

### CONTACT | Rebecca Nix

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212-512-2953  
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
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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<sup>†</sup>  
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<sup>†</sup>  
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.

<sup>†</sup>Frequency corresponds with Playbook editorial feature.

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### 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.

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### 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.

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### 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.

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# NEWS & INSIGHT

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### 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.

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### **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.