

BUSINESS  
**xpansion**  
JOURNAL

2018

MEDIA INFORMATION

PRINT / DIGITAL / WEB / SOCIAL

[bxjmag.com](http://bxjmag.com)

# Business Xpansion Journal

For more than 22 years, *BXJ* magazine has delivered insightful, educational and other useful information to assist companies and their legal representatives with the site search, expansion and relocation process. This is challenging and complicated requiring time, precision and a team of seasoned professionals to aide in making important decisions. *BXJ* offers comprehensive tools to help understand incentives, workforce development, real estate, education, job training, transportation and much more. Each issue of the print and digital magazine, newsletter and complementing social media tackles geography state by state, industry by industry along with the myriad of tax, legal and intellectual property issues that follow these decisions. Our writers get to the heart of economic development coverage and understand the categories of information and insight that executives need in making informed relocation decisions. *Business Xpansion Journal* is published by Latitude3 Media Group based in Birmingham, Alabama.



# BUSINESS XPANSION JOURNAL

## 2018 Editorial Calendar/Schedule

**January/February**

Advanced Manufacturing, Automotive Manufacturing, Logistics  
**State Profiles** CA, CO, IA, IN, NV, NC, TN, Ontario

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**March/April**

Biosciences, Information Technology, Communication Technology  
Intermodal, Cyber Security, Military/Defense

**State Profiles-** ID, ME, NY, OH, OK, TX, VT, New Brunswick, Nova Scotia

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## National Directory of Economic Developers

**May/June**

Agribusiness, Food & Beverage, Retail Development, Real Estate, Forestry,  
Utilities, Automotive

**State Profiles-** AR, KS, KY, LA, MD, MS, WI, NE, NJ, SC, British Columbia

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**July/August**

Seaports, Data Centers, Industrial Manufacturing, Tourism/Entertainment

**State Profiles-** MI, MA, MT, PA, MO, UT, VA, Alberta, Saskatchewan

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**September/October**

Aerospace, Business Services (Call Centers, Back Office, Financial,  
Insurance), Healthcare Clusters, Automotive Suppliers

**State Profiles -** AL, AZ, GA, NM, IL, ND, SD, WV, WY, Quebec

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## National Directory of Economic Developers

**November/December**

Clean Tech/Renewable Energy, Traditional Energy, Workforce Training,  
Logistics Cluster

**State Profiles -** DE, OR, FL, MI, MN, WA, RI, NH, CT

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**PRINT CIRCULATION**

**10,000**

**DIGITAL CIRCULATION**

**65,000**

## THE RIGHT AUDIENCE

BXJ's time-sensitive content attracts C-level executives and other decision-makers including owners, partners, corporate managers, directors, economic development professionals and real estate managers (please see all titles below).

## MANUFACTURERS / INDUSTRY TYPES SERVED BY BXJ

- ♦ Aerospace & Aviation
- ♦ Hight - Tech & Industrial Manufacturing  
(including: industrial, commercial equipment & machinery, medical equipment & device, electronics, instrumentation, defense system, consumer goods, computer & telecommunication, energy, fabricated metals, primary metals, etc)
- ♦ Life Sciences
- ♦ Automotive
- ♦ Oil & Gas Exploration/Extraction
- ♦ Relocation Consultants
- ♦ Biosciences
- ♦ Commercial Real Estate Brokers
- ♦ Defense/Military
- ♦ Transportation / Distribution
- ♦ Logistics
- ♦ Economic Developers
- ♦ Food Processing/Agri Business
- ♦ Financial Institutions
- ♦ Utilities

## ORGANIZATION SIZE BY EMPLOYEES

<b>100-499</b> Employees	<b>31%</b>
<b>500-999</b> Employees	<b>32%</b>
<b>1,000 +</b> Employees	<b>37%</b>

## KEY DECISION MAKERS BY TITLE

CEO, COO, CFO, Partner	<b>24%</b>
VP/Other C-Level	<b>36%</b>
Corporate Manager/Director	<b>33%</b>
Economic Development/Real Estate Manager	<b>3%</b>
Other company Manager	<b>4%</b>

## AD RATES

AD SIZES	6X	3X	1X
FULL-PAGE COLOR	\$1,895	\$2,195	\$2,495
HALF-PAGE COLOR	\$1,395	\$1,595	\$1,895
ONE-THIRD COLOR	\$1,095	\$1,295	\$1,595
ONE-QUARTER COLOR	\$795	\$995	\$1,295

### ALL PRICES NET, U.S.

AD SIZES	PRICE
BACK COVER	\$3,200
INSIDE FRONT COVER	\$2,600
INSIDE BACK COVER	\$2,600

### AGENCIES RECEIVE A 15% DISCOUNT FROM RATE CARD

## DIGITAL MEDIA

The BXJ digital edition, posted at [bxjmag.com](http://bxjmag.com), gives readers immediate access once they click on links distributed throughout articles and advertisements. Readers can also search company names, article topics, magazine archives, and share/print editorial content, and download the publication.

Through the digital special editions and newsletters economic developers highlight business and industrial parks, and their state, region and/or communities to growing/expanding companies.

AD DATES	SPACE DEADLINE	ARTWORK DEADLINE
January / February	12 / 22 / 2017	12 / 27 / 2017
March / April	02 / 16 / 2018	02 / 21 / 2018
May / June	04 / 13 / 2018	04 / 20 / 2018
July / August	06 / 08 / 2018	06 / 15 / 2018
September / October	08 / 10 / 2018	08 / 17 / 2018
November / December	10 / 12 / 2018	10 / 19 / 2018
January / February 2019	12 / 15 / 2018	12 / 22 / 2018

## AD DIMENSIONS

All sizes are measured **Width and Height** in inches

AD SIZES	IMAGE AREA	BLEED	TRIM
2-PAGE SPREAD	14.75 X 9.5	16 X 10.75	15.75 X 10.5
FULL PAGE	6.875 X 9.5	8.125 X 10.75	7.875 X 10.5
1/2 HORIZONTAL PAGE	6.875 X 4.5	N/A	N/A
1/2 ISLAND PAGE	4.5 X 7.125	N/A	N/A
1/2 VERTICAL PAGE	3.375 X 9.25	N/A	N/A
1/3 ISLAND PAGE	4.5 X 4.5	N/A	N/A
1/3 IVERTICAL PAGE	2.187 X 9.25	N/A	N/A
1/4 VERTICAL	3.375 X 4.5	N/A	N/A
1/6 VERTICAL	2.222 X 4.5	N/A	N/A
1/8 HORIZONTAL	3.375 X 2.25	N/A	N/A

## AD REQUIREMENTS

We can directly open most Apple/Macintosh software and can usually translate PC files from Indesign, Adobe Photoshop and Illustrator.

We accept high resolution PDF's, TIFF's or JPEG's. Ad must be accompanied by a hard copy to guarantee output is correct. All screen fonts and printer font extensions used must be included or substitutions may have to be made. All photos must be at least 300 dpi. We cannot accept ads that are designed and built with Publisher, PowerPoint or Word.

## FREQUENTLY ASKED QUESTIONS

- ◆ **How do I list my organization in your online directory?**

Alan Reyes P: 205.949.1618 Email: areyes@latitude3.com

- ◆ **Who manages press releases and inquires?**

Contact: Lee Hurley, Editor in Chief Email: lhurley@latitude3.com

- ◆ **Who do I contact in regard to Advertising?**

Alan Reyes P: 205.949.1618 Email: areyes@latitude3.com

- ◆ **How long have you published BXJ?**

Since 1996

- ◆ **Is BXJ a national publication?**

Yes, BXJ is distributed across the country and in Canada

- ◆ **How many Industries types do you serve?**

30

- ◆ **What percentage of these companies have 500 or more employees?**

69%



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## ALAN REYES

Associate Publisher

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