media kit
The Business Observer is the weekly newspaper for business leaders on the Gulf Coast of Florida.

Started in 1997, as the Gulf Coast Business Review, the Business Observer is the leading provider and most authoritative source of business and economic information affecting the Gulf Coast from Tampa Bay to Naples. It specializes in reporting on the region’s industry and economic trends; emerging companies; corporate strategies; identifying and profiling the region’s up-and-coming entrepreneurs and top business leaders; and keeping its readers abreast of state, regional and local government actions affecting business and the economy.

When it started, the Gulf Coast Business Review focused solely on Sarasota and Manatee counties. But in October 2001, the Review acquired the 51-year-old Tampa Bay Review and became a regional weekly covering the business scene from Tampa-St. Petersburg to Sarasota. In 2005, the Review expanded again, opening an office in Fort Myers to cover the fast-growing business communities in Lee and Collier counties. In 2013, the Review relaunched with a new look and a new name, the Business Observer. The new name brings the paper under the branding of its parent, The Observer Media Group. In addition to the Business Observer, The Observer Media Group publishes seven community newspapers in communities stretching from the Gulf Coast to the east coast of Florida.

Business Observer covers an area that encompasses more than 90,000 business establishments. The Business Observer is committed to providing business owners, senior executives, entrepreneurs, investors and public policy makers with the Gulf Coast’s most authoritative and relevant business information through its weekly print content and daily through its website and daily eNewsletter.

The Business Observer’s perspective is unique among Florida media. In its editorial opinions, the Business Observer strongly supports and promotes laissez-faire capitalism and private property rights. In its news content, the Business Observer is written expressly for business owners and managers by a team of experienced journalists.
The **Business Observer** is unlike any other business information medium in Florida.

Its content is geared specifically for Southwest Florida’s business leaders. With comprehensive, authoritative coverage of Polk, Pasco, Hillsborough, Pinellas, Manatee, Sarasota, Charlotte, Lee and Collier counties, the **Business Observer** is the only weekly business newspaper that provides business leaders, entrepreneurs, CEOs and investors with a regional perspective. The **Business Observer** is also the leading publisher of public notices on the Gulf Coast of Florida.

**WEEKLY EDITORIAL FEATURES**

**COFFEE TALK**
The inside scoop on the latest news about people, companies and issues.

**IN FOCUS**
Short reports and features highlighting companies and businesses doing the unusual.

**GOVERNMENT WATCH**
Snapshots of the latest municipal, county and state government policy decisions and how they affect the business environment, taxation and development.

**ECONOMY**
Regular reports and analysis of the Gulf Coast economy, local economic snapshots, demographics and trends.

**STRATEGIES**
In-depth reporting that explores the strategies—and the lessons to be learned—of the region’s emerging and leading companies.

**CEO INSIGHT**
Q&As to learn what’s important and what’s on the minds of Gulf Coast business leaders.

**POWER LUNCH**
This “Out of the Office” column features occasional reviews of restaurants recommended by executives in cities on the Gulf Coast, from Tampa to Naples.

**TOP DEALS**
Regional roundup of each week’s top commercial real estate transactions—who’s buying, who’s selling… and for what price.

**REVIEW & COMMENT**
Publisher Matt Walsh’s popular free-market commentaries on business and public policy decisions affecting the marketplace.
We offer a highly targeted audience for your message—87% of our readers are owners, CEOs, presidents, partners or senior managers.

READERSHIP

Each week, more than 60,000 Gulf Coast business leaders turn to the Business Observer as their indispensible source for what’s important now to the Gulf Coast business community. Our readers trust the data, gain insight from the reporting, uncover opportunities and are inspired by our stories of entrepreneurial success.

Capitalize on the Business Observer’s unparalleled coverage and reach this influential readership. When you advertise in the Business Observer, you put your ad message in front of the real decision makers, from Tampa to Naples. Your ad message will be seen by a targeted audience of qualified business customers, with the resources to make the regional economy, and your business grow.

CIRCULATION

PRINT EDITIONS: Average 20,000 readers per week. Each issue of the Business Observer is read by an average of 3 readers.

COVERAGE AREA: Includes Florida’s Hillsborough, Pinellas, Pasco, Polk, Manatee, Sarasota, Charlotte, Lee and Collier counties.

FREQUENCY: 52 issues per year.

DEMOGRAPHICS

PROFESSIONAL TITLE
87% of readers are business owners, CEOs, presidents or partners.

AGE
67% are between the ages of 36-65.

EDUCATION
80% hold a bachelor’s or post graduate degree.

GENDER
58% are male. 42% are female.

NET WORTH
81% have a household net worth of greater than a half-million dollars.

CONSUMER SPENDING POWER
plan to purchase in the next 12 months . . .
51% automobiles
50% computers/technology
46% television/home theater
44% home furnishings

QUALITY RATING OF BUSINESS COVERAGE
89% rate the quality of the Business Observer coverage as excellent or good, more than twice that of the nearest competitor.

ENGAGED AUDIENCE
42 minutes is the average time spent reading each issue of the Business Observer.
When Gulf Coast online readers want daily business news, they are turning to BusinessObserverFL.com. Each month, over 40,000 people are visiting our site to find information on the companies, trends, entrepreneurs and CEOs of Southwest Florida.

BusinessObserverFL.com visitors get daily and breaking business news, read reports on the region’s economic and government trends and access important information about Southwest Florida’s leading and growing companies. It is a vital resource for staying informed in a competitive, fast-paced business marketplace.

Maximize your advertising to reach more business customers on BusinessObserverFL.com

For Digital Advertising Specifications and Ad Examples visit businessobserverfl.com/advertising or contact Kathleen O’Hara at 941-362-4848 or kohara@businessobserverfl.com.

**DEMOGRAPHICS**

- 48% are age 51-65; 30% are age 36-50.
- 58% are male; 42% are female.
- 82% hold a bachelor’s or post graduate degree.
- 78% have a household net worth of greater than a half-million dollars.
- 82% are primary decision makers.
- 85% rate the quality of the Business Observer coverage as excellent or good.

**AUDIENCE**

- Monthly total visits: 60,000
- Unique visitors: 45,000
- Monthly total pageviews: 92,000
- Time spent on BusinessObserverFL.com: 1.2 minutes average

**2017 online advertising opportunities**
Print Advertising
Full Color Display Ad Rates

<table>
<thead>
<tr>
<th>Frequency/Cost per Ad</th>
<th>1-5 x</th>
<th>6-12 x</th>
<th>13-25 x</th>
<th>26-51 x</th>
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<td>$1864</td>
<td>$1566</td>
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<td>$ 308</td>
<td>$ 279</td>
<td>$ 233</td>
<td>$ 206</td>
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</tbody>
</table>

ALL RATES INCLUDE FULL COLOR.

ACCEPTED FORMATS: GIF, JPEG and HTML
5. For ads, a static jpeg is required in addition to your ad. FILE SIZE: 50k maximum. Animation time: 15 second limit, 3-loop maximum. LINKING URL: When submitting your ad, please supply the website URL that should be used for click-through.

ACCEPTED FORMATS: GIF, JPEG or PNG.
E-Newsletter ads are STATIC only. FILE SIZE: 50k maximum. LINKING URL: When submitting your ad, please supply the website URL that should be used for click-through.

See spec sheet for ad size format options and digital requirements.
A listing of the top 500 companies on the Gulf Coast, ranked by revenue.

This is a stand-alone publication, in magazine format. This publication is a direct mail piece and is also offered for sale.

**Ad Rates and Sizes***

**PREMIUM PLACEMENT (glossy)**
- Image Size: 15.75”W x 10”H .................. $1800
- Bleed Size: 17”W x 12.5”H

**HALF PAGE**
- Image Size: 10”W x 5.5”H ..................... $ 830

*$Sizes are not standard Business Observer specs

**FULL PAGE**
- Image Size: 10”W x 11.25”H ................... $1607
- Bleed Size: 11.25”W x 12.5”H

**PUBLICATION DATE:**
August 18, 2017

**AD SPACE DEADLINE:**
August 4, 2017

**MATERIALS DEADLINE:**
August 5, 2017
## FORMATS WE ACCEPT FOR PRINT

PDF is the preferred format, exported at 300 PPI, with all fonts embedded. We also accept TIFF, JPEG, PSD and EPS files, as well as InDesign CS documents (up to and including the CC 2015 version). InDesign documents should be packaged to include all fonts and artwork. Files should not include margins, printer marks or crop marks. Ad files, in any format, should be the actual size of the ad. Above dimensions can be used as a reference. We do not accept Microsoft Publisher documents. PNG files should be converted for use in print.

### COLOR

Use CMYK, not RGB, to build all files for print. Text should be 100% black only, not a mix of CMYK or RGB. To create a rich black background for a newspaper ad, use 100% black plus 20% cyan. For glossy publications a rich black ink mix is 60% yellow, 40% magenta, 40% cyan and 100% black. Design your newsprint ad to allow for a 30% dot gain on press. Reverse text should be 10 point or larger. Small reverse text may fill in. For optimum sharpness and readability, reverse text should be a sans serif font (i.e.: Helvetica), not a serif font (i.e.: Times). The total ink limit for a finished file is 240%.

### AD ELEMENT SPECIFICATIONS

If our graphics department is preparing your ad, please send artwork in TIFF, JPEG, PSD or EPS formats. Files should be a minimum of 300 DPI and be sized to 100% for use in the ad. If your artwork is 72 DPI, it should be submitted three times the desired size. An example of this: 1" logo in ad submitted at 72 DPI would need to be 3" actual file size. Artwork downloaded from the internet is usually low-resolution and cannot be used in print ads. EPS files should have a TIFF preview and binary encoding. Text should be sent in Microsoft Word documents, in TXT format or typed in an email. We do not accept Excel or Publisher documents for use as text files.

### FTP INFO

Large files can be sent to us via our FTP site. You will need FTP software such as Fetch or Transmit to upload files. Files should be stuffed or zipped before uploading. Please contact your sales representative to get the FTP connection and login information.

### INSERT REQUIREMENTS

Check with your sales representative for quantity information and shipping address. Postal regulations do not permit Bulk Rate indicia to be printed on any finished piece that is inserted.

### DEADLINE

Inserts should be delivered to our printer 2 weeks before the insertion date. You will be given a shipping label. The shipping label should be completely filled in (publication name, issue date, advertiser name, quantity information, etc.) and be affixed to the outside of each box.

Ad space reservation: THURSDAY by 4 PM (8 days prior to publication date).

Ad materials are due: FRIDAY by 4 PM (7 days prior to publication date).

### NOTE

The Business Observer is published weekly on Fridays. Submit files via email to your sales representative.

### QUESTIONS

If you have any questions in regards to any of this material, please call (941) 362-4848.

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### WEBSITE BUSINESSOBSERVER.COM

**ACCEPTED FORMATS:** GIF, JPEG and HTML 5. For ads, a static jpeg is required in addition to your ad.

**FILE SIZE:** 50k maximum. Animation time: 15 second limit, 3-loop maximum.

**LINKING URL:** When submitting your ad, please supply the website URL that should be used for click-through.

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### eNEWSLETTER DAILY OBSERVER

**ACCEPTED FORMATS:** GIF, JPEG or PNG. E-Newsletter ads are STATIC only.

**FILE SIZE:** 50k maximum.

**LINKING URL:** When submitting your ad, please supply the website URL that should be used for click-through.
Maximize your frequency and reach with one of our advertising packages for discounted advertising rates.

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*Full page ads only in this issue.

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- Hillsborough
- Polk
- Pinellas
- Pasco
- Manatee
- Sarasota
- Lee
- Collier
- Charlotte
- Other

OCCUPATION?
Check One of the Following...
- Accounting
- Advertising/Marketing
- Architecture
- Arts/Entertainment
- Banking/Finance/Investments
- Construction
- Consulting
- Development
- Distribution
- Education
- Government
- Health Care
- Hospitality/Tourism
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- Manufacturing
- News Media
- Real Estate
- Restaurant
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Sarasota and Manatee

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For advertising production inquiries, contact:

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SUBSCRIPTIONS

For information on subscriptions, purchasing extra copies and distribution, contact:

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subscriptions@BusinessObserverFL.com  877.231.8834  fax  727.447.3944

LEGAL NOTICE PUBLICATION

For information on legal notice publication, contact:

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