We’re re-imagining the workforce of today and identifying solutions for tomorrow.

A cool interactive print and digital publication profiling area companies with technical and technology related career paths. It will feature what those companies design, develop, 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 will use it as a resource for making career decisions, and area employers can use it as a vital part of their recruitment efforts.
The New Path to Success

In uncertain times, students need to understand all of their options. The features in this publication will highlight family-supporting careers available at a range of educational levels and how students and job-seekers can find a position to build their future.

The 3rd annual publication will raise awareness and act as a recruiting tool for south central Wisconsin manufacturing, construction, technology, business, transportation, logistics, supply chain, and health care companies like nothing before – going directly to high school and college students as well as job-seekers and workforce centers throughout the region.

STUFF will be published in February 2021. It will feature content like:

- A look at how technology is embedded into all companies and all industries and just by being able to work in the industry where technology is deployed, greater upward career mobility occurs
- The vitality and future of manufacturing, construction, technology and health care in southeast 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

STUFF will be mailed to schools, job centers and chambers reaching thousands of students, parents and job-seekers throughout the region. This year’s publication will also include expanded materials to help teachers facilitate career exploration for students, helping to ensure the materials presented in STUFF make it to those who stand to benefit from seeing it.

We’re re-imagining the workforce of today and identifying solutions for tomorrow. Want to spotlight your company in the 2021 edition? Reserve your space today!

Contact Linda Crawford to learn more:
advertise@biztimes.com or (414) 336-7112
Rates & Specs:

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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
- Additional distribution to selected schools in Winnebago and Boone counties

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.

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

WEBSITE
[180,000+ unique visitors per month]
The content for STUFF will be featured on Biztimes.com, extending the brand which will assure that your profile is seen and read throughout the year.

PUBLICATION DATE: FEBRUARY 22, 2021
SPACE RESERVATION: JANUARY 27, 2021
MATERIALS DUE: JANUARY 29, 2021

Counties Include:
- Dodge
- Jefferson
- Rock
- Green
- Dane
- Columbia
- Walworth
- Sauk