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.

**What is STUFF?**

This annual publication, focused on workforce development and career opportunities in the manufacturing, building, technology and healthcare industries, highlights the companies in our region that are doing cool things, the technology they are using to do that, and the workers who are building careers and helping their organizations succeed.

Careers covered include:
- Manufacturing
- Construction
- Building Trades
- Health Care
- Technology

A Guide to STUFF Designed, Made & Built in northeast Wisconsin helps close the workforce gap by connecting employees and employers in NE Wisconsin.

**STUFF is distributed in print and online** to technical colleges, high school and middle school students, educators, guidance counselors, Workforce Development Centers and parents throughout northeast Wisconsin.

**Publication Date:**
March 15, 2021

**Reservation Deadline:**
February 17, 2021

**Middle-Skilling • Upskilling • Reskilling**
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 4th annual publication will raise awareness and act as a recruiting tool for northeast 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 March 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 northeast 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

Middle-Skilling • Upskilling • Reskilling
Distribution

Print Distribution
7,500+ 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.

ENEWSPAPER DISTRIBUTION
Throughout the year, BizTimes daily and weekly enewsletters 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: MARCH 15, 2020
SPACE RESERVATION: FEBRUARY 17, 2020
MATERIALS DUE: FEBRUARY 19, 2020

Counties Include:
- Brown
- Outagamie
- Winnebago
- Calumet
- Fond du lac
- Manitowoc
- Kewaunee
- Oconto
- Marinette
- Shawano
- Waupaca
- Kewaunee
- Oconto
- Marinette
- Shawano
- Waupaca