

CONTACT | Your Account Manager

or call 212-512-6900

mediakit.businessweek.com

PODCASTS

Senior BusinessWeek editors sound off on a range of topics in short audio or video clips ready to play when and where visitors are ready to listen. These dynamic and engaging conversations enhance some of our most popular weekly features with additional insights and opinions.

SPONSORSHIP OPPORTUNITY

Monthly sponsorship of a podcast series includes:

- Audio lead into podcast, up to 15 seconds
- 2 ad units on podcast index page: 300x250 and 728x90

Per month: \$20,000 net

Subject to availability.



PODCASTS ACCORDING TO TOPIC:

CORPORATE LEADERSHIP

Behind This Week's Cover
The Business Week
Innovation of the Week
Making Innovation Work
Market Report* (video)
Playbook: Best Practice Ideas[†]
Top Global Story
The Welch Way

INNOVATION

Innovation of the Week
Making Innovation Work

LIFESTYLE

Cruise Control
Tech & You
The Hottest Hands in Finance
Market Report* (video)

MANAGING

Climbing the Ladder (monthly)
Playbook: Best Practice Ideas[†]
Smart Answers
The Welch Way

NEWS & INSIGHT

Behind This Week's Cover
The Business Week
Top Global Story

PERSONAL FINANCE

The Hottest Hands in Finance
Market Report* (video)

SMALL BUSINESS

Savvy Selling
Smart Answers

TECHNOLOGY

Tech & You
Tech 101 (video)

*Separate pricing applies.

[†]Frequency corresponds with Playbook editorial feature.

CONTACT | Your Account Manager
or call 212-512-6900
mediakit.businessweek.com

SPONSORSHIP OPPORTUNITY

Monthly sponsorship of a podcast series includes:

- Audio lead into podcast, up to 15 seconds
- 2 ad units on podcast index page: 300x250 and 728x90

Per month: \$20,000 net

Subject to availability.



CORPORATE LEADERSHIP

Senior BusinessWeek editors sound off on a range of topics in short audio or video clips ready to play when and where visitors are ready to listen. These dynamic and engaging conversations enhance some of our most popular weekly features with additional insights and opinions.

BEHIND THIS WEEK'S COVER

BusinessWeek editors interview the writers and editors behind the new issue's cover story for added insight and analysis.

THE BUSINESS WEEK

Opinion Editor Jim Ellis recaps the week's top business and economic stories. Listeners get behind-the-headlines analysis of business trends, a look at the market week ahead, and advice to make their financial life richer and easier to manage.

INNOVATION OF THE WEEK

Today's most creative minds discuss the innovations transforming their industries, from gaming design to health care.

MAKING INNOVATION WORK

Design leaders from around the world offer best practices to manage creativity, integrate design thinking into corporate settings, spark new ideas, and bring innovative products to market.

MARKET REPORT (VIDEO)*

BusinessWeek TV correspondents Jill Bennett and Joya Dass take stock of Wall Street in these twice-daily quick recaps, reported live from the NASDAQ® MarketSite.

PLAYBOOK: BEST PRACTICE IDEAS†

In this podcast designed for top managers, BusinessWeek editors distill the central ideas and actionable takeaways of select stories in BusinessWeek magazine.

TOP GLOBAL STORY

BusinessWeek editors break down the most compelling global story of the week, from energy markets to foreign trade and more.

THE WELCH WAY

Power couple Jack and Suzy Welch dispense no-nonsense, get-it-done answers to reader questions about business, company, and career challenges.

*Separate pricing applies.

†Frequency corresponds with Playbook editorial feature.

CONTACT | Your Account Manager

or call 212-512-6900
mediakit.businessweek.com

SPONSORSHIP OPPORTUNITY

Monthly sponsorship of a podcast series includes:

- Audio lead into podcast, up to 15 seconds
- 2 ad units on podcast index page: 300x250 and 728x90

Per month: \$20,000 net

Subject to availability.



INNOVATION

Senior BusinessWeek editors sound off on a range of topics in short audio or video clips ready to play when and where visitors are ready to listen. These dynamic and engaging conversations enhance some of our most popular weekly features with additional insights and opinions.

INNOVATION OF THE WEEK

Today's most creative minds discuss the innovations transforming their industries, from gaming design to health care.

MAKING INNOVATION WORK

Design leaders from around the world offer best practices to manage creativity, integrate design thinking into corporate settings, spark new ideas, and bring innovative products to market.

CONTACT | Your Account Manager

or call 212-512-6900
mediakit.businessweek.com

SPONSORSHIP OPPORTUNITY

Monthly sponsorship of a podcast series includes:

- Audio lead into podcast, up to 15 seconds
- 2 ad units on podcast index page: 300x250 and 728x90

Per month: \$20,000 net

Subject to availability.



LIFESTYLE

Senior BusinessWeek editors sound off on a range of topics in short audio or video clips ready to play when and where visitors are ready to listen. These dynamic and engaging conversations enhance some of our most popular weekly features with additional insights and opinions.

CRUISE CONTROL

This nationally syndicated automotive radio show – now available as a podcast – takes listeners on an inside tour of the car industry with reviews and interviews with industry designers, engineers, and executives.

TECH & YOU

Tech maven Steve Wildstrom offers tips to get the most out of personal tech to enhance listeners' jobs and lives.

THE HOTTEST HANDS IN FINANCE

We examine the investment philosophies of mutual fund managers, institutional investors, and hedge fund hotshots wracking up scorching returns to offer listeners guidance managing their own portfolios.

MARKET REPORT (VIDEO)*

BusinessWeek TV correspondents Jill Bennett and Joya Dass take stock of Wall Street in these twice-daily quick recaps, reported live from the NASDAQ® MarketSite.

CONTACT | Your Account Manager

or call 212-512-6900
mediakit.businessweek.com

SPONSORSHIP OPPORTUNITY

Monthly sponsorship of a podcast series includes:

- Audio lead into podcast, up to 15 seconds
- 2 ad units on podcast index page: 300x250 and 728x90

Per month: \$20,000 net

Subject to availability.



MANAGING

Senior BusinessWeek editors sound off on a range of topics in short audio or video clips ready to play when and where visitors are ready to listen. These dynamic and engaging conversations enhance some of our most popular weekly features with additional insights and opinions.

CLIMBING THE LADDER (MONTHLY)

Every month Executive Editor John Byrne and guests offer indispensable career advice, from managing your personal brand identity to breaking the glass ceiling.

PLAYBOOK: BEST PRACTICE IDEAS†

In this podcast designed for top managers, BusinessWeek editors distill the central ideas and actionable takeaways of select stories in BusinessWeek magazine.

SMART ANSWERS

Small business guru Karen E. Klein leads this weekly discussion with experts and newsmakers to address reader questions on topics ranging from funding a startup to selling a small business.

THE WELCH WAY

Power couple Jack and Suzy Welch dispense no-nonsense, get-it-done answers to reader questions about business, company, and career challenges.

CONTACT | Your Account Manager

or call 212-512-6900
mediakit.businessweek.com

NEWS & INSIGHT

SPONSORSHIP OPPORTUNITY

Monthly sponsorship of a podcast series includes:

- Audio lead into podcast, up to 15 seconds
- 2 ad units on podcast index page: 300x250 and 728x90

Per month: \$20,000 net

Subject to availability.



Senior BusinessWeek editors sound off on a range of topics in short audio or video clips ready to play when and where visitors are ready to listen. These dynamic and engaging conversations enhance some of our most popular weekly features with additional insights and opinions.

BEHIND THIS WEEK'S COVER

BusinessWeek editors interview the writers and editors behind the new issue's cover story for added insight and analysis.

THE BUSINESS WEEK

Opinion Editor Jim Ellis recaps the week's top business and economic stories. Listeners get behind-the-headlines analysis of business trends, a look at the market week ahead, and advice to make their financial life richer and easier to manage.

TOP GLOBAL STORY

BusinessWeek editors break down the most compelling global story of the week, from energy markets to foreign trade and more.

CONTACT | Your Account Manager

or call 212-512-6900
mediakit.businessweek.com

SPONSORSHIP OPPORTUNITY

Monthly sponsorship of a podcast series includes:

- Audio lead into podcast, up to 15 seconds
- 2 ad units on podcast index page: 300x250 and 728x90

Per month: \$20,000 net

Subject to availability.



PERSONAL FINANCE

Senior BusinessWeek editors sound off on a range of topics in short audio or video clips ready to play when and where visitors are ready to listen. These dynamic and engaging conversations enhance some of our most popular weekly features with additional insights and opinions.

THE HOTTEST HANDS IN FINANCE

We examine the investment philosophies of mutual fund managers, institutional investors, and hedge fund hotshots wracking up scorching returns to offer listeners guidance managing their own portfolios.

MARKET REPORT (VIDEO)*

BusinessWeek TV correspondents Jill Bennett and Joya Dass take stock of Wall Street in these twice-daily quick recaps, reported live from the NASDAQ® MarketSite.

CONTACT | Your Account Manager

or call 212-512-6900
mediakit.businessweek.com

SPONSORSHIP OPPORTUNITY

Monthly sponsorship of a podcast series includes:

- Audio lead into podcast, up to 15 seconds
- 2 ad units on podcast index page: 300x250 and 728x90

Per month: \$20,000 net

Subject to availability.



SMALL BUSINESS

Senior BusinessWeek editors sound off on a range of topics in short audio or video clips ready to play when and where visitors are ready to listen. These dynamic and engaging conversations enhance some of our most popular weekly features with additional insights and opinions.

SAVVY SELLING

Savvy Selling columnist Michelle Nichols draws on her extensive network of sales experts to offer immediate solutions to reader questions about selling more effectively.

SMART ANSWERS

Small business guru Karen E. Klein leads this weekly discussion with experts and newsmakers to address reader questions on topics ranging from funding a startup to selling a small business.

CONTACT | Your Account Manager

or call 212-512-6900
mediakit.businessweek.com

SPONSORSHIP OPPORTUNITY

Monthly sponsorship of a podcast series includes:

- Audio lead into podcast, up to 15 seconds
- 2 ad units on podcast index page: 300x250 and 728x90

Per month: \$20,000 net

Subject to availability.



TECHNOLOGY

Senior BusinessWeek editors sound off on a range of topics in short audio or video clips ready to play when and where visitors are ready to listen. These dynamic and engaging conversations enhance some of our most popular weekly features with additional insights and opinions.

TECH & YOU

Tech maven Steve Wildstrom offers tips to get the most out of personal tech to enhance listeners' jobs and lives.

TECH 101 (VIDEO)

Senior Technology Writer Arik Hesseldahl answers readers' toughest tech questions – in plain English.