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INTEGRATED REPORTS

MOST INTRIGUING NEW BUSINESSES

The most pioneering businesses doing business today

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MOST INTRIGUING NEW BUSINESSES

One of the ironies of economic recessions is that they can prove fertile ground for smart new businesses. Some experts contend that with lending tight and venture capital more hesitant during downturns, only the best ideas surface.

In a new feature this fall, BusinessWeek will identify promising enterprises that are emerging from the gloom of the current slump. A timely and forward-looking report, it will be a must-read for investors, entrepreneurs, and enterprises.

Reach business decision makers around the world looking for cutting-edge recession strategies and the funding and services they need to support those bold new ideas.

The image shows a screenshot of the BusinessWeek website. At the top, the BusinessWeek logo is prominent. Below it, a navigation bar includes links for HOME, INVESTING, COMPANIES, TECHNOLOGY, INNOVATION, MANAGING, SMALL BIZ, B-SCHOOLS, ASIA, EUROPE, LIFESTYLE, and MAGAZINE. The main content area features an article titled "Innovative Ways to Grow During the Downturn" by Jenearne Rae, dated April 15, 2009. The article discusses how companies like Wal-Mart and P&G are adapting to the current economic challenges. To the right of the article is a sidebar with "INNOVATION & DESIGN" news items and "STORY TOOLS" such as "post a comment" and "e-mail this story". In the bottom right corner, there is a thumbnail of a BusinessWeek magazine cover with the headline "SIGNS OF LIFE" and a sub-headline "IN SOME OF THE HARDEST-HIT HOUSING MARKETS, BUYERS ARE STARTING TO STIR".