2027 MEDIA KIT

THE MANUFACTURER & BUSINESS ASSOCIATION

BUSINESS MAGAZINE


ECONOMIC OUTLOOK LUNCHEON


WOMEN IN LEADERSHIP



MOBILE



ONLINE


ANNUAL EVENT



PRINT




HR CONFERENCE


MFG DAY

TABLE OF CONTENTS

- OVERVIEW 2
- RAVE REVIEWS 3
- GOT NEWS? 3
- READERSHIP SURVEY RESULTS 4
- 2027 EDITORIAL CALENDAR 5
- MAGAZINE DISTRIBUTION AREA 6
- ADVERTISING RATES 9
- AD SPECIFICATIONS 10
- COMPANY PROFILES 11
- ARTICLE PACKAGE OPTIONS 12
- AD PACKAGE OPTIONS 13
- ANNUAL REPORT 2-PAGE FEATURE STORY 14
- BUSINESS TODAY WITH THE MBA PODCAST 15
- PUBLISHER'S STATEMENTS 16
- *BUSINESS MAGAZINE* DIGITAL SUBSCRIPTION FORM *17*







OVERVIEW

THE *BUSINESS MAGAZINE*

Your Key To Reaching Decision Makers!

Capture the attention of the Business Magazine's loyal readers by placing your message in our publication. It is a must-read that focuses on all issues relevant to CEOs, business owners and executives of all types of companies. The Business Magazine delivers high-quality content that targets affluent readers on topics that directly impact their businesses. From legal, financial, health and legislative issues, to technology, human resources and safety. Our monthly publication offers readers a print version as well as a complete digital version available online that can be read anywhere in the world.

TOP 10 REASONS TO ADVERTISE WITH US

ONE Magazines create familiar, enduring relationships with their readers. Most notably, readers are more inclined to read and trust the ads that appear in their favorite publications.

TWO Connects advertiser to target audience/market. In fact, most advertisers can reach 86 percent of their target market in just one b2b magazine.

THREE Ads enhance magazines and area a valued part of the experience.

FOUR People read and give undivided attention to a magazine (unlike when they are watching TV or on the internet).

FIVE Advertising can build image, awareness and preference.

SIX Help you educate the market and eliminate misperceptions about your company.

SEVEN Unlike direct mail, which can be "unsolicited", people want to read magazines.

EIGHT Generates new leads and reaches hidden decision makers.

NINE Creates greater visibility at in-person events, including special events and the Annual Event.

TEN **BOTTOM LINE: OUR READERS BUY WHAT YOU SELL!**

RAVE REVIEWS

What People Are Saying About The *Business Magazine*

> This is an outstanding publication. It is one of few that I truly enjoy and look forward to receiving. I even take it home so I can spend quiet time reading it.
>
> Butler, PA

> We receive many magazines, and as a small business-woman, I could not have my staff read them all. Your magazine is one we do read to keep ahead of current trends, laws, etc.
>
> Mercer, PA

> Thank you for putting together a magazine that helps our business stay on top of pertinent issues.
>
> Townville, PA

> Great publication! I enjoy reading the company stories, and the employee relations and legislation sections are very informative.
>
> Erie, PA

GOT NEWS?

Share it!

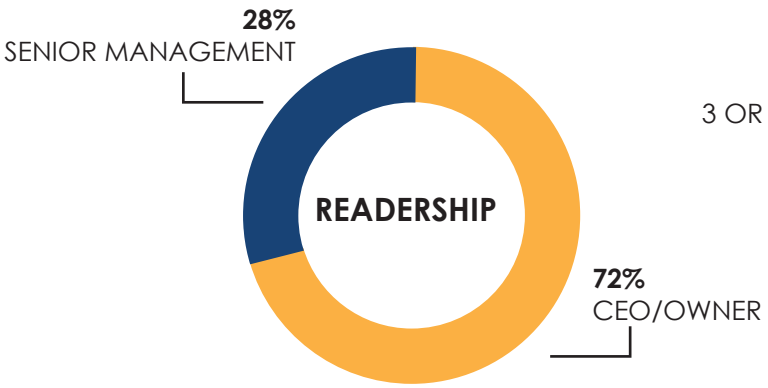
The *Business Magazine* will publish news on major appointments, mergers, grants or awards as space permits. Press releases also may be submitted.

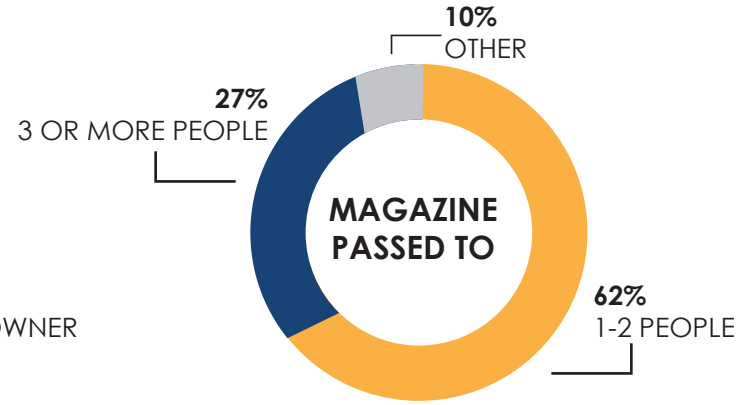


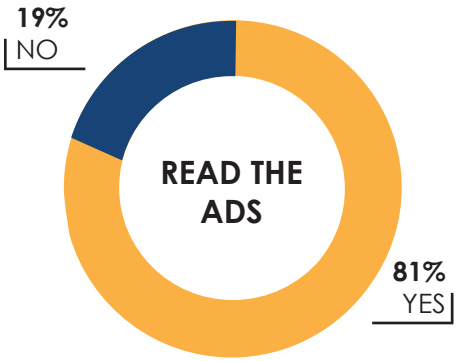
To submit company news, send an email to ***ktorres@mbausa.org***. You can also mail press releases to: *Business Magazine*, 2171 West 38th Street, Erie, PA 16508.

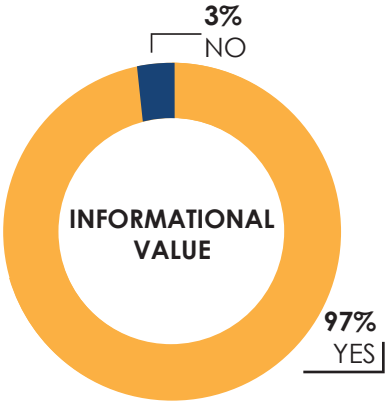
READERSHIP SURVEY RESULTS

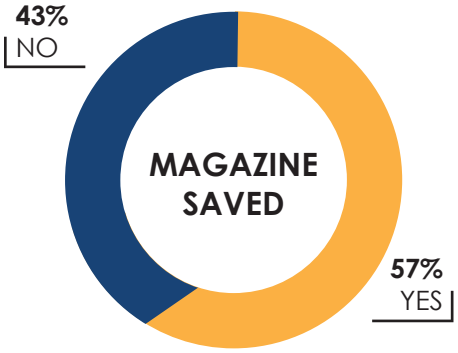
Who's Reading The *Business* Magazine

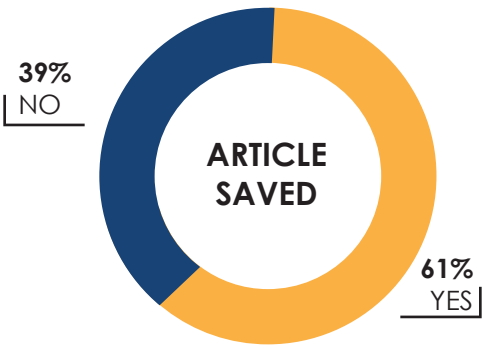




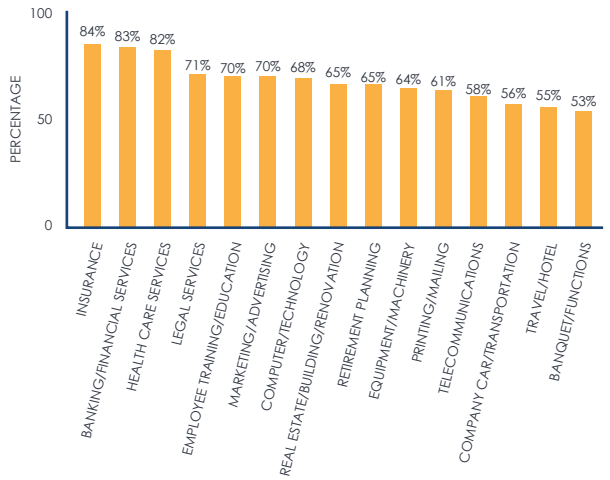








DECISION MAKER FOR BUYING



2027 EDITORIAL CALENDAR

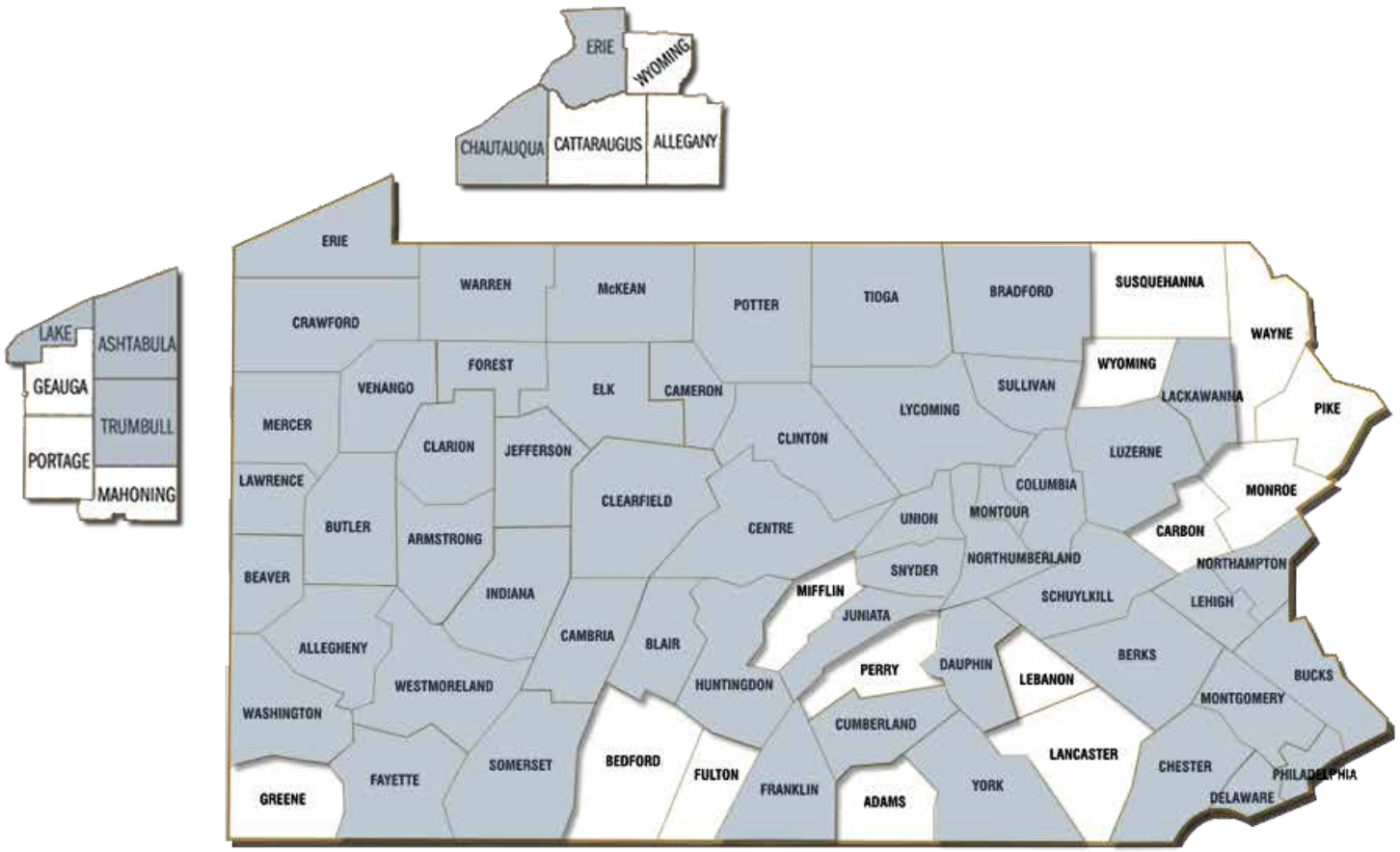
Editorial Focus & Special Topics

DECEMBER-JANUARY	**SPECIAL DUAL ISSUE: 2027 Business Outlook** Looking ahead at the economic forecast and MBA member success in the new year. (Also: The MBA Member Milestone Anniversary Spread and ***Annual Economic Outlook Luncheon.***)	**AD SPACE DEADLINE:**	10.20.26	**AD MATERIAL DEADLINE:** 11.11.26
FEBRUARY	**Health & Wellness** From health care and wellness to fitness, senior care and beyond, we'll highlight the trends and innovations shaping the industry.	**AD SPACE DEADLINE:**	01.06.27	**AD MATERIAL DEADLINE:** 01.13.27
MARCH	**Women in Business** Celebrates the women who lead, innovate and inspire.(Also: ***The MBA's Signature Women in Leadership Event***)	**AD SPACE DEADLINE:**	01.29.27	**AD MATERIAL DEADLINE:** 02.12.27
APRIL	**Banking & Finance** Explores the financial institutions, professionals and trends helping businesses and individuals make smart financial decisions. (Also: ***The MBA Leadership Summit***)	**AD SPACE DEADLINE:**	02.26.27	**AD MATERIAL DEADLINE:** 03.12.27
MAY-JUNE	**18th Annual Made in PA (MFG and PA-based businesses)** Showcasing the strength, innovation and resilience of businesses proudly doing business in Pennsylvania.	**AD SPACE DEADLINE:**	03.30.27	**AD MATERIAL DEADLINE:** 04.09.27
JULY, AUGUST & SEPTEMBER	**Family Owned Business / Next Gen Business** This expanded issue explores the stories behind multigenerational companies, succession planning, next-generation leadership and the people carrying family businesses into the future.	**AD SPACE DEADLINE:**	05.28.27	**AD MATERIAL DEADLINE:** 06.11.27
OCTOBER	**Annual Report** Our BIGGEST ISSUE OF THE YEAR provides an in-depth snapshot of The MBA, business community, and the people and organizations shaping the region's future. (Also: ***14th annual MFG DAY and 122nd Annual Event.***)	**AD SPACE DEADLINE:**	08.27.27	**AD MATERIAL DEADLINE:** 09.10.27
NOVEMBER	**Construction, Real Estate & Utilities** Discover the projects, companies and trends creating tomorrow's landscape. (Also: ***The MBA's HR Conference.***)	**AD SPACE DEADLINE:**	10.01.27	**AD MATERIAL DEADLINE:** 10.12.27
DECEMBER-JANUARY	**SPECIAL DUAL ISSUE: 2028 Outlook and Anniversaries** A look at where business is headed — and a salute to those who have stood the test of time. (Also: The MBA Member Milestone Anniversary Spread and ***Economic Outlook Luncheon***.)	**AD SPACE DEADLINE:**	10.29.27	**AD MATERIAL DEADLINE:** 11.11.27

**Editorial Calendar is subject to change.*

MAGAZINE DISTRIBUTION AREA

Read by more than 15,000 business leaders throughout Pennsylvania, Ohio and New York!











DEMOGRAPHICS & STATISTICS

The following is based on total membership as of October 2026. Additions and deletions to membership occur monthly.

Reach companies throughout Pennsylvania, Ohio and New York in a broad range of industries.

THE MBA MEMBER COMPANIES

152 Allegheny	**27** Armstrong	**11** Beaver	**126** Butler	**5** Cameron	**13** Centre	**33** Clarion
3 Clinton	**35** Clearfield	**234** Crawford	**15** Dauphin	**66** Elk	**944** Erie	**6** Fayette
37 Jefferson	**49** Lawrence	**36** McKean	**28** Lycoming	**85** Mercer	**5** Northumberland	
87 Venango	**72** Warren	**18** Washington	**24** Westmoreland	**89** Ashtabula, Berks, Blair, Cambria, Chautauqua, Chester, Cumberland, Forest, Franklin, Geauga, Huntingdon, Indiana, Juanita, Lackawanna, Lake, Lehigh, Monroe, Niagara, Northampton, Schuylkill, Snyder, Somerset, Tioga, Trumbull, Union, York and other sates in additoin to PA, OH and NY		

BUSINESS MAGAZINE DISTRIBUTION

2,000 Direct Mail (monthly)	**500** Feature Company	**350** Marketing/Recruitment	**40** Professional Affiliates
100 inquiry Packets	**200** Conference Center	**750** Special Events (annually)	**1,105** Digital Subscribers

TOTAL: 5,045

YEARLY ONLINE VIEWERS

9,200 Social Media Audience (LinkedIn, Facebook)	**17,000** *magazine.mbausa.org* Active Users	**35,000** *mbausa.org* Active Users

ADVERTISING SIZES & RATES

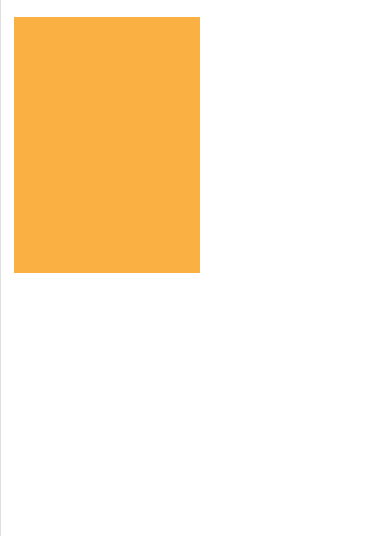
All ads are four-color and are included in the digital edition for free! (Links directly to your organizations website).



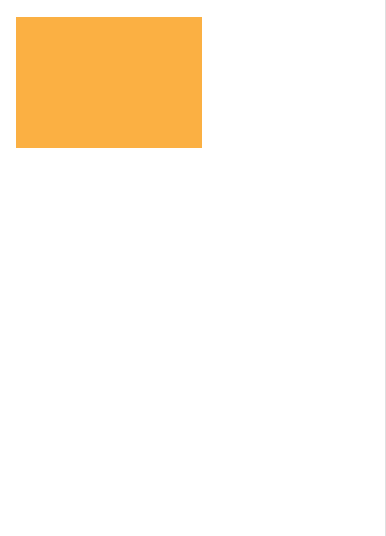
FULL-PAGE (BLEED)
8.5" (W) x 11.125" (H)
(TRIM) 8.25" (W) x 10.875" (H)
FULL-PAGE (NON-BLEED) IMAGE AREA
7.25" (W) x 9.875" (H)



ONE-HALF PAGE HORIZONTAL
7.25" (W) x 4.875" (H)



ONE-FOURTH PAGE
3.5625" (W) x 4.875" (H)



ONE-EIGHTH PAGE BUSINESS CARD SIZE
3.5625" (W) x 2.375" (H)

MEMBER AD RATES

	1X	3X	6X
FULL-PAGE INTERIOR	$1,400	$1,350	$1,300
ONE-HALF PAGE	$790	$755	$725
ONE-FOURTH PAGE	$525	N/A	N/A
ONE-EIGHTH PAGE	$210	N/A	N/A
OUTSIDE BACK COVER	$2,090	$2,015	$1,955
INSIDE FRONT/BACK COVER	$1,950	$1,895	$1,830
PAGE TWO	$1,575	$1,520	$1,470

ANNUAL REPORT RATES

	1X	3X	6X
FULL-PAGE INTERIOR	$1,890	$1,810	$1,735
TWO FULL-PAGE SPREAD	$3,465	$3,150	$2,625
OUTSIDE BACK COVER	$2,310	$2,205	$1,995
INSIDE FRONT/BACK COVER	$2,205	$1,995	$1,840
PAGE TWO	$1,995	$1,940	$1,785

NONMEMBER AD RATES

	1X	3X	6X
FULL-PAGE INTERIOR	$1,520	$1,470	$1,400
ONE-HALF PAGE	$840	$800	$770
PAGE TWO	$1,680	$1,625	$1,575

ADD ONE OF OUR ONLINE ONLY OPTIONS FOR EXTRA EXPOSURE!

MAGAZINE.MBAUSA.ORG

BANNER AD	$250 FOR THREE-MONTH PERIOD	728 X 902 PIXELS
PAGE ZERO	$300 PER MONTH	8.25" X 10.875" (2,435 X 3,027 PIXELS)
SQUARE AD	$100 FOR THREE MONTHS	300 X 250 PIXELS

BANNER AD





SQUARE AD



PAGE ZERO

AD SPECIFICATIONS

The *Business Magazine* is assembled and produced on the MacIntosh platform, using Adobe InDesign. It is them printed at 2400 dpi, 250-line screen, on a Komori, six-color offset press. This is a direct-to-plate process that requires all projects to be supplied electronically. Artwork files submitted for insertion into the magazine should be in one of the following compatible formats:

1. PREFERRED

PDFs: High-resolution with maximum image-quality settings. All fonts need to be embedded. Correct color space needs to be specified for the intent of your ad.
Adobe InDesign CS compatible files, including all fonts and linked graphics.
Encapsulated Postscript: EPS files created in Adobe Illustrator, QuarkXpress. Freehand, Corel Draw or other applications capable of creating Encapsulated Postscript files.

2. ACCEPTABLE

TIFF, JPEG, Photoshop, Photoshop EPS or Scitex CT files. These must be a minimum resolution of 300 dpi at 100 percent its printed size. **Do not use** RGB color space. Only CMYK or grayscale files will reproduce correctly.

3. PROOFS

An accurate proof including size, color, and bleeds need to be submitted along with your electronic files to help ensure proper reproduction of your advertisement.

4. HOW TO SUBMIT

Email high-resolution PDF (5 MB or less) to Karen Torres at ***ktorres@mbausa.org***.

We are no longer accepting ADs from Canva and other AI-generated materials that cannot be fixed since they only create one version of an AD. If you need assistance with ad creation for the MBA Business Magazine, please let your account representative know as soon as possible and we can help!

COMPANY PROFILES

A Unique Way To Attract Potential Customers.

A great way to let the business community know about you company. It allows you to go above and beyond what you can explain in a typical ad. Nothing attracts potential customers like a story informing them about your company.

FULL PAGE PROFILE- $1,400

SUBMIT:

- High-res logo, 300 dpi or higher
- 2-3 photos (high-res, 300 dip or higher)
- Contact information
- Up to 500 words of copy



HALF PAGE PROFILE- $790

SUBMIT:

- High-res logo, 300 dpi or higher
- 1-2 photos (high-res, 300 dip or higher)
- Contact information
- Up to 250 words of copy



ARTICLE PACKAGE OPTIONS

A Marketing Technique That Gets You The Best Exposure!

Increase your visibility to 15,000 business executives in Pennsylvania, Ohio and New York and market yourself as an expert in your field. Choose from the list below a package that best meets your needs. Your written article gives you added marketing power. It's advertising that gets your results.

PACKAGE 1

EXCLUSIVE RIGHTS — no other company can write an article in your category.

- 11 ARTICLES
- 1 FULL-PAGE, FOUR COLOR AD IN THE ANNUAL REPORT

$15,000 PER YEAR
$3,750 QUARTERLY
OR
$1,250 PER MONTH

PACKAGE 2

- 6 ARTICLES
- 1 FULL-PAGE, FOUR COLOR AD IN THE ANNUAL REPORT

$9,500 PER YEAR
$2,375 QUARTERLY
OR
$791.67 PER MONTH



PACKAGE 3

- 4 ARTICLES
- 1 FULL-PAGE, FOUR COLOR AD IN THE ANNUAL REPORT

$7,000 PER YEAR
$1,750 QUARTERLY
OR
$583.34 PER MONTH

PACKAGE 4

- 2 ARTICLES
- 1 FULL-PAGE, FOUR COLOR AD IN THE ANNUAL REPORT

$4,500 PER YEAR
$1,125 QUARTERLY
OR
$375 PER MONTH



SINGLE ARTICLE

- 1 ARTICLE

$1,600 PER ARTICLE

**Please note: No articles are printed in Annual Report issues. Annual Report ads must be full-page, four color.*

REQUIREMENTS:

- Topics and brief summaries must be submitted for pre-approval
- 600 Words
- Experts who write articles may not "sell" a product, service and/or company
- Articles are to be fact-based only
- No other company may write an article within the same issue under the same department heading
- Once articles are submitted and approved both by the magazine's editorial staff and then by you, your name, picture, professional profile and article with be published.

AD PACKAGE OPTIONS

Great Visibility Packages!

Be seen. By more than 15,000 potential customers every month! Now you can promote your product or service to the influential readers of the Business Magazine for up to eight months. This is a great opportunity to meet with our sales team to discuss your visibility and package options - from traditional ads and profiles, as well as special columns where you are showcased as the industry expert!

FULL-PAGE AD



HALF-PAGE AD



COMPANY PROFILE



LEGAL BRIEF



Great consistent exposure to the people that buy what you sell at great low prices. Plus - all ads are included in our digital version and they link directly to your website **free of charge!**

ADD ONE OF OUR ONLINE ONLY OPTIONS FOR EXTRA EXPOSURE!

MAGAZINE.MBAUSA.ORG

BANNER AD	$250 FOR THREE-MONTH PERIOD	728 X 902 PIXELS
PAGE ZERO	$300 PER MONTH	8.25" X 10.875" (2,435 X 3,027 PIXELS)
SQUARE AD	$100 FOR THREE MONTHS	300 X 250 PIXELS

BANNER AD





SQUARE AD



PAGE ZERO

ANNUAL REPORT

Two-Page Feature Story.

Tell your story to more than 15,000 influential leaders in the business community! Nothing attracts potential customers like a story informing them about your company. It's a great way to give a yearly update and highlight your key employees!

TWO-PAGE FEATURED STORY PACKAGE: $3,150

→ WORD COUNT:
- 800 WORDS (depending on the number of photos or charts). You can submit or we can write with information you give us (or Q&A interview).

→ IMAGES:
- Four or five (high-res, 300 dpi or higher). You can also swap a graph or chart for a picture. Images should be ranked in priority order.

→ LOGO:
- High-res, 300 dpi or higher.

→ DESIGN:
- We will layout and design for you (or you can design).

→ DIGITAL VERSION:
- Article displayed in digital version and linked to your website at no additional cost. You also have the option of including a brief commerial or video clip (no charge).

→ TABLE OF CONTENTS:
- List on this prominent page as featured story.

→ PDF:
- Provided to you on CD. You are wlecome to reprint, post online and use as often as you like!





MORE COVERAGE

Business Today With The MBA Podcast.

Since July 2020, the MBA has hosted a 15-minute podcast on Money Radio WPSE AM 1450/FM 107.1. The show airs every other Friday at noon.

BUSINESS TODAY WITH THE MBA

BUSINESS TODAY WITH THE MBA:

- The broadcast features business-related topics that are important to MBA members and employers in the tri-state region. The program provides inofrmation on business-related topics and complement the MBA's wide range of programs and services.

TO LISTEN:

- To listen live to "Business Today With The MBA," visit https://wpse.bd.psu.edu/ or tune in to 1450AM/107.1 FM.

SPONSORSHIP OPPORTUNITY- $600

- Two to three 15-minute episodes
- Shoutout at beginning and end of show

CONTACT KAREN TORRES AT KTORRES@MBAUSA.ORG TO LEARN MORE!

Money Radio is a commerically liscensed radio station in Erie, Pennsylvania and the market's only money-business news-talk radio station. It is owned by the Penn State Board of Trustees and operated by Penn State Behrend under the direction of a professional broadcast staff. The station is recognized as a round-the-clock, one-stop source for global and financial news.

PUBLISHER'S STATEMENT

1. The Publisher of the *Business Magazine* shall have the right to reject copy or artwork contrary to the publication's editorial policies. The Publisher shall accept and publish advertisements upon the firm understanding that the party placing all material is duly authorized to represent and place all such material; further, upon acceptance and publiucation of such material, the Advertiser, Agency or Advertiser's representative agrees to indemnigy and save the Publisher harm from and against any loss or claims or expense resulting from the graphic content and/or subject matter of such advertisements.

2. All copy siubmitted to the *Business Magazine* by the Advertiser, Agency or Advertiser's representative must allow for high-quality-print reproduction. Material which does not permit high-quality reproduction will necessarily be rejected by the Publisher.

3. Publisher is not liable for errors in advertising copy submitted for publication in the *Business Magazine* by the Advertiser, Agency or Advertiser's representative. Further, the Publisher is not liable for errors in an advertisement subsequent to proofing and approval for printing by the Advertiser, Agency or Advertiser's representative.

4. Publisher must be notified in writing within 15 days from date of invoice of any error made by the *Business Magazine* relative to advertisements placed by the Advertiser, Agency or Advertiser's representative.

CONTACT INFORMATION



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SUBSCRIPTION FORM

As the only monthly business-to-business publication in the tri-state region, the *Business Magazine* serves as a critical information tool for employers located throughout northwest Pennsylvania, Ohio and New York. Each month, the *Business Magazine* highlights as in-depth member company story. Our publication also includes health, legal, financial and technical articles written by industry experts, as well as separate editorial departments, which report the latest information on employee relations, legislation and regulations, health and safety issues and local company announcements.







REGISTER TO RECEIVE YOUR FREE DIGITAL EDITION ONCE PER MONTH!

Subscriber's Name: _____

Company: _____

Address: _____

Email: _____

Phone: _____

City, State, Zip: _____

ADDITIONAL COMPANY CONTACTS:

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

THE MBA
Manufacturer & Business Association

Sign up online at
magazine.mbausa.org
or scan the QR code.