



**BizTimesMedia**

3rd annual guide to

# STUFF

*made and built in south central Wisconsin*

**A new regional publication aimed at changing the image of careers in manufacturing and the building & construction trades in south central Wisconsin.**

### **THE CHALLENGE:**

Manufacturers and the trades are having a hard time finding qualified employees, which puts a damper on growth and productivity at firms around the state.

While the manufacturing sector employs 468,000 workers and the building trades employ 168,000 workers in Wisconsin, the industries have a PR problem, especially with younger workers.

The message of GOOD PAYING JOBS and a future career offering advancement is just not getting through.

### **THE SOLUTION:**

A Guide to STUFF Made & Built in south central Wisconsin helps close that gap by connecting employees and employers in south central Wisconsin.

### **Publication Date:**

February 1, 2021

### **Reservation Deadline:**

January 20, 2021

**SOUTH CENTRAL WI**

### **A Guide to STUFF Made and Built in Wisconsin:**

A hip interactive print and digital publication profiling area manufacturers and construction-related companies. It features what those companies make and build, who they sell to, and how their product is used, as well as the kinds of jobs/careers available in each company.

Area students, guidance counselors and parents use it as a resource for making career decisions, and area employers can use it as a vital part of their recruitment efforts.

# Changing the image of careers in manufacturing and the building & construction trades in south central WI.



This regional annual publication will raise awareness and act as a recruiting tool for south central Wisconsin manufacturers and building & construction related companies like nothing before – going directly to high school and college students as well as workforce centers throughout the region.

STUFF is published and distributed in February 2021. It will feature content highlighting the trade industries like:

- ▶ The vitality and future of manufacturing and construction in south central Wisconsin
- ▶ Charts, graphs and data showing average earnings, the types of companies and with specific jobs
- ▶ Interviews with young workers who are climbing the ladder at their company
- ▶ Health care and IT positions in south central Wisconsin



STUFF is inserted into BizTimes Milwaukee, reaching thousands of company owners and parents throughout the region, further increasing awareness and promoting collaboration.

Be a part of this unique marketing opportunity that showcases south central Wisconsin's manufacturing and building & construction firms, highlighting the cool stuff you make and build. Communicate the appeal of a career in manufacturing or construction to tomorrow's workforce.



# Company profile package:

**IN-PRINT**  
[four-color 9" x 10-1/8" magazine]

- ▶ Two-page spread in the 2021 STUFF magazines (example shown to left). Page on left is a company profile and the page on the right is a profile of one or more workers.
- ▶ Rate includes creation of company profile page
- ▶ Rate includes PDF copy of your two-page profile and cover of STUFF for your own promotional efforts

**ONLINE**  
Digital edition of the 2021 STUFF on BizTimes.com for one year with a live link to your website

**Total Profile Investment - \$3,095**  
Prepay online: \$2,995

 **COMPLETE YOUR PROFILE AT**  
[biztimes.com/stuff](http://biztimes.com/stuff)

## Rates & Specs:

**Full Page + Bleed**

**1/4 S**

**1/2 H**

	Specs	Trim	Live/Safety
<b>Full Page + Bleed</b>	9.25 x 11.125	9 x 10.875	8 x 9.875
<b>1/2 H</b>	8 x 4.875	---	---
<b>1/4 S</b>	3.875 x 4.875	---	---

### DISPLAY ADVERTISING

- Full page: \$3,995
- 1/2 page: \$2,795
- 1/4 page: \$1,250

### PREMIUM POSITION

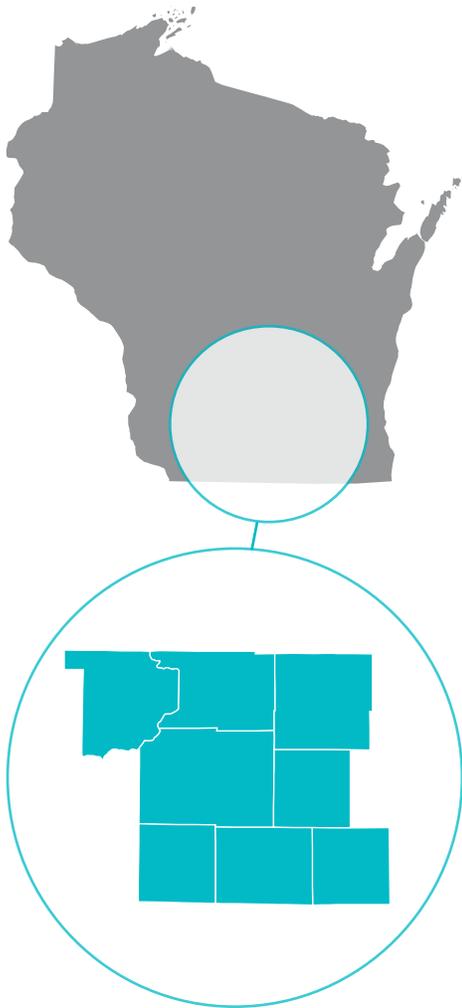
- Back Cover + 20%
- Inside front & inside back + 15%

### SPONSORED CONTENT

- 2 pages \$6,000
- 4 pages \$11,000

**SPACE RESERVATION:**  
**JAN 20, 2021**

**MATERIALS DEADLINE:**  
**JAN 22, 2021**



# Distribution

## Print Distribution

5,000+ copies mailed to:

- ▶ Area trade/vocational high schools
- ▶ Guidance counselor offices in area high schools
- ▶ Community colleges, as well as career counseling offices in area colleges
- ▶ Regional workforce organizations and employment offices
- ▶ Regional chambers of commerce
- ▶ Targeted to certain junior high schools
- ▶ Jails
- ▶ At key business events throughout the year

## Digital Distribution

### DIGITAL EDITION

STUFF is offered to readers in a digital edition, where company profiles will directly link to featured company profile web sites and to videos and other digital content.

## Counties Include:

- |             |            |
|-------------|------------|
| ▶ Dodge     | ▶ Dane     |
| ▶ Jefferson | ▶ Columbia |
| ▶ Rock      | ▶ Walworth |
| ▶ Green     | ▶ Sauk     |

## ENEWSLETTER DISTRIBUTION

Throughout the year, BizTimes daily and weekly newsletters will include a link to the digital edition for STUFF, providing additional exposure to tens of thousands of readers.

## WEBSITE

[10,000 unique visitors per month]

The content for STUFF will be featured on our website Biztimes.com, extending the brand which will assure that your profile is getting seen and read for many months.



**PUBLICATION DATE:** FEBRUARY 1, 2021

**SPACE RESERVATION:** JANUARY 20, 2021

**MATERIALS DUE:** JANUARY 22, 2021