



strat·e·gize

tomorrow's ideas for today's business

2010 MEDIA KIT

www.strategizemagazine.com

strat·e·gize

Every business success story begins with a vision. Whether your goal is increased profitability, enhanced efficiency or wholesale organizational change, Strategize is your roadmap to making your vision a reality.

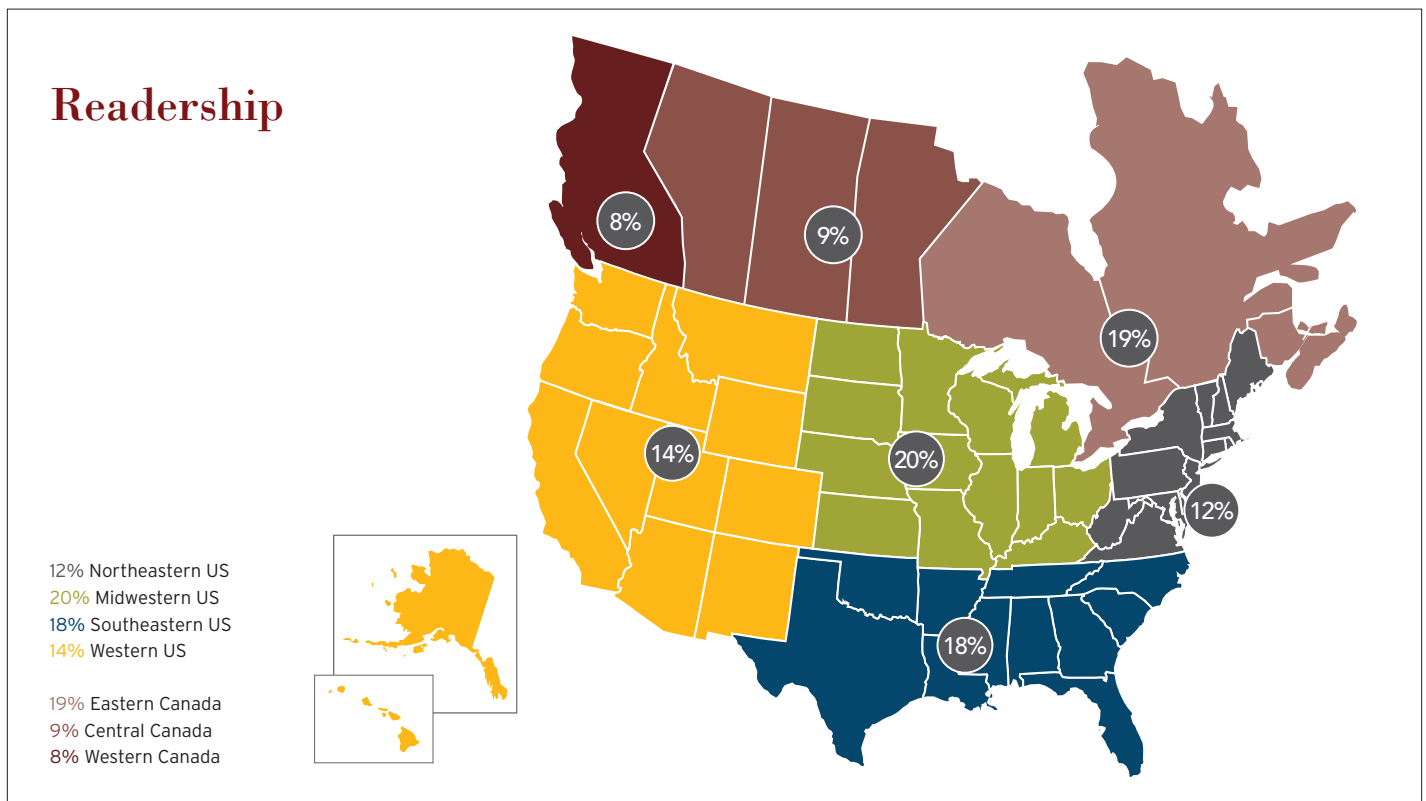
Strategize is a bimonthly business magazine focusing on today's best businesses. Our mission is to identify those organizations that are combining solid strategy, innovation, creativity and velocity to lead the way to a new business environment.

We go directly to the source and talk with today's business decision makers, from middle managers to CEOs. Leading by example is critical to building a better and brighter future and we bring those leaders to you. Strategize utilizes in-depth editorial content to advise, educate, motivate and inspire organizations to build and manage better business operations.

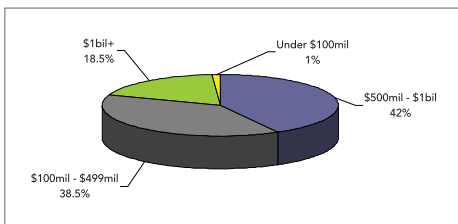
Strategize covers key industry sectors including retail, construction, manufacturing, healthcare, leisure, technology and general service industries. From start-ups to billion dollar behemoths, Strategize analyzes companies of all sizes, types and personalities.

What does it take today to make a company successful tomorrow? What innovations will drive future business growth? What kind of organizational change is needed to take advantage of tomorrow's opportunities? These are the types of questions we answer for our readers.

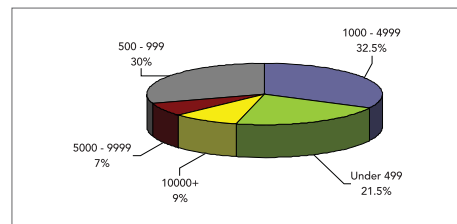
Reaching 60,000 top executives, each issue delivers vital insights and practical guidance to adopt new ways of doing business and adapt to changing markets. 🌈



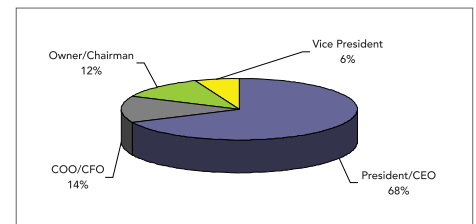
Annual Revenue



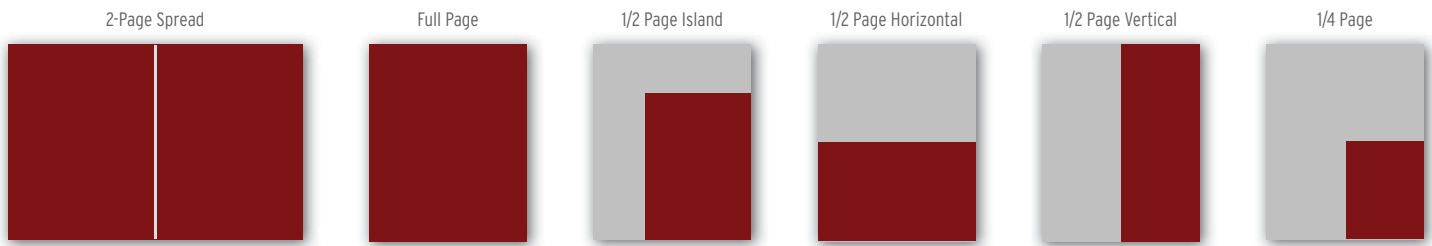
Employee Size



Job Title



Ad Rates



Mechanical Specifications

Magazine Size 8.375" x 10.875"

Size	Inches	Size	Inches	Size	Inches	Size	Inches
2-page Spread Non Bleed	15.648" x 9.5"	2-Page Spread Bleed	16.986" x 10.986"	Full Page Non Bleed	7.273" x 9.5"	Full Page Bleed	8.8757" x 11.375"
1/2 Page Island	4.626" x 7"	1/2 Page Horizontal	7.273" x 4.667"	1/2 Page Vertical	3.551" x 9.5"	1/4 Page	3.551" x 4.667"

Color Rates	1X	2X	3X	4X	Black & White	1X	2X	3X	4X	Cover Positions	1X	2X	3X	4X
2-Page Spread	\$14,895	\$13,895	\$12,895	\$10,895	2-Page Spread	\$12,895	\$11,895	\$10,895	\$8,895	Inside Front Cover	\$8,500	\$8,250	\$8,000	\$7,000
Full Page	\$7,870	\$7,370	\$6,870	\$5,870	Full Page	\$6,370	\$5,870	\$5,570	\$5,370	Inside Back Cover	\$8,500	\$8,250	\$8,000	\$7,000
1/2 Page Island	\$5,525	\$5,275	\$5,025	\$4,525	1/2 Page Island	\$4,525	\$4,275	\$4,025	\$3,525	Outside Back Cover	\$9,000	\$8,750	\$8,500	\$7,500
1/2 Page	\$4,810	\$4,560	\$4,310	\$3,810	1/2 Page	\$3,810	\$3,560	\$3,310	\$2,810					
1/4 Page	\$3,395	\$3,145	\$2,895	\$2,395	1/4 Page	\$2,395	\$2,145	\$1,895	\$1,500					

Artwork Specifications

Artwork may be supplied digitally as Encapsulated Postscript (EPS) files (all fonts must be embedded or outlined), PDF files, or InDesign files for Apple Macintosh (include all graphic files and fonts). No other form will be accepted. Please specify fonts used. All camera-ready artwork must be to exact size. High-quality images should be at least 4 x 6 inches or 300 dpi.



Avenir Publishing provides select clients with access to our custom design group, Avenir Creative. Services include advertisement and logo design as well as a host of custom publishing solutions including corporate brochures, content development, reprints and e-books.

Terms And Conditions

The following conditions apply to every advertisement submitted to Avenir Publishing:

No change to these terms is valid unless Avenir Publishing expressly agrees in a signed writing. All representations to the advertiser or agency are included within this document. The state and federal courts located in Chicago, Illinois shall provide exclusive jurisdiction and venue over any claim regarding this agreement, unless both parties agree to arbitration. The laws of the state of Illinois shall be applicable to all contracts performed completely within Illinois.

Avenir Publishing may refuse to publish any advertisement at its own discretion for reasons including, but not limited to, content Avenir Publishing believes subscribers may find objectionable. If Avenir Publishing refuses to publish an advertisement, the advertiser must pay for advertising previously published as though the entire order were completed.

Any advertisement that Avenir Publishing believes may cause confusion in subscribers as to whether the content is an advertisement must be clearly labeled as an advertisement, and Avenir Publishing may insert "ADVERTISEMENT" as Avenir Publishing believes is necessary.

Advertiser shall only use advertisements for its own organization, product, or service. Only Avenir Publishing can authorize the use of advertising space. An advertisement accepted by Avenir Publishing is not an endorsement of the advertiser or any claims therein.

Requests for placement and positioning may be honored, but any restrictions are subject to Avenir Publishing's discretion unless the advertiser has paid for a specific placement. If the advertiser cancels any order, fails to fulfill

an order, or Avenir Publishing reasonably believes that the advertiser will fail to fulfill an order, the advertiser must pay any discounts on previously published advertisements.

Orders for front covers, back covers, and single insertions cannot be cancelled. All other advertisements cannot be cancelled within 30 days of the closing date (e.g. closing date is May 31, cancellation must occur prior to May 1). Advertiser is responsible any costs, including services and materials, relating to the advertisement incurred prior to cancellation.

Orders for advertisements submitting different rates than those listed in this media kit may be changed to reflect the rates in this media kit, and advertiser will be charged accordingly.

Interest will be charged the lesser of the highest legal rate on past due balances or 2% per month beginning 30 days from the date of the invoice. Advertiser agrees to pay costs, including attorney's fees, necessary to collect any unpaid charge for any advertisement.

In the event any third parties are employed to collect any outstanding monies owed by said business the undersigned agrees to pay reasonable collection costs, including attorney fees, whether or not litigation has commenced, and all costs of litigation incurred.

By submitting an advertisement, advertiser represents that the content submitted does not violate any applicable law. Advertiser agrees jointly and severally to indemnify and hold harmless Avenir Publishing against any action, liability, loss, claim, or any other expense, including attorney's fees, incurred by Avenir Publishing due to receiving, possessing, copying, printing, distributing,

or any dissemination of material supplied by, or created for and approved by, the advertiser.

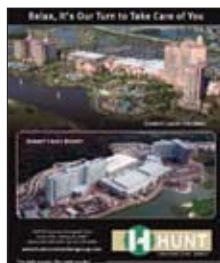
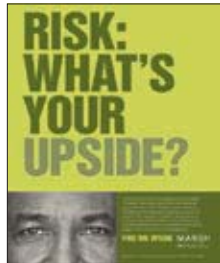
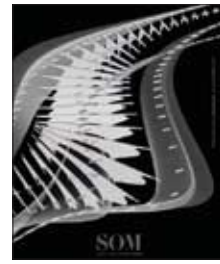
If Avenir Publishing makes an error or omission in an advertisement, the damage owed by Avenir Publishing is limited to the amount paid for said advertisement. The advertiser may only receive a refund if the advertiser has submitted or approved a proof of the advertisement, and the proof differs from the advertisement. The advertiser is responsible for the production quality of materials submitted to Avenir Publishing, and the advertiser is responsible for any charges resulting from changes made to submitted materials necessitated by advertiser's failure to meet Avenir Publishing's specifications listed in this media kit. The advertiser must notify Avenir Publishing of any error within 30 days of receiving an invoice.

All orders placed by an agency acting with authority, bind the advertiser and agency, including any legal obligations relating to the advertisement. Avenir Publishing may bill either advertiser or agency. Billing the agency serves as notice to advertiser. Joint and several liability shall not be limited by agency receiving the bill. Advertiser's liability to Avenir Publishing is not discharged by paying agency. Disputes between advertiser and agency shall not affect the rights of Avenir Publishing.

Avenir Publishing owns any copyright in any advertisement it creates, and the copyrighted material may not be used by anyone but Avenir Publishing without Avenir Publishing's prior written consent. All advertisements may be reproduced with the issue by Avenir Publishing in any form of media the issue appears in, whether the issue is reproduced in whole or in part.

Advertisers

Albi Homes Ltd.	Hoshizaki America
Ameron International	Hunt Construction
Anheuser Busch Media Group	Ingersoll Rand
AP Exhaust	Intrawest
Balfour Beatty	LaFarge Gypsum Canada
Benjamin Moore Paints	Kohn Pedersen Fox Associates
BIC Corporation Inc	Konami Gaming
Black & Decker	Michelin
Canac Inc	Nemetz (S/A) & Associates
Citi Smith Barney	Newmark Homes LLC
Citizens Bank	Otis Elevator
Clark Builders	Panasonic Canada
Clear Channel Outdoor	PCL Construction Management
Del Monte	Pellow Architects
Design Collective	Phillips Co.
Dorsey & Whitney LLP	PricewaterhouseCoopers
Dyno Nobel	Procter & Gamble
East Penn Canada	Royal Building Group
Ecomark	Samsung
Edwards & Zuck PC	Sharp Electronics of Canada
Ferguson Enterprises	Skanska USA
Fox Video	Skidmore Owings & Merrill
Freudenberg	Speedo USA
Gates Canada	Starwood Hotels
General Electric	Tamko Building Products
Genie Industries	TXN Logistics
Goodyear Tire & Rubber Co.	Unisource Canada
Grubb & Ellis	Valvoline
Heineken USA	Wildman, Harrold, Allen & Dixon
Honeywell	WRD Borger Construction



Testimonials



"I read the article as soon as I received it and also thought the article and story looked very good. Overall, we were very pleased with the story and the way that it looked.... Thank you for your patience and understanding—you and your staff were very professional and understanding of our concerns during the preparation of this article."

Bill Asselstine,
Vice President of Promotions and Marketing
St. Marys Cement Company

"Thank you so much for your time and interest in our capital planning and resulting projects. The energies and efforts of many years of planning and ongoing hours of deliberation are now starting to come to fruition and give our students what they deserve to maximize educational opportunities. Thank you for reflecting this in your article."

Karen Dalton
Executive Superintendent of Operations
Thames Valley District School Board



"The story on Mr. Rooter in your March/April issue looks incredible! Not only is the copy well-written, but we also like how the photo of Mary pops out at you. I've been making copies and sharing them with our corporate staff. It's getting lots of praise. Thank you so much for including us in your magazine!"

Whitney Wyatt-Kovar
Public Relations
Mr. Rooter Corporation

"I received the copy of Strategize and the article you wrote is wonderful. It's well-written and briefly comprehensive—it's very reflective of our conversation and what we're doing here at Briarcliff. I truly appreciate the opportunity to work with you.... I wish you and your business well and look forward to reading more Strategize in the future."

Brian Votava
Project Manager
Briarcliff Development Company

"We have been pleased by the interest and effort your organization has taken in featuring Trans America Group in both the DDC Journal and Strategize. This recent article is one that showcases a couple of our more exciting projects. At this point, we have no comments on the article other than to say that working with Elizabeth and others has been a pleasure."

Greg Wilkes
Head of Project Planning and Marketing
Trans America Group of Companies

"I've seen a lot of articles on South Bank lately, but this one shines. Nicely done. Thank you."

Peter Wolff
Executive Vice President
The Wolff Company



Award-Winning Magazine



2010 Editorial Calendar

SPRING

Sales Deadline: 1-9 | Copy Deadline: 1-14

Cover

Economic Recovery

HR/Operational

Rebuilding After Difficult Times

Business Strategy

Protecting Yourself from Data Security Breaches

Highlighted Section

Companies That Thrive Despite Economic Turmoil

SUMMER

Sales Deadline: 5-8 | Copy Deadline: 5-13

Cover

Hospitality Annual

HR/Operational

Customer Service is Priority One

Business Strategy

Finding a Work/Life Balance

Highlighted Section

Hospitality Companies

FALL

Sales Deadline: 7-10 | Copy Deadline: 7-15

Cover

Green/Sustainability Annual

HR/Operational

Educating Employees on Green Initiatives

Business Strategy

The Latest Green Building News

Highlighted Section

Green Projects

WINTER

Sales Deadline: 11-10 | Copy Deadline: 11-16

Cover

The Top Projects of 2010

HR/Operational

TBD

Business Strategy

Anticipating the Top Markets for the Year Ahead

Highlighted Section

The Projects That Made This Year Stand Out

strat·e·gize Online



The complete magazine with interactive capabilities:

- Easy-to-navigate user interface
- Clickable table of contents
- Rich media integration
- Direct links to advertiser websites
- Keyword searching
- Eco-friendly

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