

BusinessWeek SmallBiz

Delivering actionable insight to 675,000 small business professionals, SmallBiz is an ideal way to influence the executives who decide what to buy — and from whom to buy it.

Source: BPA Worldwide.



**Jesse H. Neal National
Business Journalism Award**

2007 Winner – Best Single Issue

2008 SmallBiz Rate Base: 675,000

	B&W	Black/1-C	4-Color
1 page	\$50,200	\$65,600	\$74,300
2/3 page*	\$37,600	\$49,100	\$55,700
1/2 page*	\$31,400	\$40,900	\$46,400
1/3 page*	\$20,000	\$26,200	\$29,700
2nd cover spread 20% Premium			\$178,320
3rd cover spread 10% Premium			\$81,730
4th cover spread 30% Premium			\$96,590
Pre-TOC spread 10% Premium			\$163,460
Opposite TOC 1 10% Premium			\$81,730
Opposite TOC 2 10% Premium			\$81,730

2008 SmallBiz Calendar

ISSUE	IN-HOME	AD CLOSE
Feb/Mar	2/22	1/25
Apr/May	4/11	3/14
June/July	6/13	5/16
Aug/Sept	8/15	7/18
Oct/Nov	10/17	9/19
Dec/Jan	12/5	11/7

In-home delivery within one week of above date.

Frequency Discounts

- 3 pages = 10%
- 5 pages = 13.3%
- 7+ pages = 17.8%

*Limited availability for fractionals.
No bleed charges.
Cover gatefold bumps an advertiser in a premium position.
No fast close.
Remnant rates available upon request.
For production specs, visit mediakit.businessweek.com

For more information contact

Kathleen Beatty
kathleen_beatty@businessweek.com
 212-512-6395
mediakit.businessweek.com