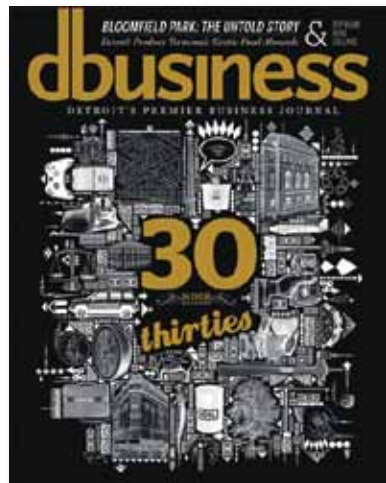
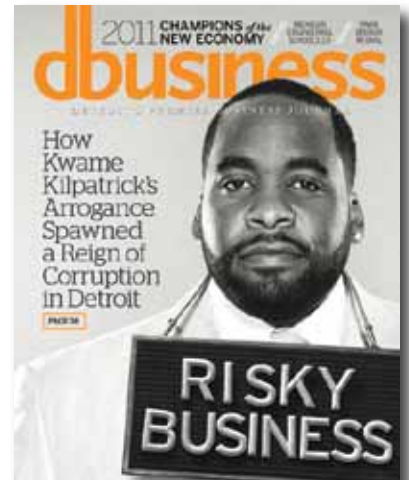
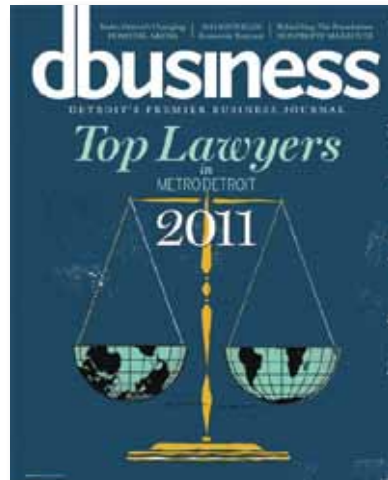


dbusiness

DETROIT'S PREMIER BUSINESS JOURNAL



2012 MEDIA KIT

YOUR BEHIND-THE-SCENES GUIDE TO METRO DETROIT BUSINESS

WHO WE ARE

DBusiness is the region's only independently published, general-interest business magazine. It provides timely, local business intelligence and insights for business owners and decision-makers throughout metro Detroit. Its unbiased editorial coverage cuts to the heart of complex challenges and opportunities facing the area's business owners and managers.

DISTRIBUTION

DBusiness delivers a minimum bi-monthly circulation of 25,000 copies with an estimated readership of 150,000.*

Direct Mail: Directly mailed to business owners, partners, professionals, and C-level executives throughout Oakland, Wayne, Macomb, Washtenaw, Livingston, Monroe, and Genesee counties

Newsstand: Sold on more than 250 newsstands in Michigan's seven-county region

Demographic Targeting: Distributed to intensely high readership areas, such as professional office lobbies. In-room distribution through select hotels that cater to business travelers.

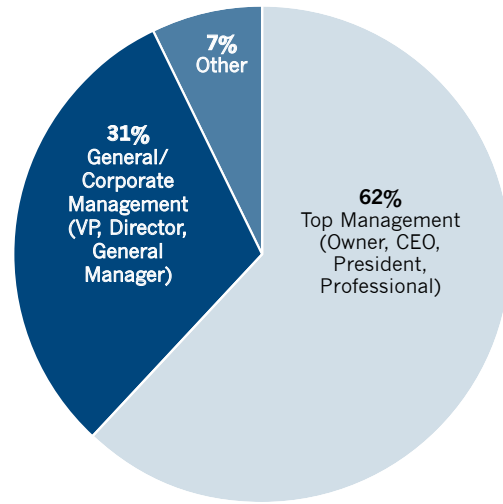
READERS

DBusiness readers are Southeast Michigan's business leaders — and they have tremendous buying power. Our readers are well-educated, high-net-worth individuals who have the disposable income to indulge their passions for luxury vehicles, higher education, personal travel, fine dining, entertainment, theatre, sporting events, and other leisure activities.

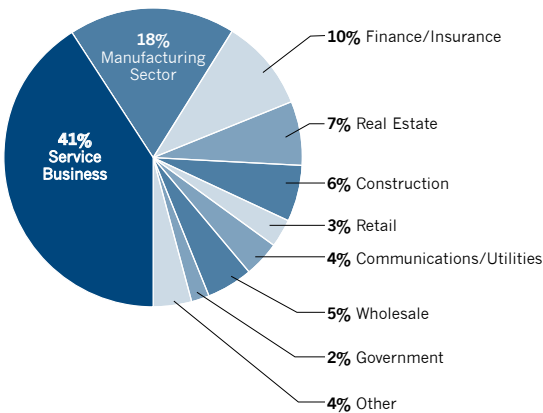
TARGET AUDIENCE PROFILE

- 69% male | 31% female
- Median age: 49
- 75% married | 25% unmarried
- Household income: average: \$220,000
median: \$150,000
- Education: 94% attended college
74% college graduate
42% post-graduate work
- Job Title/Function: 93% total management

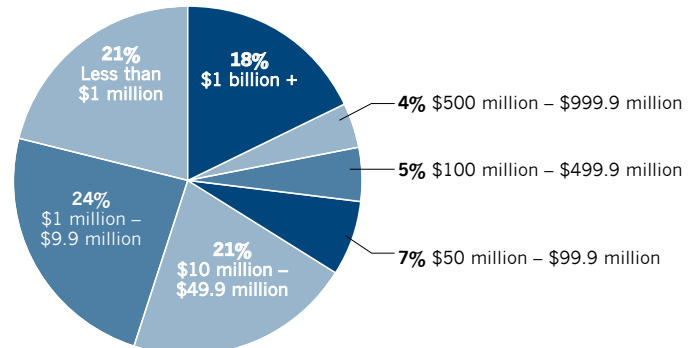
* Member of the Circulation Verification Council



INDUSTRY CLASSIFICATION > 96% In Business, Government or Professionals



COMPANY SIZE (BY SALES)



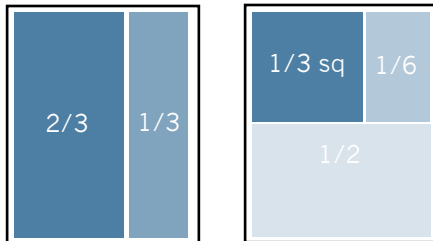
2012 EDITORIAL AND ADVERTISING CALENDAR

ISSUE	SPACE CLOSE	MATERIAL CLOSE	EDITORIAL FEATURES	SPECIAL ADVERTISING SECTIONS
Jan./Feb.	11/25	11/25	Automotive Top Executives of the Big Three & Suppliers Technology	Marketplace
March/April	1/25	1/25	Michigan's Casinos Largest Law Firms Largest Intellectual Law Firms Century Club (companies 100 years or older) Business Schools/Graduate Programs Executive Education Real Estate	Marketplace Accounting
May/June	3/25	3/25	Southeastern MI Chambers of Commerce Largest Business Insurance Agencies Largest Accident & Health Insurance Companies Largest Contractors Resorts & Tourism Junior Achievement's "Champions of the New Economy"	Green Business Profiles Education Marketplace
July/Aug.	5/25	5/25	Powered by Women Largest Banks Largest Credit Unions Largest Mortgage Lenders Largest Accounting Firms Corporate Aviation	Crescendo 5 Star Wealth Mgmt. Marketplace Powered by Women
Sept./Oct.	7/25	7/25	30 in their 30s DBusiness Hall of Fame Biggest Conventions Largest Meeting Venues Best Hotels Top Business Restaurants Sports Business Energy	Marketplace Where to Meet Wealth & Money
Nov./Dec.	9/25	9/25	Top Lawyers Multi-tenant Office Buildings Largest Hospitals Health Care CEO Gift Guide 2013 Economic Forecast 2013 CEO/CFA Economic Survey	Lawyer Profiles Holiday Marketplace



2012 ADVERTISING RATES

FOUR COLOR	1x	2x	4x	6x
Full page	\$3,825	\$3,625	\$3,445	\$3,225
2/3 page	\$2,845	\$2,725	\$2,675	\$2,395
1/2 page	\$2,525	\$2,395	\$2,275	\$2,125
1/3 page	\$1,875	\$1,775	\$1,695	\$1,595
1/6 page	\$1,095	\$1,040	\$985	\$925
COVERS	1x	2x	4x	6x
2nd	\$4,975	\$4,715	\$4,475	\$4,225
3rd	\$4,590	\$4,350	\$4,125	\$3,855
4th	\$5,725	\$5,425	\$5,145	\$4,825



AD DIMENSIONS	
Full Page (bleed).....	8.625" x 11.125"
Full Page (no bleed)....	7.625" x 10.125"
2/3 Vertical.....	4.65" x 9.685"
1/2 Page Horizontal...	7.125 x 4.69"
1/3 Page Vertical.....	2.18" x 9.685"
1/3 Page Horizontal...	4.65" x 4.69"
1/6 Page Vertical.....	2.18" x 4.69"
Cover (bleed).....	8.625 x 11.125"
Cover (no bleed).....	7.125" x 9.685"

Please Note: All rates net. Premium Position +15%



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