

New Features and Highlights for 2009

- 12 full editorial issues with new focus topics
- Up-to-Date Member Directory in February
- *Discover the Best of Mercer-* Visitor's and Relocation Guide in May
- 2008 Business Guide in October
- Introducing "*Bridges to Mercer,*" A New Way to Reach Mercer's Business Titans

...And a new look and feel to mirror Mercer County's ever-evolving business environment; including a crisp new logo and four-color, aqueous coated printing throughout the magazine.

Mercer... *Built on Business*



MERCER

B U S I N E S S

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MERCER

B U S I N E S S

Mercer Region's Exclusive Monthly
Business-to-Business Publication



2009 Media Kit

MERCER

B U S I N E S S

Mercer Business magazine, which celebrated its 80th anniversary in 2004, is dedicated to serving the Mercer County region's business community with monthly focus topics and timely articles. *Mercer Business* is the winner of six national magazine awards.

With a mailed monthly circulation of over **8,000**, and additional distribution of nearly **1,000** copies per month: including pass-along readership, approximately **30,000** business people are keeping their finger on the pulse of business in Mercer County by reading *Mercer Business*.

Whether your perfect client is an executive of a large firm, small business, or sole proprietor, *Mercer Business* is the exclusive four-color, monthly magazine that is specifically designed to deliver your message to key decision-makers of these highly valued markets.

Readership Breakdown

Industry Sector

Service	36%
Professional	26%
Retail	10%
Research/Manufacturing	9%
Government/Education	7%
Other	12%

Company Size

Small (1-19)	59%
Medium (20-99)	27%
Large (100+)	14%

Job Title

CEO/President/Owner	49%
Vice President	16%
Manager	25%
Other	10%

Mercer Business Staff

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Mercer Business Magazine 2009 Editorial Calendar

JANUARY

- **Education/Energy/Environment**

Reservation close: 12/10 Materials close: 12/15

FEBRUARY

- **2009 Member Directory & Fact Book**

Reservation close: 1/10 Materials close: 1/15

MARCH

- **Employment/Franchising**

- **2008 Chamber Awards**

Reservation close: 2/10 Materials close: 2/15

APRIL

- **Banking/Money Management**

Reservation close: 3/10 Materials close: 3/15

MAY

- **Construction/Interior Design/
Residential Real Estate**

Reservation close: 4/10 Materials close: 4/15

JUNE

- **Professional Services-
Legal/Insurance/Accounting**

- **Discover the Best of Mercer**

Reservation close: 5/10 Materials close: 5/16

JULY

- **Economic Update/Corporate Services**

Reservation close: 6/10 Materials close: 6/15

AUGUST

- **Healthcare/Senior Living**

Reservation close: 7/10 Materials close: 7/15

SEPTEMBER

- **Small Businesses/Marketing**

Reservation close: 8/10 Materials close: 8/15

OCTOBER

- **Commercial Real Estate/Transportation**

- **Bridges to Mercer Business**

Reservation close: 9/10 Materials close: 9/15

NOVEMBER

- **Information Technology**

- **Business Innovations**

Reservation close: 10/10 Materials close: 10/15

DECEMBER

- **Business Outlook 2010**

- **Mercer Business Milestone**

Reservation close: 11/10 Materials close: 11/15

MERCER

BUSINESS

2009 Magazine Rates

Ad Size	1X	3X	6X	12X
Full Page	\$1,540	\$1,475	\$1,365	\$1,200
2/3 Page	\$1,175	\$1,045	\$975	\$850
1/2 Page	\$940	\$855	\$795	\$700
1/3 Page	\$675	\$610	\$550	\$500
1/6 Page	\$475	\$425	\$380	\$355
1/12 page			\$225	\$200

2009 Directory Rates

Ad Size	Price
Full Page	\$1,640
2/3 Page	\$1,195
1/2 Page	\$1,035
1/3 Page	\$690
1/6 Page	\$475

Rates are per insertion.

Ask about our special bind-in insert opportunities.

Color Rates

Four color	\$375
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Ad Specs

Ad Size	Width x Height	w/Bleed
Full	7 ¹ / ₈ " x 10"	8 ⁵ / ₈ " x 11 ¹ / ₄ "
2/3	4 ⁷ / ₈ " x 10"	5 ³ / ₈ " x 11 ¹ / ₄ "
1/2 horizontal	7 ¹ / ₈ " x 4 ⁷ / ₈ "	
1/2 vertical	4 ⁷ / ₈ " x 7"	
1/3 square	4 ⁷ / ₈ " x 4 ⁷ / ₈ "	
1/3 vertical	2 ¹ / ₄ " x 10"	
1/6 horizontal	4 ⁷ / ₈ " x 2 ³ / ₈ "	
1/6 vertical	2 ¹ / ₄ " x 4 ⁷ / ₈ "	
1/12	2 ¹ / ₄ " x 2 ³ / ₈ "	

Ad Materials

Ads sent electronically should:

- contain high resolution logos and pictures (300dpi)
- be sent as a .pdf
- include the company's name in the file
- be e-mailed to suzannec@mercerbusiness.com

Ads being shipped should be addressed to:

Mercer Business
Suzanne Conway
Advertising Manager
609-586-2056 ext 21
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