

# American City Business Journals

# ACBJ

## ► OVERVIEW

**The Business Journals** is the premier media platform for companies targeting business decision makers. We deliver an audience of over 13 million and over 550 annual industry-leading events.

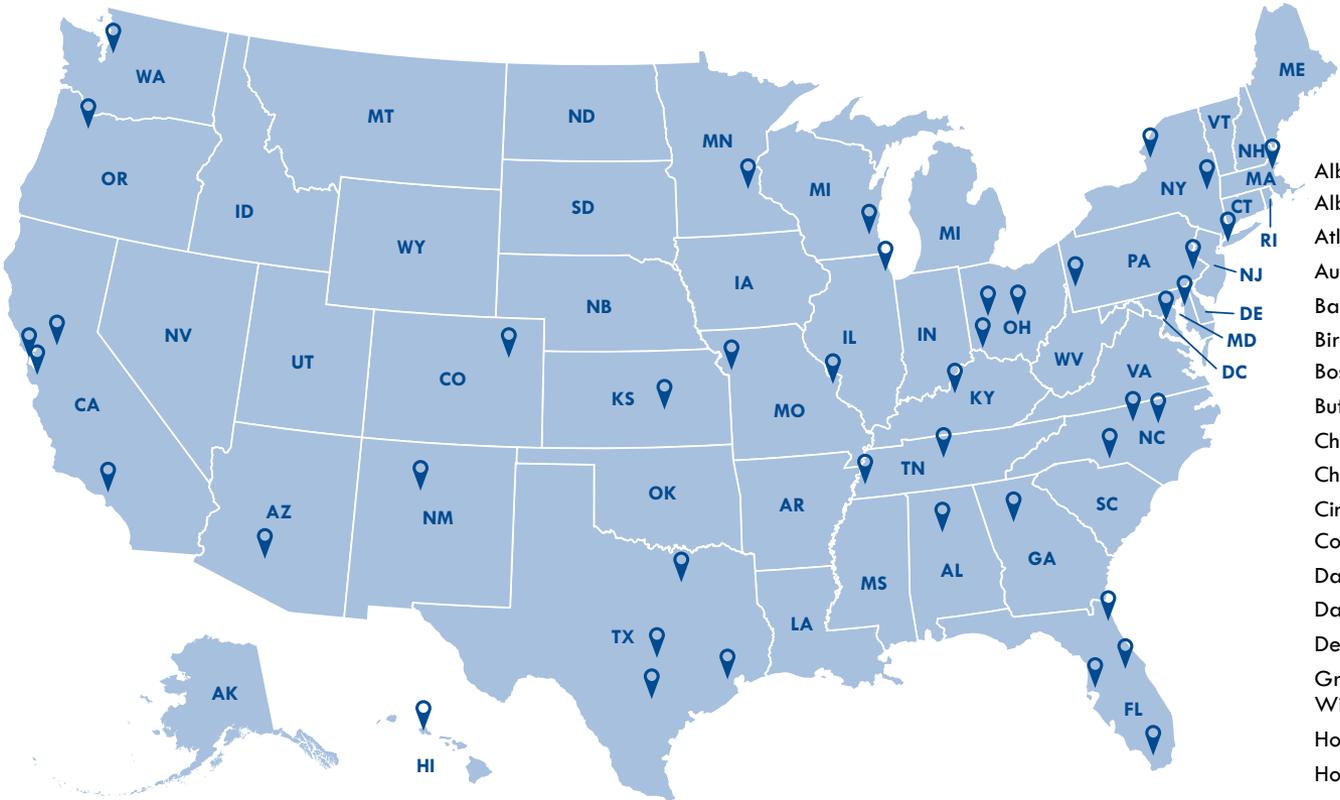
Our media provides comprehensive coverage of business news from local, regional and national perspectives. We have more people, publications and websites covering our nation's business than any other business media organization.



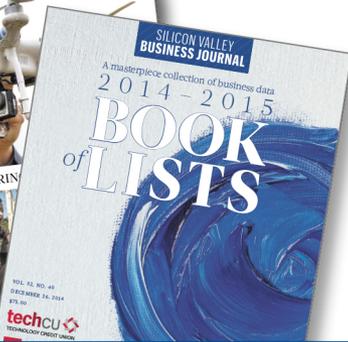
# SILICON VALLEY BUSINESS JOURNAL

## American City Business Journals

▶ 43 MARKETS AND GROWING



- Kansas City
- Los Angeles
- Louisville
- Memphis
- Milwaukee
- Minneapolis/St. Paul
- Nashville
- New York
- Orlando
- Philadelphia
- Phoenix
- Pittsburgh
- Portland
- Raleigh/Durham
- Sacramento
- San Antonio
- San Francisco
- Seattle
- Silicon Valley
- South Florida
- St. Louis
- Tampa Bay
- Washington DC
- Wichita



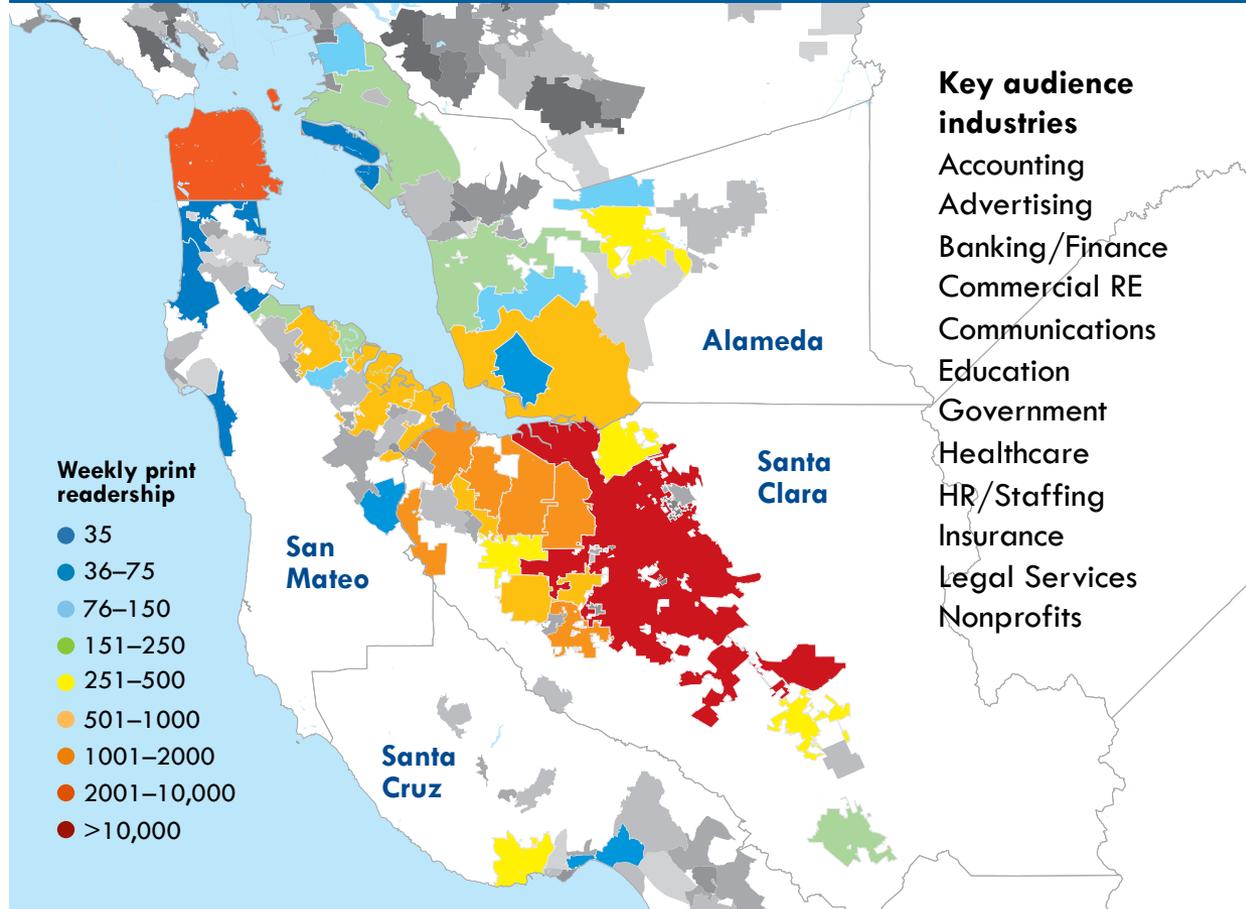
# Silicon Valley Business Journal

## ► OVERVIEW

**For over 30 years**, the Business Journal has been the most comprehensive business news and information outlet in Silicon Valley. With a reach of over 370,000 our online, print and events platforms influence business leaders across the spectrum, from entrepreneurs to c-level decision makers. In addition to news, our seminars, networking and awards events educate our audience and facilitate connections that advance careers and grow companies.

# Silicon Valley Business Journal

## ▶ AUDIENCE HEAT MAP





# Silicon Valley Business Journal

## ► EDITORIAL STAFF

**The heart of any news organization** is its editorial staff. Our reporters and editors are dedicated to objective reporting. They also understand that the best way to know what's going on in the business community is to be in it, talking to people, researching companies and their industries. Meet our key reporters:

### Cromwell Schubarth

Cromwell, our senior technology reporter, writes the TechFlash newsletter as well as The Pitch. If you need news on pre-IPO companies and their funders, follow Cromwell.  
[@SVBizCrom](#)

### Bryce Druzin

Bryce covers Silicon Valley economic development, commercial real estate, finance and employment issues. Follow Bryce to learn about changes in the Silicon Valley skyline and workers' issues.  
[@SVBizBryce](#)

### Jennifer Elias

Jennifer reports on public tech companies, Internet security, the Internet of Things and how companies address social responsibility issues. Follow Jennifer to gain unique insights into the tech economy.  
[@SVBizJenn](#)

### Jody Meacham

Jody covers transportation, infrastructure and sports business. If you want to know what's going on with local sports teams or developments in the region's public transportation system, follow Jody.  
[@SVBizJody](#)



# Audience Engagement

► HOW DOES OUR AUDIENCE INTERACT WITH US?

## PRINT

Custom pubs  
Special sections  
Weekly publication



23,524 likes

## EVENTS

Signature events  
Seminars  
Panel/content events  
Custom events  
Mixers

## DIGITAL

Newsletters  
Website  
E-edition  
Breaking news  
Mobile Apps



18,800 followers



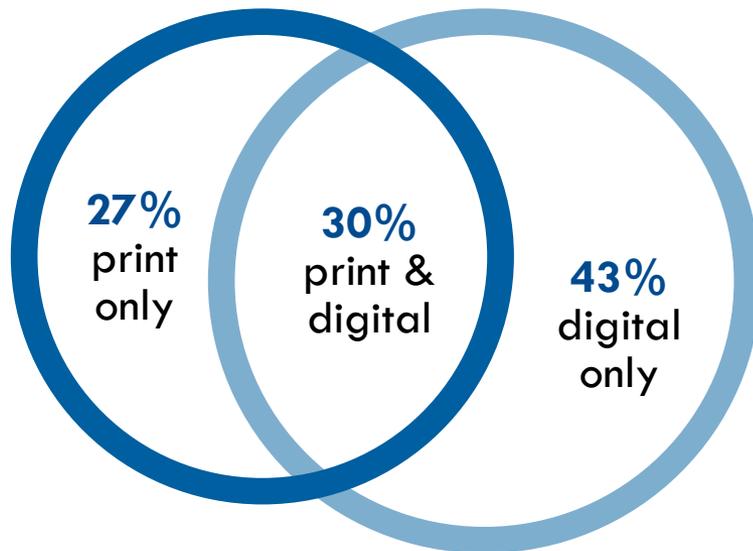
3,178 connections





# Audience Engagement

## ▶ COMPARING PRINT AND DIGITAL READERSHIP



- Mobile app
- E-edition
- Website app
- Newsletters
- Weekly Print
- Special publications



Print subscriber research: Jan. – Apr., 2014  
Email subscriber research: May–Jul. 2014  
Studies by Russell Research



# Audience Engagement

## ► BY THE NUMBERS

**40,000**  
weekly print  
audience

**350,000**  
monthly  
unique online  
visitors

annual event  
attendance  
**6,845**



Print subscriber research: Jan. – Apr., 2014  
Email subscriber research: May–Jul. 2014  
Studies by Russell Research

Please contact

**SILICON VALLEY  
BUSINESS JOURNAL**

# Subscriber Demographics



## ▶ WHO IS OUR AUDIENCE

**\$263K**  
average household income

**\$2.4M**  
average net worth

**59%** influence  
company decisions

owner  
partner **55%**  
top management

**27%**  
work for companies  
with over 100  
employees



Print subscriber research: Jan. – Apr., 2014  
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**SILICON VALLEY  
BUSINESS JOURNAL**



# Print Audience

## ▶ MOST POPULAR FEATURES

TOTAL READERSHIP 40,000

REPORTER PAGES 75%

LEADS 57%

VALLEY LIFE 53%

SOCIAL CAPITAL 41%

73% of readers pass their print issue along

minutes average reader spends with print edition: 40



Print subscriber research: Jan. – Apr., 2014  
Email subscriber research: May–Jul. 2014  
Studies by Russell Research

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# SILICON VALLEY BUSINESS JOURNAL



# Print Engagement

## ▶ HOW OUR AUDIENCE INTERACTS WITH US

### Weekly Issue

Our weekly issue offers the most in-depth reporting of Silicon Valley business news. For over 30 years everyone from entrepreneurs to CEOs have been reading the Business Journal to learn about what's going on with local business

### Themed Issues

Themed issues offer a wide range of industry- and career-specific topics: commercial real estate, food and beverage, healthcare, corporate philanthropy, CFOs. Often coinciding with an event, they'll grab the attention of an entire industry.

### Supplements

An even closer look at an industry, our supplements are used year-round. Whether it's the Bay Area's Healthiest Employers or the Structures awards these are saved on our reader's bookshelves so they can reference them throughout the year.

### Book of Lists

Every week we feature a top 25 list. Whether it's CEOs, contractors or breweries, it's one of our most popular features. Annually we compile the lists into a single volume — the Book of Lists, our most popular business reference.





# Print Platform

## ▶ OPPORTUNITIES TO REACH OUR AUDIENCE

### Weekly Issue

Our weekly issue displays your message among the most relevant and in-depth business news reporting available in Silicon Valley.

### Themed Issue

In our numerous themed issues you have a chance to specifically target a group or industry. Whether it's *Business of Commercial Real Estate*, *Women of Influence*, *Business of Healthcare* or any of our themed issues, you'll hit your target.

### Supplements

Our supplements are removed from the paper by readers and kept as a reference. Whether it's the *Book of Lists, Structures, Giving Guide* or another insert, this is a great way to target an audience for an entire year.

### Custom Pubs

Have a lot to say? Create a custom publication! If you don't have the resources, we can provide a content and production team to create a multi-page insert and provide overruns for you to use in your marketing.





# Digital Audience

## ► OUR ONLINE READERSHIP

Unique Monthly Online Visitors

350,000

Morning Edition

13,737

Afternoon Edition

15,789

Tech Flash

17,488

Real Estate Inc.

15,000

Sign up for a newsletter. It's free!  
[www.bizjournals.com/sanjose/newsletter](http://www.bizjournals.com/sanjose/newsletter)

Print subscriber research: Jan. – Apr., 2014  
Email subscriber research: May–Jul. 2014  
Studies by Russell Research

**SILICON VALLEY  
BUSINESS JOURNAL**



# Digital Engagement

## ▶ HOW OUR AUDIENCE INTERACTS WITH US

### Newsletters

Morning Edition, Afternoon Edition, Real Estate Inc. and TechFlash. Daily news updates and targeted channels delivered daily to subscribers' inboxes.

### Website

In-depth reporting with all the news features of our print edition. Add to that archives, search, commentary, community events and access to all of our sister markets. Subscribers have unlimited access to content. It's all here.

### E-edition

Our electronic version of the weekly paper and specials. Online replica of the paper, searchable with page-turning navigation, hyperlinking, printing and the ability to extract and save pages as PDFs

### Website App

A mobile-friendly version of our website with access to all 42 of our sister publications. For iPhone and iPad.

### Mobile App

A digital version of our print edition in a highly versatile app. Share articles and photos through your social media channels. Create streams to share or follow others'. For iPhone and Android





# Digital Products

## ▶ OPPORTUNITIES TO REACH OUR AUDIENCE

### Website

Display ads on our site (run-of-site) or take a more targeted approach with products like Business Pulse, People on the Move or a special section. Ads can be dynamic or static.

### Newsletters

Our opt-in newsletters are a great way to target an audience. The Morning and Afternoon editions deliver news to our readers' inbox twice a day. Twice a week, Real Estate Inc. features CRE news for the greater Bay Area. Tech Flash focuses on tech startups and venture capital.

### Content-Targeted

Target your audience with industry verticals. Stories are aggregated and presented under a branded header with your logo. Co-branded ads drive users to the section.

### Native Content

Create your own content which will be reviewed by our editorial team and posted on our site. This is a great chance to present your expertise in your industry and drive information that is useful to your audience.

