



# COLUMBUS **CEO**

# 2018 MEDIA KIT

PRINT • DIGITAL • EVENTS



# Demographics and Circulation

Columbus CEO delivers nearly **22,000** subscribers and reaches more than **83,418**<sup>1</sup> readers who have influence in their companies, the power to make decisions and the power to purchase.

## With the largest circulation of any business magazine in central Ohio, Columbus CEO reaches:

### Readership Demographics

**69%**

of readers work in professional occupations<sup>1</sup>



**42%**  
Female



**58%**  
Male<sup>2</sup>

**49**

Average age of readers<sup>1</sup>

**\$1,143,000**

Average household net worth<sup>2</sup>

- **12 area chambers of commerce** including: Columbus, Dublin, Gahanna, Grandview, Grove City, Hilliard, New Albany, Pickerington, Union County, Upper Arlington, Westerville and Worthington.
- **Better Business Bureau members of Central Ohio**
- **Columbus Bar Association members**
- **Columbus Medical Association members**
- **American Institute of Architects**, Columbus chapter members
- **Experience Columbus members**
- **Columbus Young Professional Club premium members**
- **Columbus 2020 board of directors**
- **Columbus Partnership members**
- **Columbus Metropolitan Club members**
- **Columbus Downtown Development Corporation/Capitol South Community Urban Redevelopment Corporation board of directors**



Source1: Nielsen Scarborough Research Columbus OH 2015 R2.  
DMA. Cume Source2: Mulder Solutions LLC 2012  
Circulation Verification Council Audit 2016

# COLUMBUSCEO

## MEET OUR READERS

### ENGAGED WITH THE PUBLICATION

- 72% spend at least 30 minutes with the magazine
- 90% pass it along to others
- 66% read three of four issues
- 55% keep it for at least one month
- 89% read the display ads
- 66% read the real estate classified ads

### DECISION MAKERS

- 21% owner or partner of a business
- 49% hold C-level titles
- 91% involved in purchasing decisions

### TAKE ACTION

- 84% purchase products or services from ads in the magazine
- 59% dine out one to three times a week
- 30% visit a health club or gym one to three times a week
- 24% go to a bar or restaurant happy hour one to three times a week

### ACTIVE BUYERS

*(Intend to make a purchase during next 12 months)*

- 47% computers/laptops
- 32% office furniture
- 51% cell phones/smart phones/tablets
- 45% air travel
- 26% copier/fax/printer supplies
- 23% computer/software support
- 22% advertising/PR/marketing
- 24% printing
- 22% web design/internet service/network/computer training
- 18% printer
- 15% carpet/flooring
- 17% florist/gift shops
- 18% attorneys
- 18% office cleaning
- 17% banquet/convention facilities/meeting planning/catering
- 16% business/employee insurance

### METHODOLOGY

Results based on phone and online surveys conducted in 2016 by the Circulation Verification Council, which is an independent, third-party reporting audit company based in St. Louis. It works with hundreds of publications across the county with a combined circulation of more than 55 million.

# 2018 Editorial Calendar

**COLUMBUSCEO**  
columbusceo.com



## JANUARY

### TRENDING TOPICS

Estate Planning & Retirement  
Corporate Hospitality  
Labor & Employment Law  
Health Watch: Cardiac Care

### ADVERTISING SUPPLEMENT

FOCUS: Full page article + full page ad in a formatted design, article at no charge

### CEO LEADERBOARDS

Hotels  
Independent Insurance Agencies  
MBA Programs

SPACE CLOSING:  
Friday, December 1



## APRIL

### TRENDING TOPICS

Top Lawyers  
Education & Workplace  
Logistics  
Health Watch: Radiology

### CEO LEADERBOARDS

Employee Benefit Firms  
Family Law Firms  
Commercial Real Estate Brokers

SPACE CLOSING:  
Friday, February 23



## FEBRUARY

### TRENDING TOPICS

Family-Owned Businesses  
Higher Education  
Cyber Security  
Health Watch: Oncology

### ADVERTISING SUPPLEMENT

FACES of Business

### CEO LEADERBOARDS

Cardiology Group Practices  
General Contractors  
Architectural Firms

SPACE CLOSING:  
Friday, December 29



## MAY

### TRENDING TOPICS

Top Workplaces  
Business Banking  
Estate Planning & Retirement  
Health Watch: Breast Cancer

### CEO LEADERBOARDS

Data Centers  
Advertising Agencies  
Home Health Agencies

### EVENT:

Top Workplaces Awards

SPACE CLOSING:  
Friday, March 30



## MARCH

### TRENDING TOPICS

Healthcare Achievement Awards  
Business Litigation  
Senior Decisions  
Health Watch: Orthopedic Medicine

### CEO LEADERBOARDS

Corporate Meeting & Banquet Facilities  
Online Degree Programs  
Home Mortgage Lenders

### EVENT

Healthcare Achievement Awards

SPACE CLOSING:  
Friday, January 26



## JUNE

### TRENDING TOPICS

Columbus Partnership  
Business Law  
Health Watch: MS/Multiple Sclerosis

### ADVERTISING SUPPLEMENT

Business Resource Guide

### CEO LEADERBOARDS

Banks and Savings & Loans  
Residential Care Facilities  
Temporary Employment Agencies

SPACE CLOSING:  
Friday, April 27

# 2018 Editorial Calendar

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## JULY

### TRENDING TOPICS

Personal Finance & Investments  
Commercial Real Estate & Construction  
Diversity in the Workplace  
Health Watch: Alzheimers

### ADVERTISING SUPPLEMENT

Discover Westerville  
Business, Residential & Economic  
Resource Guide

### CEO LEADERBOARDS

Law Firms  
IT Consulting Firms  
Commercial Mortgage Lenders

SPACE CLOSING:  
Friday, May 25



## OCTOBER

### TRENDING TOPICS

Columbus Legal Guide  
Employment & HR  
Health Watch: Allergies

### ADVERTISING SUPPLEMENT

Columbus 2020  
Economic Development Update  
Holiday Planning Guide

### CEO LEADERBOARDS

Private Schools  
Physical Therapy & Sports Medicine  
Women-Owned Businesses

SPACE CLOSING:  
Friday, August 31



## AUGUST

### TRENDING TOPICS

HR Excellence Awards  
Business Meetings & Events  
Social Enterprise  
Corporate Finance

### ADVERTISING SUPPLEMENT

FOCUS: Full page article + full page ad in  
a formatted design, article at no charge

### CEO LEADERBOARDS

Catering Companies  
Orthopedic Group Practices  
Corporate Finance Law Firms

### EVENT:

HR Excellence Awards:  
Achievements in Human Resources

SPACE CLOSING:  
Friday, June 29



## NOVEMBER

### TRENDING TOPICS

Best of Business 2018  
Intellectual Property

### ADVERTISING SUPPLEMENT

BBB Torch Awards  
Holiday Planning Guide

### CEO LEADERBOARDS

Accounting Firms  
SBA Lenders  
Wealth Management Firms

### EVENT:

Best of Business 2018  
Winners announced in 80+ categories

SPACE CLOSING:  
Friday, September 28



## SEPTEMBER

### TRENDING TOPICS

Corporate Leadership  
Succession Planning  
Technology Leaders

### ADVERTISING SUPPLEMENT

FACES of Business  
Continuing Education Resource Guide

### CEO LEADERBOARDS

Hospitals  
Logistic Companies  
Group Health Insurance Providers

SPACE CLOSING:  
Friday, July 27



## DECEMBER

### TRENDING TOPICS

CEO of the Year Awards  
Senior Living  
GIVING 2019

The Guide to Personal &  
Corporate Philanthropy

### CEO LEADERBOARDS

Colleges & Universities  
Credit Unions  
Office Furniture Cos.

### EVENT:

CEO of the Year Awards

SPACE CLOSING:  
Friday, October 26

**COLUMBUSCEO**

CONNECT WITH THE MOST DESIRABLE, INFLUENTIAL, AND LARGEST EXECUTIVE AUDIENCE IN COLUMBUS

COLUMBUSCEO.COM | 62 E. BROAD ST., COLUMBUS, OHIO 43215 | 614-540-8900

# 2018 *Columbus CEO* Event Sponsorships

When it is time to recognize excellence, *Columbus CEO* is there with five premier events.

The comprehensive array of programming provides ample opportunity for every enterprise—large, small, for-profit and nonprofit—to be recognized in print as well as online and during gala receptions. Sponsorship opportunities are available.

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## Healthcare Achievement Awards 2018

The March 2018 issue will recognize businesses and individuals who are making a difference in the health and wellness of their patients, customers and community in these six categories: Healthcare Trailblazer, Pathway to Population Health, Executive of the Year, Practitioner of the Year, Volunteer(s) of the Year, and Lifetime Achievement.

Nomination phase: mid-July through mid-Oct.

Event: March 2018

Issue: March 2018

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## Top Workplaces Awards 2018

Top Workplaces aims to recognize the top-performing organizations in central Ohio, ranked by what their own employees think. The program, in tandem with Energage, honors approximately 75 businesses and organizations that foster a great environment for employee achievement.

Nomination phase: August through mid-Sept.

Event: May 2018

Issue: May 2018

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## HR Excellence Awards 2018

The August issue will recognize the best, the brightest, the trendsetters and the stars of tomorrow in central Ohio human resources in the categories: Executive of the Year (small, midsize and large organizations), Innovation, Good Works, Future Leader, Lifetime Achievement, and HR Team Excellence.

Nomination phase: mid-Jan. through mid-March.

Event: August 2018

Issue: August 2018

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## Best of Business Awards 2018

The Best of Business awards, in its 11th year, will recognize outstanding business and service winners in more than 80 categories, voted on by our subscribers and readers. The event will recognize outstanding business and service winners in more than 80 categories, voted on by our subscribers and readers.

Nomination phase: mid-May through early-July.

Event: November 2018

Issue: November 2018

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## CEO of the Year Awards 2018

Celebrating the program's seventh year, *Columbus CEO* and partner, Capital University, will conduct a survey of the central Ohio business climate and honor CEO of the Year winners and finalists in multiple categories.

Nomination phase: Survey sent Aug. and due mid-Sept.

Event: December 2018

Issue: December 2018

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# Editorial Mission



Every month *Columbus CEO* magazine delivers in-depth coverage and analysis of the region's business community, economy and industry trends, as well as exclusive interviews with central Ohio's top business leaders and executives.

The editorial calendar targets topics pertinent to today's dynamic business environment, offering regular coverage of commercial real estate development, HR and workforce issues, legal and financial trends as well as features on healthcare, transportation, logistics, technology, innovation, small business and nonprofits.

Between monthly issues, ColumbusCEO.com is updated every day with relevant business news. A weekly e-newsletter, *Columbus CEO Insider*, offers background and live links to the latest developments and updates that are essential for busy business professionals.

## Awards

In 2017, *Columbus CEO* staff took home several **first place national awards** from the Alliance of Area Business Publishers including gold for cover design and recurring feature.

*Columbus CEO* also won **13 state awards** for excellence in journalism, design and photography from Ohio's Best Journalism and Ohio Excellence in Journalist award competitions.

## Testimonials



"As a Columbus native and a third-gen leader of a 70-year-old family business, I constantly learn about new businesses and leaders in *Columbus CEO*. I enjoy each issue."

**Tanny Crane**  
President and CEO  
Crane Group



"Columbus is a tremendous city for young entrepreneurs to start and grow a business, and *Columbus CEO* covers the startup scene like no other. We're grateful for our feature--it has helped spread the vision and mission of Hot Chicken Takeover to new audiences."

**Joe DeLoss**  
Founder and CEO  
Hot Chicken Takeover



"For this recent transplant, *Columbus CEO* became an absolute required read. From prolific people and business leadership to the collaborative and transformative business community of Greater Columbus, this publication nails it! In an era of infinite access to information, *Columbus CEO* stands out as a beacon of fantastic exposition and terrific narrative capturing everything important for the region."

**Frederic Bertley, Ph.D.**  
President and CEO  
COSI

# 2018 Terms & Conditions

## PUBLICATION DATES AND DEADLINES

1. *Columbus CEO* is published and delivered in the month preceding the cover date. Check with your account executive for the publication schedule.
2. Closing date for space reservations and press-ready art is typically mid-month, two months before the cover date. For specific dates, please see the planning calendar.
3. Closing date for ads needing production is five working days before the closing date.

## CONTRACT RATES

1. To earn a frequency discount, advertisers must place ads in at least the specified number of issues (3, 6 or 12) within a 12-month period, beginning with the first insertion.
2. Frequency discounts are based on the number of issues in which advertisements are run within a contract year. Multiple insertions in a single issue count as one insertion.
3. Advertisers may vary sizes within a frequency contract.
4. Rate change is subject to two months' advance notice from publisher. Contract advertisers are given rate protection for 90 days.
5. Bleed: no charge. Available only on spreads, full pages and 2/3 pages.
6. Center spread (4-color or black & white): Add 20% of space rate.
7. Special position: Subject to availability. Add 10% of space rate.
8. Special rates for consecutive pages and supplied inserts: Information on request.

## CANCELLATIONS

1. Cancellations are not accepted after the advertising closing date. Advertising canceled after the advertising closing date will be billed at 100%.
2. Cancellations on covers are not accepted after the first of the month, two months preceding the cover date. For example, advertising closing for the January cover is generally November 1.
3. Cancellation of, or failure to place the required number of ads, will result in shortrating, with the advertiser charged the difference in rate between the actual number of insertions and the number agreed upon in the contract. For example, if the client runs only 4 ads on a 6-time contract, the rate would convert to a 3-time rate.

## CREDIT, BILLING AND COMMISSIONS

1. Payment must accompany all copy unless credit has been established with the Credit Department. Contract and credit applications should be submitted 10 days prior to the advertising closing date. Credit limits are set on an individual basis, with credit extended to established businesses with a signed contract. Invoices are rendered on date of publication. Payments are due net 30 days from invoice date. A carrying charge of 1.5% per month will be imposed on all past-due advertising balances. Any discrepancies in advertising invoices or printing errors must be questioned within 30 days of publication.
2. Recognized advertising agencies will be paid 15% commission. No agency commission is allowed if full payment is not received within 60 days of invoice date. *Columbus CEO* reserves the right to seek payment directly from the client in cases in which the agency representing the client fails to pay.
3. Advertising agencies forwarding orders to the publisher that contain incorrect rates or conditions are hereby advised that the advertising called for will be inserted and charged at the regular schedule of rates and conditions in force at that time.
4. No allowance will be made for errors that do not materially affect the value of the ad. *Columbus CEO's* liability for an error shall not exceed the cost of the space occupied by the error.

## MECHANICAL INFORMATION

1. Printing method, stock and ink rotation. The magazine is printed web offset on 45# coated stock. Covers are printed web offset on 80# coated stock. Ink rotation is CMYK.
2. Acceptable advertising materials. Ads should be supplied as a CMYK high-resolution (300 dpi) PDF, EPS or TIF with all fonts embedded. Contact your account executive for the latest digital submission requirements.
3. Unacceptable advertising materials. Materials that are previously printed or laser-generated are not acceptable. Thin lines, fine serifs and medium and small lettering should be restricted to one color. If any of the aforementioned appears in more than one color (or dropped out of one color), the publisher cannot assume responsibility for registration. The publisher reserves the right to reject materials of inferior quality or to alter

incorrectly sized ads to conform to correct advertising format; incorrectly sized ads will not be floated.

4. Quality of reproduction. Advertisements will be reproduced as accurately as possible within the limitations of the printing process, imposition and paper stock used.
5. Bleed ads. Full page ads that go to the edge of the page must have a minimum .125" bleed beyond the trim on all four sides. Keep each page's text, logo and important imagery to the centered 7.125" x 9.5" live area.
6. Disposition of materials. Archiving digital files for future use is the responsibility of the client.
7. The publisher reserves the right to alter incorrectly sized ads. Charges may apply.
8. Call your account executive for current digital submission guidelines and deadlines.

## COPY ACCEPTANCE

*Columbus CEO* reserves the right to reject or cancel advertising that the publisher deems unacceptable, either because of objectionable material or artwork of inferior quality. All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or the advertiser assumes liability for any claim based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement. Advertisements that, in the opinion of the publisher, resemble editorial will carry the words "Sponsored Content" at the top of the ad.

