

BUSINESS TODAY

2019 MEDIA KIT

The Woodlands Area Chamber of Commerce

9320 Lakeside Blvd., Suite 200
The Woodlands/TX/77381
T. 281.367.5777
E. info@woodlandschamber.org



EDITORIAL MISSION

The Woodlands Area Chamber of Commerce is proud to produce the area's premier business publication – Business Today magazine. Business Today is a glossy, high-color, high-impact monthly business publication with 32 pages dedicated to the area's business news, political landscape, events and networking opportunities.

Your company represents numerous clients in The Woodlands area and beyond who would have a vested interest in reaching and communicating with the more than 1,500 businesses we represent in the private, education, nonprofit, manufacturing, entrepreneurial and government sectors. As a publication that reaches more than 10,000 Chamber members and area decision makers, Business Today is a valuable asset to your business plan and marketing strategies.

CIRCULATION & DEMOGRAPHICS

Business Today is distributed monthly to the entire Chamber membership of more than 1,500 small, medium and large businesses in the Greater Houston area. Members receive the publication as both a mailed hard-copy, as well as in an emailed digital format. An additional 2,000 hard copies are distributed to newcomers through Lone Star Greeting Service and Chamber Relocation and Visitor Packets. Current issues are also available at every Chamber event, in The Chamber's frequently visited lobby and conference rooms, as well as many popular businesses in the area, further increasing its circulation throughout the community.

Business Today has a readership that is mostly college educated and employed or have started their own business. They have disposable income and own their own cars and homes. Many serve as the final decision makers for their families' fiscal choices. These are the members that your business is trying to reach.

WHY ADVERTISE IN BUSINESS TODAY?

Every issue of Business Today serves as a valuable resource for the business professional in The Woodlands area. We pack every page of Business Today with the valuable content that business professionals, both new and veteran alike, need and desire to read.

Business Today has remained a consistent, solid performer for Chamber members looking to develop a broader customer base in the business community. Many of our members have told us that Business Today is one of the most effective communication tools they utilize for delivering a targeted message to business and community decision makers in the greater Houston region. Business Today works for your business as a brand awareness and customer engagement tool.

MONTH BY MONTH

1/8 page \$315/month
 1/4 page \$450/month
 1/2 page \$730/month
 Full page \$1,385/month

SIX MONTHS

1/8 page \$285/month
 1/4 page \$425/month
 1/2 page \$700/month
 Full page \$1,155/month

THREE MONTHS

1/8 page \$305/month
 1/4 page \$440/month
 1/2 page \$715/month
 Full page \$1,230/month

12 MONTHS

1/8 page \$265/month
 1/4 page \$380/month
 1/2 page \$680/month
 Full page \$1,050/month

BACK COVER — \$1,600/month

PROFILE OF SUCCESS — \$600/month

A Profile of Success is a great way to share your business story. Explain at length your company, expansion or detail your expertise and services. Members submit copy including up to 450 words and a high-resolution image or logo.

AD SPECIFICATIONS — Submit artwork to lauren.joerg@woodlandschamber.org

1/8 page	3.75" W x 2.25" H
1/4 page	3.75" W x 4.75" H
1/2 page	7.75" W x 4.75" H
Full page	8.75" W x 11.25" H
Profile of Success	7.75" W x 4.75" H

Back Cover
 Bleed Size: 8.75" W x 11.25" H
 Trim Size: 8.5" W x 8.875" H
 Live Image Area*: 7.5" W x 8.25" H

*Area of image clear of back cover trim and safe from mailing placement.

2019 EDITORIAL CALENDAR

January	Economic Outlook Conference
February	Health, Wellness & Fitness Expo
March	Volunteer Appreciation Luncheon
April	Community Job Fair
May	Community Relations Team Feature
June	Welcome New Chamber Board Members
July	Chairman's Ball
August	Annual Meeting & Awards Luncheon
September	Putt, Pass & Chip Golf Tournament / Cards & Cocktails
October	Corporate Partners Feature
November	Business Advocacy Feature
December	Taste of the Town

MATERIALS & DEADLINES

- Closing date for space reservations is the 1st of the month previous to the month ad appears
- Artwork is due on the 10th day of the month previous to the month when ad will run
- Ads should be provided as a high-resolution PDF (CMYK, no spot/PMS colors) built to exact size, with no bleeds included unless it is a full-page ad
- Preferred format for artwork submission is PDF or JPEG

BUSINESS TODAY CONTACTS

Reserve Advertising Space:

Royce Brooks: royce.brooks@woodlandschamber.org

Shirley Santangelo: shirley.santangelo@woodlandschamber.org

Submit Ad Artwork:

Lauren Joerg: lauren.joerg@woodlandschamber.org