



2022
BUSINESS
xpansion
JOURNAL
MEDIA GUIDE

PRINT / DIGITAL / WEB / SOCIAL

BXJMAG.COM

For more than 26 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 Expansion Journal is published by King Publishing Inc. based in Birmingham, Alabama.



2022 EDITORIAL CALENDAR

February/March – Advanced Manufacturing, Energy, Biosciences
State Profiles – CA, IA, IN, NC, NM, MA, RI, Alberta

April/May – Logistics, Intermodal Distribution, Insurance,
 Airport Development
State Profiles – CT, PA, TN, TX, VT, Ontario

June/July – Agribusiness/Food & Beverage/Food Processing,
 Tourism
State Profiles – ID, IL, KS, KY, MD, NH, NV, MT, WI, Quebec

August/September – Seaports, Automotive, Forestry, Opportunity Zones
State Profiles – AL, IL, MI, ME, OH, OK, SC, OR, WA, British Columbia

October/November – Aerospace, Business Services, Cyber Security
State Profiles – AR, AZ, FL, GA, LA, MS, NM, ND, SD, VA, UT, WV

December/January – Information Technology, Data Centers, Financial Tech
State Profiles – CO, DE, NE, NJ, NY, WY, Manitoba



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

<ul style="list-style-type: none"> • Aerospace & Aviation • Automotive • Biosciences • Commercial Real Estate Brokers • Defense/Military • Economic Developers • Financial Institutions • Food Processing/ Agri Business 	<ul style="list-style-type: none"> • 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) 	<ul style="list-style-type: none"> • Life Sciences • Oil & Gas Exploration/ Extraction • Relocation Consultants • Transportation / Distribution • Logistics • Utilities
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ORGANIZATION SIZE BY EMPLOYEES

100-499	Employees	31%
500-999	Employees	32%
1,000+	Employees	37%

KEY DECISION MAKERS BY TITLE

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

AD RATES, AD DATES & AD DIMENSIONS

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

AD SIZES	PRICE
BACK COVER	\$3,200
INSIDE FRONT COVER	\$2,600
INSIDE BACK COVER	\$2,600
ALL PRICES NET, U.S.	

AGENCIES RECEIVE A 15% DISCOUNT FROM RATE CARD

AD DATES	SPACE DEADLINE	ARTWORK DEADLINE
Feb/Mar	1/28/22	2/4/22
Apr/May	3/25/22	4/1/22
June/July	5/27/22	6/3/22
Aug/Sept	7/29/22	8/5/22
Oct/Nov	9/30/22	10/7/22
Dec/Jan	11/25/22	12/2/22

All sizes are measured **Width by 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 VERTICAL PAGE	2.187" X 9.5"	N/A	N/A
1/4 VERTICAL	3.375" X 4.25"	N/A	N/A

AD REQUIREMENTS

We accept high resolution 300dpi PDF's, TIFF's or JPEG's. We can open most Mac software and can usually translate PC files from Indesign, Adobe Photoshop and Illustrator. All

native files should include all fonts and images. All photos must be at least 300 dpi and missing fonts will require substitutions. We cannot accept ads that are designed and built with Publisher, PowerPoint or Word.

DIGITAL MEDIA

The BXJ digital edition, posted at 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.

BUSINESS XPANSION JOURNAL DIGITAL ADS

Our online banner advertising offers multiple levels of display advertising. We have one of the best renewal rates and a first right-of-refusal on all 6 months + banner buys.

BANNER POSITIONS AND RATES INCLUDE:

728 x 90 Main Banner – six months to year: Banner stays on the top of every page throughout the URL, visible immediately and on every page change and search.
\$2000 - 3 months, \$5000 - 6 months, \$8000 - year.

615 x 67 Site Sponsor Position – Banner sits below main News/Featured Content window and is visible/live on all other pages. **\$1800 - 3 months, \$3000-6 months, \$5500 - year.**

291 x 125 Site Sponsor Banner – Live and visible on every page within the URL within the left-hand column. **\$1650 - 3 months, \$ 3200-6 months, \$6000 - year.**

291 x 125 Homepage Banner – Banner stays static on the homepage and rotates through all other pages. **\$1500 - 3 months, \$3000 -6 months, \$5500 - year.**

615 x 67 Banner Position – Banner stays on homepage and rotates within all other pages. **\$1500 - 3 months, \$3000-6 months, \$5500 - year.**

Also included with a banner ad is editorial in at least two of our monthly digital newsletters and in one of our issues, print and digital versions, during the time that you are running. Also, your article will appear on our website for a minimum of two months. Any announcements of press releases may be included in our newsletter at any time. Our editor can interview you or you can submit your own article if desired. A Banner ad that also includes editorial will be a tremendous way to stand out on the economic development stage.

BXJ MONTHLY E-NEWSLETTER ADS

We send out our E-Newsletter every month with the latest economic development news and profiles. You can click on to our most recent newsletter on the home page of our website, www.bxjmag.com.

We offer **Sponsor ads (190 x 114)** and **Prime Level ads (250 x 250)** with each newsletter. The number of ads are usually limited to a maximum of four to give you the most visibility.

SPONSOR ADS (190 x 114)

3 months: \$1,400
6 months: \$2,600
12 months: \$4,800

PRIME LEVEL ADS (250 x 250)

3 months: \$2,000
6 months: \$3,000
12 months: \$5,200

*Also included is **editorial** with any news releases or announcements.

FREQUENTLY ASKED QUESTIONS

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

Contact: Alan Reyes Phone: 205-862-5175 Email: areyes@bxjmag.com

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

Since 1996

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

Contact: Alan Reyes Phone: 205-862-5175 Email: areyes@bxjmag.com

- **Is BXJ a national publication?**

Yes, BXJ is distributed across the country and in Canada

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ALAN REYES

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