

# d business

DETROIT'S PREMIER BUSINESS JOURNAL

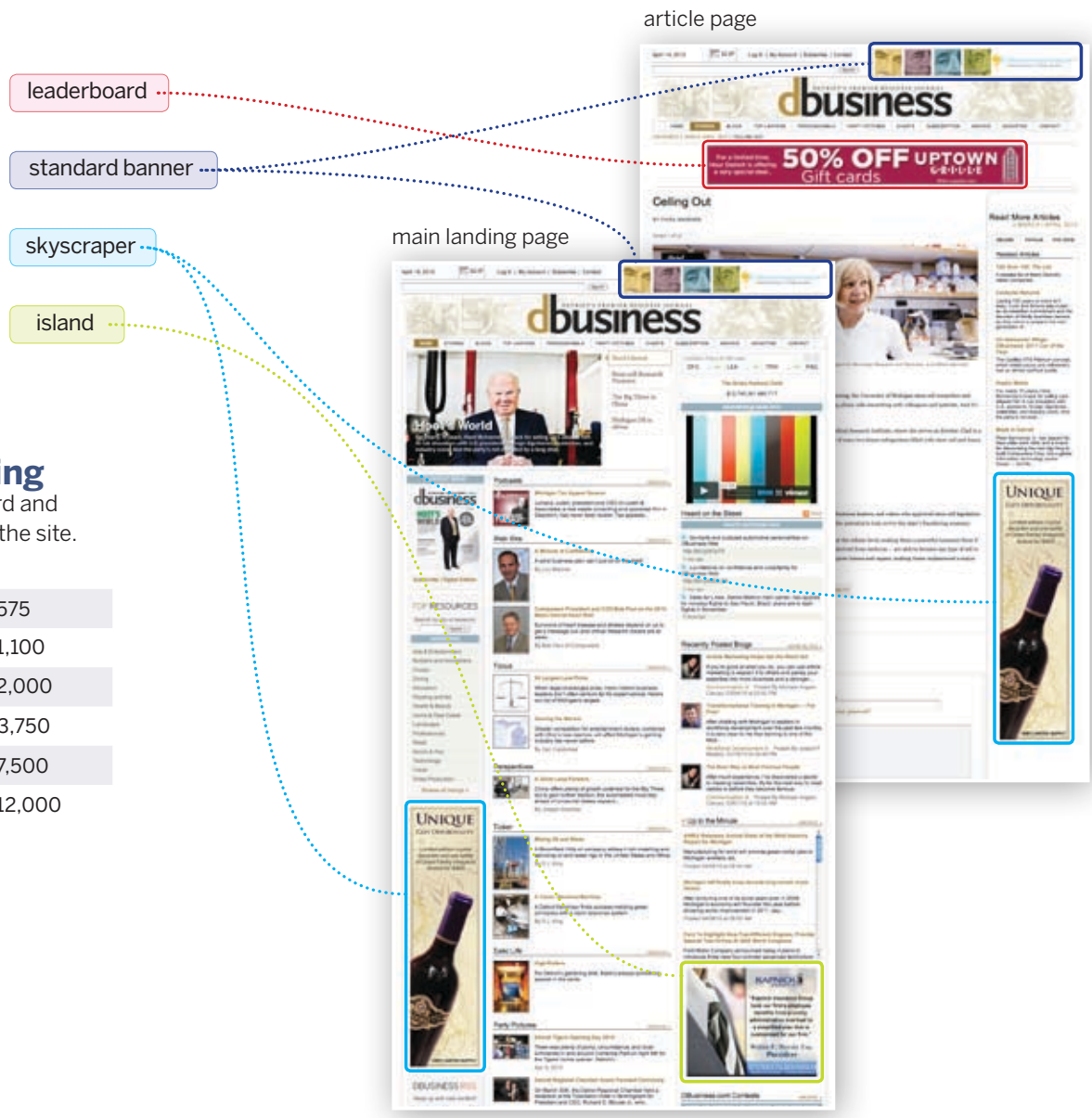
## *Online Media Kit*



## dbusiness.com

The authoritative online source for those seeking information on business in Michigan.

**Dbusiness.com** is an extension of DBusiness magazine; a local business source for southeast Michigan's business leaders – CEOs, presidents, vice presidents, business owners and managers from a wide range of industry categories. Our editorial team offers coverage of an array of local business news to our well-educated, high net-worth readers.



### Display Advertising

Rotating banner, leaderboard and skyscraper ads throughout the site.

25,000 Impressions	\$575
50,000 Impressions	\$1,100
100,000 Impressions	\$2,000
250,000 Impressions	\$3,750
500,000 Impressions	\$7,500
1,000,000 Impressions	\$12,000

**dbusiness.com visitors** dbusiness.com combines the strength of a loyal subscriber base with a new online readership.

**INCOME** \$30k or less / \$30-60k / \$60-100k / **\$100k+**  
12% / 21% / 26% / **41%**

**EDUCATION** No College / **College** / Grad. School  
31% / **69%** / 25%

### Special Section Sponsorships

Advertisers will have the opportunity to sponsor a specific section within the site with sole ownership of the island ad on that page. Sponsorships are sold on an annual basis and include 30,000 impressions on banner and skyscraper ads that run throughout the site.

Section	Price
Home Page	\$3,000
Stories	\$2,400
Top Lawyers	\$2,000
“View From The Top” Podcast Sponsor	\$3,000*
Party Pictures	\$1,200
Archives	\$1,200
Subscriptions	\$1,200

\*Includes logo recognition on “View From The Top” e-blasts.

sponsored landing page



island

FAMILY COMP. Children / No Children 17% / **83%**

GENDER Male / Female **51%** / 49%

AGE 18-34 / **35-49** / 50+ 23% / **35%** / 37%