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MANAGEMENT TODAY



2016 MEDIA KIT



# ABOUT US

In today's digital world, it's easier than ever to stay abreast of the latest business news. Unfortunately, that's not enough –you need analysis of the latest trends and information that will help you run your business more efficiently. That's where *Management Today* comes in, providing you with thought leadership from the greatest minds in business today. Each issue of *Management Today* contains a unique combination of feature articles, corporate case studies, and essays from the nation's most respected business leaders.








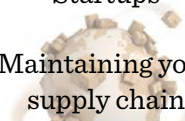
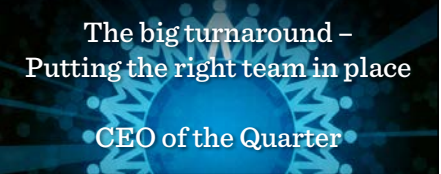
Our cover stories contain an in-depth look at an emerging trend, new technology, topical business issue, or forward-thinking chief executive. Our departmental features cover management, marketing, technology, global strategies, leadership best practices, and finance and legal issues..

In addition, each quarter, we hand-pick companies to be featured as Corporate Spotlights, working with these companies to create case studies written by professional journalists with input from the company. *Management Today* is read by business executives from the entire range of North American industries, from retail and banking to consumer products, manufacturing, and energy. Their titles include Chairman, CEO, CFO, CIO, President, Vice President, Director, and General Manager.

*Management Today's* mission is to become the only business magazine you need, providing you with technology updates, marketing and management strategies, finance and legal advice, and global tactics.



# EDITORIAL CALENDAR

ISSUE	COVER STORY & SECTION	MANAGEMENT	SPECIAL PROFILES
WINTER	CEO outlook for 2016 	Recruitment 	The year's "outperformers" CEO of the Quarter 
SPRING	Woman leaders who are making a difference	Process improvement 	Finance & Accounting Trends CEO of the Quarter
SUMMER	Going Green 	Developing leaders Women executives	Thinking green can add to your bottom line CEO of the Quarter 
FALL	Technology that makes a difference 	Startups Maintaining your supply chain 	The big turnaround – Putting the right team in place CEO of the Quarter 

# CLIENT PROFILES

(CLICK BELOW TO SEE PROFILE EXAMPLES)

- Hendrickson
- AMD Industries Inc.
- Baker Hughes
- Datacard Group
- Mercedes Benz USA

- Rio Alto Mining Limited
- La Curacao
- Under Armour
- J.T.A. Supermarkets Ltd.
- Neiman Marcus

- Stage Stores Inc.
- Meridian Credit Union
- The Coca-Cola Company
- Papa John's
- Mama Rosa's Pizza





# PROVIDING VALUE-ADD TO FEATURED COMPANIES AND ADVERTISERS

*Our custom publishing opportunities include brochures, newsletters and videography*

SOCIAL MEDIA OUTLETS include Facebook, Twitter, LinkedIn and blogs



**WE TARGET SENIOR LEVEL EXECUTIVES WITH DECISION-MAKING POWER**



Reach a broader investment community of directors, private investors and commercial/investment banks

// Gain access to *Management Today's* comprehensive contact directory for industry-leading and emerging companies



*Company profiles are structured to each client, detailing marketing, financial and operational strategies and goals*

Gain a website presence for 12 months plus archived digital issue

**ADDITIONAL TRADE SHOW COVERAGE AND ASSOCIATION PARTNERSHIPS**



Increased SEO presence with published article



# CUSTOM BUSINESS DEVELOPMENT PROFILE

*(Share your company's story and successes with other leading companies.)*

## BE PROACTIVE ABOUT THE OPPORTUNITY

**Distribute** at trade shows and conferences, client meetings, investor and company meetings, and general networking events



**Utilize** the profile as an abbreviated business plan or custom brochure and digital file to distribute to clients, suppliers and service providers, and investors. Use as a tool for your own marketing and business development

**Promote** through your social media and company distribution channels (Facebook, Twitter, LinkedIn, website, YouTube, etc.)



## ADDITIONAL PUBLICATION PROMOTION

- **Hard copy mailed** to subscriber base
- **Digital E-blast** to subscriber base
- **Visible on Management Today website** featured content, as well as archived digital library
- **Further promoted** through *Management Today* social media (Facebook, Twitter, etc.)
- **Increased Google/Bing search** SEO with published article
- **Cross-promoted** with industry association partnerships and trade show coverage

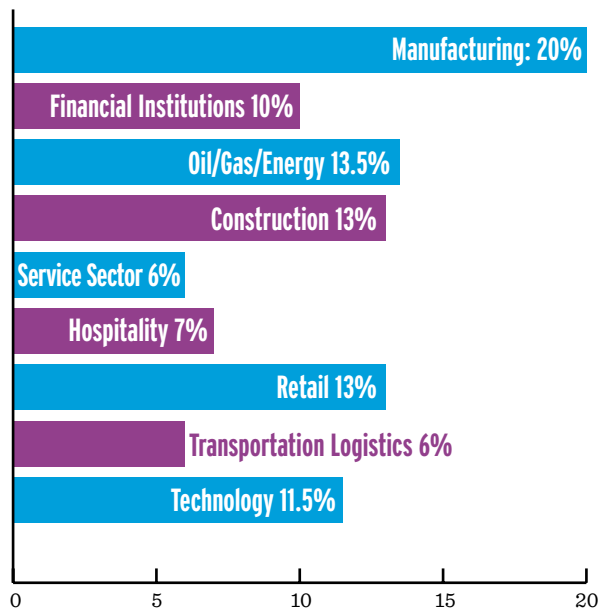




# READERSHIP BREAKDOWN

North American Readers: 375,434

## INDUSTRY BREAKDOWN



### » *Manufacturing*

Aerospace, Automotive, Electronics, Building products, Consumer Products, Metals, Tooling, Fabrication, Health & Medical, Energy, Food

### » *Financial Institutions*

Banking, Finance, Insurance, Brokers, Credit Union, Mortgage, Pension Funds, Investment Banks, Underwriters

### » *Oil, Gas, Mining & Energy*

OIL & GAS: Upstream, Midstream, Downstream, Onshore, Offshore, Heavy Oil & Oil Sands, Exploration, Development, Production, Pipelines, Refineries

MINING & ENERGY: Wind, Solar, Hydroelectric, Geothermal, Biomass, Biofuels

### » *Construction*

Contractors, Developers, Equipment, Industrial, Commercial, Civil, Residential

### » *Hospitality*

Hotels, Resorts, Cruises, Casinos, Airlines, Hosting, Convention Centers

### » *Retail*

Mass Specialty Retailer & Dollar, Mass Merchandise, Super Center, Membership Wholesale, Warehouse Club, Drug Store, Supermarket

### » *Transportation Logistics*

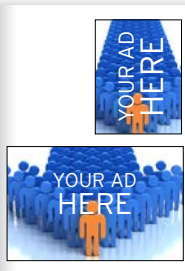
Trucking/Freight, Air Cargo, Shipping/Ports, Fleet Management, Warehouse & Packing

### » *Technology*

From Startups to Tech giants – a look at all technology that runs the modern world.

## EXECUTIVE TITLE

22%	CEOs
39%	Presidents
4.5%	CTOs
23.5%	Purchasing Directors/ Senior Buyers
11%	Upper Management



**AD REQUIREMENTS:** For all designed ads, the preferred file format is a hi-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, Quark XPress, InDesign CS, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files.

Regrettably, we cannot accept any artwork lifted directly from a Web site or sent via fax, as the quality is incompatible for print. We also cannot accept designed ads sent in Microsoft Word, Powerpoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes.

#### ADVERTISEMENT RATES

4/ Color	1x	2x	4x	8x	Edit Mention
Double Page Spread	\$16,995	16,145	15,295	14,445	120 words
Full Page with Bleed	\$9,995	10,520	8,995	8,495	80 words
Junior Page	\$7,995	7,595	7,195	6,795	70 words
1/2 Page	\$5,995	5,695	5,395	5,095	60 words
1/3 Page	\$4,995	4,745	4,495	4,245	40 words
1/4 Page	\$3,995	3,795	3,595	3,395	None
Inside Front Cover	\$14,995	14,245	13,495	12,745	None
Inside Back Cover	\$14,495	13,770	13,045	12,320	None
Back Cover	\$15,495	14,720	13,945	13,170	None

All supplied ads must be presented in a manner ready for press. Management Today does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests with the file originator.

Please include any Editorial Mentions with your submission. Please send in a text file or within the body of an e-mail. For your convenience, files up to 10MB can be sent to us via e-mail to ads@khmginc.com. For larger files, contact one of our production coordinators for information about uploading files to the Knighthouse Publishing FTP site, or send a CD, overnight, to the address below.

If you need our studio to design your ad, at no additional cost, or have questions or concerns regarding ad material, please e-mail ads@khmginc.com.

**Send all ad materials to:**

Studio at Knighthouse Publishing  
79 West Monroe, Suite 400, Chicago, IL 60603  
ads@khmginc.com

**TERMS AND CONDITIONS OF ACCEPTANCE:** These conditions shall apply to all insertion orders for advertisements submitted by the Advertiser and accepted for publication by the Publisher. All insertion orders for advertisements are accepted subject to the Publisher's approval of the copy and to the space being available.

The Publisher reserves the right to omit or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise. Acceptance of an advertisement for publication by the Publisher does not constitute endorsement or approval by the Publisher of any product or service advertised.

**All copy MUST be received by the stated dates.** In the event of non-receipt of copy, the Publisher reserves the right to repeat existing copy held or to compose "generic" advertising for the Advertiser. Time shall be of the essence in respect of all obligations undertaken by the Advertiser. Failure to timely submit copy to the Publisher shall not relieve the Advertiser from liability for the cost of the advertisement.

Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and/or approved the proof, the advertisement deviates from the submitted copy and/or approved proof, and notification of the error is received in writing within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content it submits to the Publisher (including text, representations, illustrations and advertisements) and agrees to indemnify and hold harmless the Publisher against all actions, costs, claims, proceedings, damages and liabilities whatsoever incurred by the Publisher as a result of the publication of any material supplied or approved by the Advertiser.

The Publisher shall not be liable for any financial, consequential or indirect loss or damages suffered by the Advertiser as a result of any act or omission of the Publisher. The liability of the Publisher in respect of any breach of its obligations pursuant to this contract shall be limited to an amount equal to the sum actually paid by the Advertiser to the Publisher in respect of the relevant order. Save to the extent that the same cannot by law or statute be excluded, all express or implied conditions, warranties or representations relating to the service provided by the Publisher to the Client are hereby excluded. **Covers and single insertion orders are non-cancelable.**

**CONTRACT ADVERTISERS:** If an Advertiser cancels the balance of a contract (excluding covers or single insertion orders, which are non-cancelable), it relinquishes any right to that series discount to which it was previously entitled and advertisements will be invoiced at the appropriate rate. While every effort will be made to meet the wishes of Advertisers regarding positioning, no guarantee can be made unless the Advertiser is paying a special position charge. Extra production work requiring artwork and/or film will be charged out at cost.

The insertion order, including these terms and conditions, and the rate card constitute all the terms of the contract between the Advertiser and the Publisher. No agent or other representative of the Publisher has the right to vary the terms of the contract in any way, except in writing, signed by the President of the Publisher. Invoices are rendered at the end of each month. Full settlement is due upon publication. Advertisers who fail to pay within this period will be liable for a surcharge of 4% interest per month for each full month overdue, and shall pay to Publisher any costs and fees, including reasonable attorneys fees, incurred by Publisher in the enforcement of this contract and in the collection of any sums due.

**READERSHIP:** The majority of our readership data is provided by an outside vendor(s). In a few instances, our internal editorial research department has produced a more detailed breakdown of our readers based entirely on industry knowledge, without the support of independent data or research. It should only be relied on as a benchmark and general guidance as to what we believe is the readership makeup.

#### ADVERTISEMENT SIZES

Magazine Size	8.375" w X 10.75" h
2 Pg. Spread (bleed)	16.999" w X 11" h
Full Page (bleed)	8.625" w X 11" h
Full Page (non bleed)	7.273" w X 9.5" h
Junior Page	4.667" w X 9.5" h
1/2 Page Horiz.	7.273" w X 4.667" h
1/2 Page Island	4.667" w X 7.273" h
1/2 Page Vert.	3.551" w X 9.5" h
1/3 Page	2.3" w X 9.5" h
1/4 Page	3.551" w X 4.667" h





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