Space 6/29/12 Materials 7/6/12	How We Stack Up	Wealth Management	Rural Nevada	Telecommunications	Healthcare Heroes
September Space 7/27/12 Materials 8/3/12	Minority Owned Businesses	Best Companies to Work For	Gaming	Mining	Nevada Industry Excellence
October Space 8/31/12 Materials 9/7/12	Utilities	Corporate Meetings	Builders & Developers	Bankers	Northern Nevada
November Space 9/28/12 Materials 10/5/12	Healthcare Check-Up	Young Executives	Business Insurance	Education	Legal Opinions
December Space 10/26/12 Materials 11/2/12	Economic Forecast	Legislative Issue	Filmed in Nevada	Accountants	Non-Profit Advertorials

2012 advertising rates

Black & White Rates

Frequency	1x	3x	6x	12x	18x	24x
Discount	-	5%	15%	20%	25%	30%
Full Page	4000	3800	3400	3200	3000	2800
2/3 Page	3500	3300	3000	2800	2625	2450
1/2 Page	2500	2375	2125	2000	1875	1750
1/3 Page	1900	1805	1615	1520	1425	1330
1/6 Page	1200	1140	1020	960	900	840
2-Page Spread	7500	7125	6375	6000	5600	5250
1/2-Page Spread	4700	4465	3395	3760	3500	3290

Four-Color Rates

Frequency	1x	3x	6x	12x	18x	24x
Full Page	5500	5300	4900	4700	4500	4300
2/3 Page	5000	4800	4500	4300	4125	3950
1/2 Page	4000	3875	3625	3500	3375	3250
1/3 Page	3400	3305	3115	3020	2925	2830
1/6 Page	2700	2640	2520	2460	2400	2340
2-Page Spread	9000	8625	7875	7500	7100	6750
1/2-Page Spread	6200	5965	5495	5260	5000	4790

Add A Color

For any size ad, add the following to the black-and-white rate:
One process color \$500 Two process colors \$1000

Bleeds: Add 10 percent.

Position: For guaranteed position, add 15 percent.

Nevada Business Magazine Covers

(Includes all supplement and insert covers)

Price includes four color; no additional charge for bleeds.

Frequency	1x	3x	6x	12x	18x	24x
Inside Front	6500	6250	5750	5500	5250	5000
Inside Back	6500	6250	5750	5500	5250	5000
Back Cover	7500	7200	6600	6300	6000	5700

Discounts & Commissions

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

Production Costs

	Black & White	Four Color
Full Page	285	480
2/3 Page	235	410
1/2 Page	210	340
1/3 Page	175	225
1/6 Page	115	150
Custom Photography		Call for Quote

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

Supplements, Overruns & Sponsorships

Nevada Business Magazine Supplements can present your company's image in a slick, professional format at a fraction of the standard production costs. Prepared completely by the Nevada Business Magazine editorial staff, these booklets can serve as the keystone piece to any corporate media kit. Customized to fit your budget – call for price quotes.

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. Placement may be applied to frequency rates. All advertorials are clearly marked as such and are subject to publisher's approval. Price includes 1,000 additional copies.

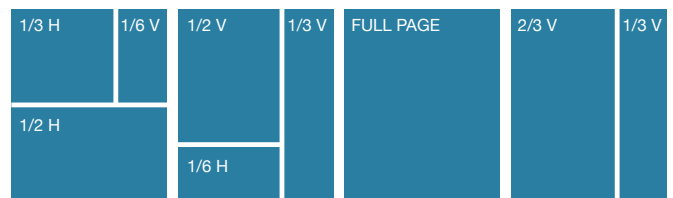
Single-Page Four Color	6540
Two-Page Four Color	9165

Online & Interactive

NevadaBusiness.com is among the top online destinations providing information on companies doing business in Nevada. From the online articles to surveys and feedback forms, our website attracts a loyal, targeted and powerful audience.

A number of opportunities for online exposure and sponsorships are available. Call your Nevada Business Magazine representative for more information.

Specifications



Description	Width	Depth
Two-Page Spread	15.75"	9.875"
Full Page	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"

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: Add .125" from trim edges. Live Matter Margins:
Allow .5" from the trim edges. All measurements are in inches.

For Submission requirements go to www.NevadaBusiness.com

RESOURCES

the Highlights

Around the State
Ask the Expert
Business Indicators
Commentary
Commercial RE Report
Cross Fire
Face to Face
Free Market Watch

In Brief
Inside Politics
Last Word
Power of Attorney
Profit & Loss
Say What?
Tech.knowledge.me
Vital Signs

Nevada Business Magazine

375 N. Stephanie St.
Building 22, Suite 2211
Henderson, NV 89014

702.735.7003

Sales/Advertising

702.735.7003 ext. 6333
sales@nevadabusiness.com

Editorial

702.735.7003 ext. 6334
editor@nevadabusiness.com

Publisher

702.735.7003 ext. 6327
connie@nevadabusiness.com

Subscriptions

702.735.7003 ext. 6331
Or subscribe online at
www.nevadabusiness.com

This editorial calendar may be
downloaded in PDF format from
www.nevadabusiness.com

Nevada Business

the decision maker's magazine

nevadabusiness.com

2012

Take Note ...

Circulation

The readership of Nevada Business Magazine is based on a strategic combination of controlled circulation and paid subscriptions.

Circulation (minimum)	20,000
Readership* (minimum)	82,000

*An average 4.1 readers per issue

Affluent Reader

Under 54 Years of Age	63%
Top Executives, Owners, Managers, Professionals	94%
Male	70%
Female	30%
College Graduate	92%

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%
Rated "excellent to good" for delivering: Interesting, informative articles	96%
Useful information for work	89%
Information not available elsewhere	84%
Discussed an ad or article with colleague	83%
Saved an entire issue for reference	66%
Reader for 5 or more years	54%

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%

Sophisticated Active Consumers

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%