



MEDIA KIT 2024

WHO WE ARE



FOR OVER 40 YEARS, SHARING THE STORIES OF NORTH CAROLINA'S BUSINESS COMMUNITY —

We cover one very special place, this state, and its economy, which is as diverse as the people who call it home. We produce quality, in-depth journalism, digging behind the scenes, producing stories and information that is current, thorough, and enlightens and entertains our readers. In the boardroom or on the factory floor, we seek to show not only trends and events but the human face of commerce.

Business North Carolina magazine delivers qualified business owners, C-level and top senior executives at your fingertips.

NATIONAL AWARDS

THE ALLIANCE

OF AREA BUSINESS PUBLISHERS

2022

GOLD
BEST LOCAL COVERAGE
OF A NATIONAL BUSINESS/
ECONOMIC STORY

SILVER
BEST PERSONALITY PROFILE

2020

GOLD
BEST PERSONALITY PROFILE

SILVER
BEST BEST BODY OF WORK
BEST SCOOP

2019

GOLD
BEST BODY OF WORK
BEST E-MAIL NEWSLETTER

BRONZE
BEST OVERALL DESIGN

2018

GOLD
BEST BODY OF WORK
BEST PERSONALITY PROFILE

SILVER
BEST OVERALL DESIGN
BEST E-MAIL NEWSLETTER
BEST EXPLANATORY JOURNALISM
BEST LOCAL COVERAGE
OF A NATIONAL BUSINESS/
ECONOMIC STORY

2017

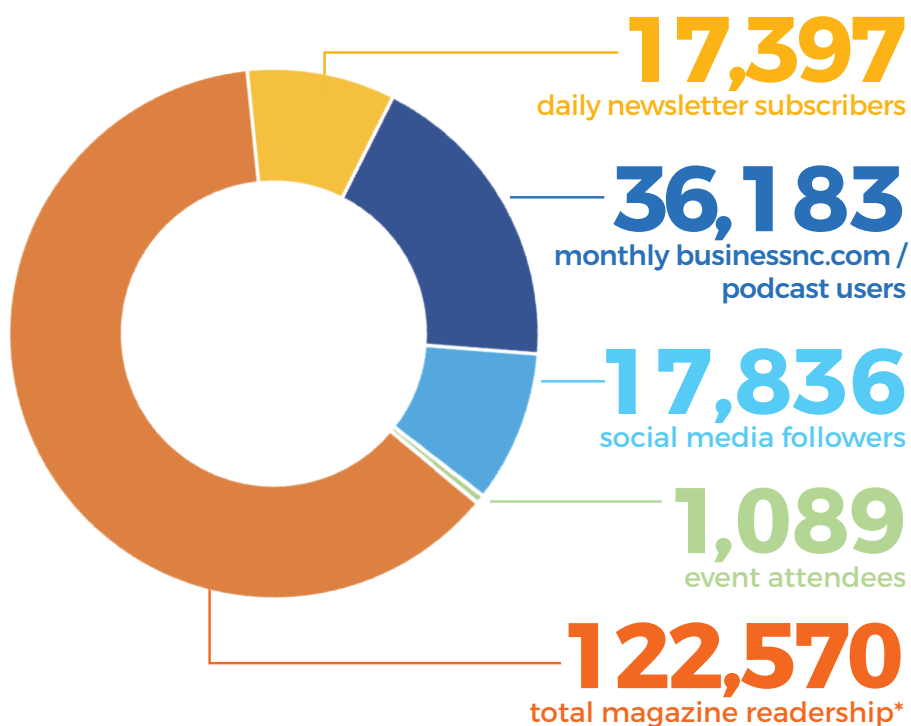
GOLD
BEST BODY OF WORK
BEST FEATURE

2016

GOLD
BEST PERSONALITY PROFILE

SILVER
BEST RECURRING FEATURE
BEST LOCAL COVERAGE
OF A NATIONAL BUSINESS/
ECONOMIC STORY
BEST MAGAZINE

THE BNC AUDIENCE



195,075

TOTAL AUDIENCE

*Certified Verification Council 2021 Audit Report and Readership Survey
Distribution of 29,895 x 4.1 readers per issue

83%
influence the
purchasing
decisions of
their company

89%
college
graduates

53%
Owner/Partner,
CEO President

65%
spend 30
minutes or
more reading
each issue

71%
discussed an
item seen in an
issue

78%
younger than
59 years of age

55%
contacted a company because of
an advertisement in an issue

“PINEHURST RESORT HAS ADVERTISED WITH BUSINESS NORTH CAROLINA FOR SEVERAL YEARS, AND LOOKS FORWARD TO CONTINUING A LONG-TERM RELATIONSHIP. **BUSINESS N.C.** IS ONE OF THE MOST RESPECTED MEDIA OUTLETS IN THE STATE AND ITS WIDE-RANGING, IN-DEPTH AND EXPANSIVE REPORTING AND COVERAGE MAKE IT A MUST-READ IN THE INDUSTRY. IT IS THAT REPUTATION THAT POSITIONS **BUSINESS N.C.** AS AN IDEAL PUBLICATION FOR PINEHURST TO REACH OUR CORPORATE AUDIENCE IN ADDITION TO A GOLF-SAVVY DEMOGRAPHIC.”

Tom Pashley
Pinehurst Resort

ADDITIONAL DISTRIBUTION AND PARTNERSHIPS

Business North Carolina partners with leading statewide associations and businesses to bring readers comprehensive, relevant and timely information.

- AENC Association Executives of N.C.
- Distributed throughout statewide North Carolina bank branches
- Leadership North Carolina
- E4 Carolinas
- N.C. Regional Airports
- PENC Professional Engineers of North Carolina
- NCEDA North Carolina Economic Development Association
- NCBCE North Carolina Business Committee for Education
- N.C. Welcome Centers
- North Carolina Golf Panel
- N.C. Tech Association
- N.C. Press Directory
- North Carolina General Assembly
- NC BIO North Carolina Biosciences Organization
- SBTDC Small Business and Technology Development Center
- Barnes & Noble

2024 PLANNING CALENDAR

JANUARY 2024

LEGAL ELITE 2024

The state's top lawyers

Top Stock Picks

NC Trend: Manufacturing

Roundtable: N.C. Advocacy

Community Close-Up: Gaston County

SUPPLEMENT:

First in Flight: N.C. Aviation & Aerospace Directory

SPACE CLOSE: NOV 17, 2023

MATERIALS DUE: NOV 24, 2023

FEBRUARY 2024

DIVERSE LEADERS

The changing makeup of the state's executive suites

NC Trend: Retail

Roundtable: Economic Forecast

Community Close-Up: Moore County

Powering NC: A Guide to the Energy Industry - Renewables

SPACE CLOSE: DEC 22, 2023

MATERIALS DUE: DEC 29, 2023

MARCH 2024

BEST N.C. HOSPITALS

NC Trend: Commercial Real Estate

Destinations: Corporate and Leisure Travel

Education: N.C. Community Colleges

Farming NC: Exploring Agribusiness in Our State

SPACE CLOSE: JAN 19, 2024

MATERIALS DUE: JAN 26, 2024

APRIL 2024

TOP GOLF COURSES

Bonus distribution golf reprints distributed to all N.C. Visitors Centers

NC Trend: Finance

Roundtable: Transportation, Logistics & Infrastructure

Community Close-Up:

Southeastern N.C.

Economic Development: N.C. Industrial Parks

SPACE CLOSE: FEB 16, 2024

MATERIALS DUE: FEB 23, 2024

MAY 2024

HIGHER EDUCATION

A guide to our state's private and public universities and community colleges;

NC Trend: Health Care

Roundtable: Life Sciences

Community Close-Up: Iredell County

NC Portraits: Celebrating Women Making a Difference

SPACE CLOSE: MARCH 22, 2024

MATERIALS DUE: MARCH 29, 2024

JUNE 2024

N.C. 21 TECH AWARDS

N.C.'s emerging tech leaders

NC Trend: Travel

Best Employers

N.C. Finance and Money: Lists of the biggest financial institutions and money managers

Roundtable: Healthcare

Community Close-Up: The Triad

NC Portraits: Developing Rural N.C.

SPACE CLOSE: APR 19, 2024

MATERIALS DUE: APR 26, 2024

JULY 2024

ECONOMIC DEVELOPMENT

Largest economic development and job-creation projects

NC Trend: Agriculture

Roundtable: The Power of Artificial Intelligence

Community Close-Up:

Cabarrus County

Research NC: Key Innovations in Universities and Corporate Research

NC Portraits: Companies Doing Good Works in the Community

SPACE CLOSE: MAY 17, 2024

MATERIALS DUE: MAY 24, 2024

AUGUST 2024

THE STATE'S TOP PUBLIC COMPANIES

ranked by size and performance

NC Trend: Technology

Roundtable: Manufacturing

Community Close-Up: N.C. Global TransPark Economic Development Region

Meetings & Conventions:

Corporate Meeting Guide with bonus distribution to meeting planners across the state

SPACE CLOSE: JUNE 21, 2024

MATERIALS DUE: JUNE 28, 2024

SEPTEMBER 2024

BNC 125: LARGEST PRIVATE COMPANIES

NC Trend: Education

Roundtable: Responses to Climate Change

Community Close-Up: Mecklenburg County

Higher Education: Continuing Education and MBAs

Health Care: Heart and Cancer Care

SPACE CLOSE: JULY 19, 2024

MATERIALS DUE: JULY 26, 2024

OCTOBER 2024

TRAILBLAZERS

The 20- and 30-somethings poised to lead the state

NC Trend: N.C. Franchises

Roundtable: Diversity in Business

Community Close-Up: Eastern N.C.

Economic Development: Training the N.C. Workforce

SUPPLEMENT:

N.C. Small Business Handbook:

Bonus Distribution to Small Business Technology Centers Across the State

SPACE CLOSE: AUG 23, 2024

MATERIALS DUE: AUG 30, 2024

NOVEMBER 2024

BUILDING NORTH CAROLINA

Top Commercial Construction Projects, Ranked by Impact and Design

NC Trend: Foundations

NC Portraits: Corporate Social Responsibility and Civic Involvement

Roundtable: Workforce Challenges

Community Close-Up: Chatham County

N.C. Mid-Market Fast 40 Companies

SPACE CLOSE: SEP 20, 2024

MATERIALS DUE: SEP 27, 2024

DECEMBER 2024

SMALL BUSINESSES OF THE YEAR AWARDS

FEATURE: N.C. Top Doctors

The state's most respected specialists and outstanding primary care physicians

NC Trend: Employment

Roundtable: Travel & Tourism

Community Close-Up: Johnston County

NC Portraits: Our Towns: Exploring River, Mill, and Urban Towns of N.C.

SPACE CLOSE: OCT 18, 2024

MATERIALS DUE: OCT 25, 2024

NC Trend editorial will have different issues that will cover: Money- Key companies and people in finance; Tracking Tech - Game-changing innovators; Food/drink - Trendsetting restaurateurs, vintners, brewers; Game Changers - Influential female business leaders

SPECIAL ANNUAL PUBLICATIONS

ANNUAL NORTH CAROLINA AVIATION AND AEROSPACE DIRECTORY

The N.C. Aviation and Aerospace Directory highlights the rapidly expanding aerospace and aviation sector of the state's economy as well as provides a listing of aviation and aerospace companies. The supplement will feature successful aerospace and aviation companies and spotlight the opportunities, challenges and resources available to those successfully competing in this market.

SPACE CLOSE: NOVEMBER 18, 2023 | MATERIALS DUE: NOVEMBER 25, 2023



SPRING 2024 NORTH CAROLINA POWER LIST

N.C.'S MOST INFLUENTIAL LEADERS: Who exerts the most power in our fast-growing state? With insight from **BNC's** editorial team and keen observers of state industry, we've developed a list of distinctive leaders from across the state. Our goal is to shed light on the folks who are driving much of the change in North Carolina and making a significant impact in their enterprises, industries and communities.

SPACE CLOSE: FEBRUARY 16, 2024 | MATERIALS DUE: FEBRUARY 24, 2024

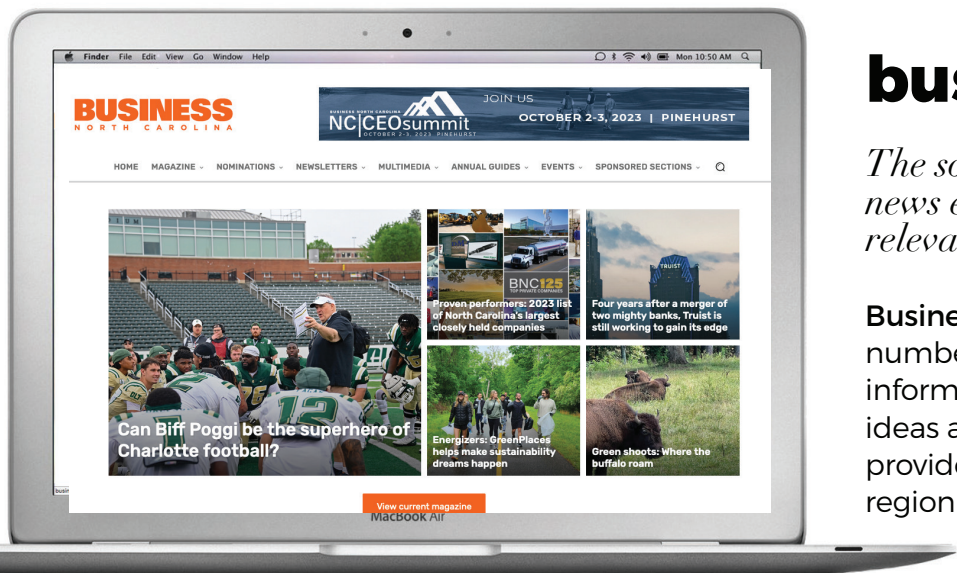


FALL 2024 NCEDG - ANNUAL NORTH CAROLINA ECONOMIC DEVELOPMENT GUIDE

The N.C. EDG is an established source of information for businesses looking to expand or relocate to North Carolina. The guide reaches selected targeted economic development experts, North Carolina Economic Developers Association members, N.C. General Assembly and Governor's Cabinet and a year-round audience with a digital version and the ncedg.com website.

SPACE CLOSE: SEPTEMBER 13, 2024 | MATERIALS DUE: SEPTEMBER 20, 2024





businessnc.com

The source for North Carolina business news every day. Timely, accessible, relevant.

Businessnc.com attracts a growing number of savvy visitors who want to stay informed about North Carolina issues, ideas and people. Only **businessnc.com** provides coverage of the news from every region in the state, unique web content and a wealth of analysis, in-depth stories, research and information. All from a source that's been trusted for more than 40 years.

MONTHLY STATISTICS

58,634

PAGE VIEWS

46,873 38,574

SESSIONS NEW USERS

*Google Analytics: January - October, 2023

- Mobile-friendly format
- **Daily Digest:** Editorial insights and business and government news from media outlets across the state
- **Regional Report:** Current business and political news links for key geographic regions of the state
- Popular annual editions of the Legal Elite, Best Employers in N.C., and Best Golf Courses
- **Power List:** Featuring biographies and commentary by the state's most influential business leaders

WEBSITE AD SPECS

SPACE	POSITION	WIDTH	HEIGHT	RATE
Website: Top Leaderboard	Premium, run of site	728	90	\$1,200/mo
Website: Medium Rectangle	Right rail, run of site	300	250	\$995/mo
Website: Skyscraper	Right rail, run of site	300	600	\$995/mo
Website: Leaderboard	Centered, run of site	995	105	\$995/mo
Sponsored article	Homepage	—	—	\$995 (1), \$1495 (2)

ACCEPTED DIGITAL FILE FORMATS

72dpi web-optimized .JPG, .PNG, or .GIF. HTML files are also accepted. Images with higher resolutions will be subject to reduced file size conversion. Note: Microsoft Outlook does not support animated files within email newsletters.

BUSINESS
NORTH CAROLINA

DAILY DIGEST

SPONSORSHIP PACKAGE

\$1,500/month

Powerful marketing images seen daily by our readers. Package offers three opportunities to expand market footprint: Company branding within masthead via Presenting Sponsor, Team Profile Sponsored Content, and Sponsored Content Series.

HORIZONTAL BANNER AD

\$1,000/month

Daily Digest is a must-read for anyone seeking an insider understanding of North Carolina business. Target business leaders by advertising with Daily Digest. More than 17,000 subscribers and top execs receive the daily e-newsletter covering N.C.'s most important business news. Place your ad directly in the inbox of this important demographic.

INCLUSION IN APPROX 348,000 DIRECT EMAILS PER MONTH.

17,397
TOTAL SUBSCRIBERS

39.6%
OPEN RATE
The number of unique opens
divided by total delivered.
Industry average: 22.2%

3.0%
CLICKTHROUGH RATE
Total unique clicks divided
by total delivered. Average
industry rate is 2.1%.

"DAILY DIGEST EXTRA" will publish twice a week -- on Tuesday and Thursday afternoons -- and contain exclusive content about the latest business dealings in North Carolina, from mergers and acquisitions to executive changes to who's adding or cutting employees. It will focus on news and analysis that can't be found in any other media.

EXTRA



The **N.C. Tribune** daily newsletter covers North Carolina politics, politicians, policies and elections and will cover news that directly impacts our state's business community -- including topics that no one else is covering. We'll also spotlight can't-miss stories from dozens of other news outlets across our state.

INCLUSION IN APPROX 14,000 DIRECT EMAILS PER MONTH.

SPONSORSHIP

\$3,000/month

Tailored marketing message will rotate positions within the newsletter giving your company a constant presence to a targeted audience. Opportunity to have company branding seen daily by our readers and expand market footprint utilizing the Tribune's significant digital statistics.

Distribution: 1,800 weekly subscribers including NCGA members, state agency leaders, North Carolina media and lobbyists.

466
TOTAL PAID
SUBSCRIBERS

67.0%
OPEN RATE

28.3%
CLICKTHROUGH RATE



The **"NC Markets Insider"** will cover the latest moves by public and private companies in the state by culling news and information from Securities

and Exchange Commission filings and other documents. We'll be looking to help readers with hard-to-find information and analysis that no other outlet is providing in one place. Think of "NC Markets Insider" as your one-stop-shop into the business investing that happens every day in the state.



The military supports roughly 11 percent of N.C.'s employment. That's 653,000 jobs in North Carolina, over \$49 billion in state personal income, and nearly \$80 billion in gross state product. Nearly 500,000 of total military-supported jobs occur in the private sector. Nearly 23,000 civilian contractors are employed by the Department of Defense and the North Carolina National Guard in the state. These are some of the reasons why Business North Carolina created the **"NC Military Report,"** a weekly newsletter covering military-related business news around the state, providing news and analysis that impacts all of us.

ALL NEWSLETTER AD SPECS

SPACE	WIDTH	HEIGHT
Newsletter Banner	600	200

ACCEPTED DIGITAL FILE FORMATS

72dpi web-optimized .JPG, .PNG, or .GIF. Images with higher resolutions will be subject to reduced file size conversion. Note: Microsoft Outlook does not support animated files within email newsletters.

BNC EVENTS CALENDAR



MFGCON SPRING 2024

MFGCON is North Carolina's premiere conference for manufacturing and innovation. In spring 2024, manufacturers from across North Carolina will meet for two days to share best practices, practical advice and helpful tips for creating a more efficient and more profitable manufacturing sector.

Attendees receive ideas and resources for market expansion, workforce solutions, leadership excellence, culture transformation, innovation, technology and advanced manufacturing, strategic business growth and process and quality optimization.

NC BEST EMPLOYERS GALA SUMMER 2024

The Best Employers in North Carolina is a survey and awards program dedicated to identifying and recognizing the area's best employers and providing organizations with valuable employee feedback. This is the 11th year Best Employers will be featured in **Business North Carolina** magazine. Employees from winning companies enjoy an evening of fun and recognition.

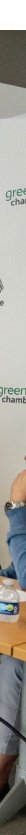
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The North Carolina Manufacturing Extension Partnership has teamed up with **Business North Carolina** for the past three years in producing one of the state's largest manufacturing conferences, MFGCON. It has become a hugely successful conference, in large part, because of **BNC**. Their expertise and years of experience producing events are evident and their team has the unique ability to captivate and engage the right target audience. Throughout the entire planning process, **BNC** remains an organized and reliable partner. Their attention to the details in executing all of the moving parts is flawless.

**Phil Mintz, Executive Director
Industry Expansion Solutions
N.C. State University**

”

SPONSORSHIP OPPORTUNITIES AVAILABLE



SMALL BUSINESSES OF THE YEAR AWARDS

DECEMBER 2024

Business North Carolina's Small Businesses of the Year honors amazing North Carolina-based small businesses each December with a luncheon and awards ceremony.

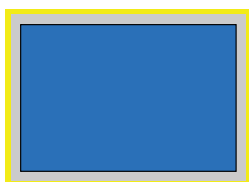
BNC ROUNDTABLES

Several times a year, Business North Carolina gathers a panel of experts and leaders to discuss the importance of that particular industry or region to the state's economy. The roundtable is photographed and presented in **Business North Carolina** magazine in both digital and print format. Opportunities for sponsorship are available.

PRINT AD SPECS AND RATES

TWO-PAGE SPREAD

Live 15.25 x 9.75
Trim 16.25 x 10.875
Bleed 16.5 x 11.125



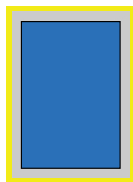
1/2-PAGE SPREAD

Live (no bleed) 16 x 4.75
Trim 16.25 x 5.25
Bleed 16.5 x 5.375



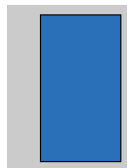
FULL PAGE

Live (no bleed) 7.1 x 9.75
Trim 8.125 x 10.875
Bleed 8.375 x 11.125



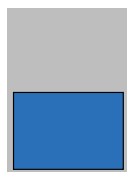
2/3 PAGE VERTICAL

4.625 x 9.75

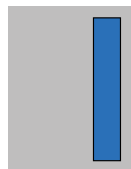


1/2 PAGE HORIZONTAL

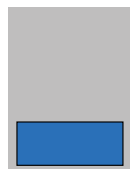
7.1 x 4.75



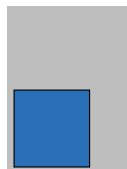
1/3 PAGE 3 SIZES*



VERTICAL
2.25 x 9.75



HORIZONTAL
7.1 x 3.125



SQUARE
4.625 x 4.75

All measurements above are in inches. Dimensions are shown width x height. *For 1/3 page ads, the submitted ad must be the same size as the purchased ad size.

PAGE UNIT

12X

7X

4X

1X

Two-page spread	\$9,783	\$10,385	\$11,752	\$13,933
1/2-page spread	6,105	6,450	7,319	8,644
Full page	5,195	5,535	6,243	6,632
2/3 page vertical	3,838	4,067	4,483	5,406
1/2 page horizontal	3,392	3,583	4,066	4,802
1/3 page (3 sizes)	2,405	2,579	2,884	3,405

COVERS

Inside Front	6,020	6,574	7,428	8,642
Inside Back	5,824	6,187	6,994	8,134
Back	6,504	6,910	7,803	9,071

GUARANTEED PLACEMENT: Add 10% to appropriate rate.

B&W AD RATES: Available upon request.

INSERTS: Consult publisher. Due to the varying nature of inserts, each insert will be quoted individually.

AD SUBMISSION REQUIREMENTS

PRINTING PROCESS: Web offset, saddle-stitched.

BLEEDS: Keep all live matter on your ad 3/8" from the trim size. Two-page spreads, 1/2-horizontal spreads and full page ads with a bleed need to have an 1/8" (.125) included on all sides. See layout on the left for specific sizes.

REQUIRED MATERIALS: 300 DPI, CMYK PDF files preferred. Any layouts containing RGB or other colors will be converted to their CMYK equivalents.

MATERIAL DELIVERY: Email to **Cathy Swaney**, cswaney@businessnc.com. Please include the name and phone number of the person preparing the ad. You may also submit files via DropBox, Google Drive, or other electronic delivery systems.

DESIGN CHARGES: Design charges quoted on an individual basis.

ADVERTISING DEADLINE: Ad space deadline is firm. All commitments must be honored.

Please direct design questions to **Cathy Swaney**, cswaney@businessnc.com.

CUSTOM OFFERINGS AND PUBLICATIONS

CHATTER with BNC

CUSTOM DIGITAL OFFERING

Business North Carolina magazine's Chatter podcast, serves up interviews with some of the Tar Heel State's most interesting people. Each week, we discuss business with the top decision-makers in the state.

- Available Apple podcasts, SoundCloud, Spotify and others
- Average monthly listeners: 1,085
- Includes coverage in each week's podcast

SPONSORSHIP PACKAGE

\$2,000/month



Stand out from the crowd.

CUSTOM PUBLICATIONS

We know North Carolina, and we know publishing. We are the state's specialists in delivering a business message, persuasively and on-target. Our custom publications leverage our media's unparalleled quality, distribution channels, and award-winning design. Let us help tell your story.



A FOCUS ON LIFE SKILLS

Perhaps the department that best exemplifies HPU's approach is the Professional Selling Program. Its director is Larry Quinn, assistant professor of marketing, chairman of the university's Department of Marketing and a career sales professional who has worked for several large companies, including Xerox and Corp. The program is open to students in all disciplines and offers a degree. Students also can earn a minor in sales. "That means in addition to a great education, whatever your major is, you can add a minor in professional sales and get a great job when you graduate," he says.

Quinn has been an HPU for six years, leading the Professional Selling Program and its stable of senior sales executives turned

instructors since 2013. "We hiring non-Ph.D.s, we're focused on the students and their job, not our research. We have no tenure here, no other career to match. Our priority is the student and their professional success and personal significance."

Senior for promotion, experience, problem solving, creativity and more.

HPU is only one of about 50 of the country's approximately 5,000 colleges and universities that offer a professional selling program. "Students who go through the sales program at HPU are not only well educated, like every student at the university, they have an enduring life skill. That is to overcome adversity, to be a successful person when the stakes are high and make an impression that differentiates them from the competition. In this case, it's to land their first job. But more down the road, it's selling a \$6 million MRI machine for GE."

Quinn and his instructors first help each student discover themselves. "We spend the first third of a semester helping

95% EMPLOYMENT AND GRAD SCHOOL PLACEMENT within six months of graduation

Quinn from the College of Arts and Social Sciences, High Point University. Quinn is the National Association of Colleges and Employers first-destination reporting product.

SPONSORED SECTION

BUSINESS

NORTH CAROLINA

1230 West Morehead Street, Suite 308, Charlotte, NC 28208 • 704-523-6987
1001 Wade Avenue Suite 320 Raleigh, North Carolina 27605 • 919-855-9380

www.businessnc.com/advertise



**For advertising and sponsorship
information, contact:**

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SCOTT LEONARD
704-996-6426
scott@businessnc.com

TRIANGLE / EASTERN N.C.
MELANIE WEAVER LYNCH
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mweaver@businessnc.com

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