

add more

With **The Warren Group**



ENTERPRISE

2011 ADVERTISING INFORMATION

The official magazine of the statewide New Jersey Chamber of Commerce

13,000 READERS

1,800 DIFFERENT ORGANIZATIONS

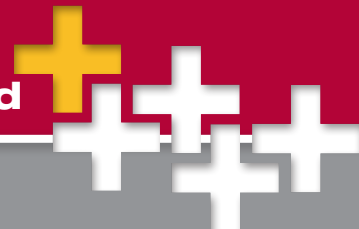
Readers include business owners, executives, managers, board members, local and national legislators, law makers and media outlets.

You can connect with New Jersey's high end business professionals and the leaders of the community to increase your market share and grow your business. Your message will be featured to 13,000 potential customers in the region's top demographics.

The New Jersey Chamber of Commerce represents a majority of the largest and most powerful companies in the state, along with organizations of all sizes and types. The Chamber has 1,800 member companies, representing nearly 500,000 employees, billions of dollars of annual revenue, and includes 56 Fortune 500 corporations.

Consistent marketing through The Warren Group and *Enterprise* magazine will enable you to build brand awareness and name recognition while helping to establish the path to better relationships with the top companies in New Jersey.

get **connected**





add confidence

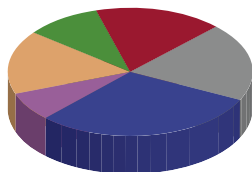
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Enterprise READER PROFILE

Enterprise will be delivered to 6,500 executives, business owners, decision makers, and otherwise influential members of the New Jersey economic landscape.

Enterprise Readers by title:

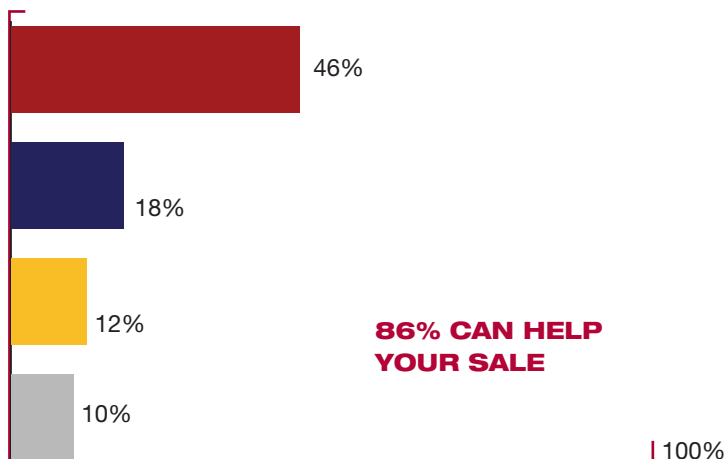
- COO/CFO/Director: 30%
- CEO/President: 20%
- Owner: 7.5%
- Vice President: 16%
- Manager: 10%
- Other: 17%



85% OF READERS RATE ENTERPRISE AS A USEFUL BUSINESS TOOL.

Purchasing Power of Enterprise Readers

- Have authority to buy.
- Have authority to buy some products and services.
- Share in selection and purchasing process.
- Have strong influence on purchases.



86% CAN HELP YOUR SALE

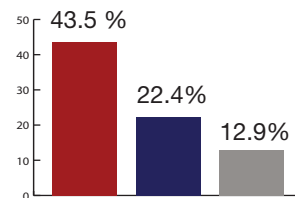
Enterprise is a quarterly magazine focused on the people and the issues that drive New Jersey businesses. Showcase your company to the state's business and legislative communities, top executives, members of the New Jersey Legislature and the governor's office, as well as local and national officials. Enterprise promotes a vibrant business environment and economic prosperity through vision, expertise and innovative solutions.

In today's competitive business environment, you need to maximize your exposure to potential markets and clients. The captivating coverage of the local business environment within Enterprise will create a perfect venue for your marketing message. Readers will learn of new laws and regulations, economic facts and trends, where the growth opportunities are, how to improve their business, what professionals and companies are succeeding and how, and much more.

75% of our readers recommend products and services to their clients and business partners.

Annual household income of Enterprise readers

- \$100,000 to \$200,000
- \$200,000 to \$400,000
- More than \$400,000



45% OF ORGANIZATIONS COVERED HAVE ANNUAL REVENUES OVER \$10 MILLION.

The New Jersey Chamber of Commerce is a business advocacy organization, which also links the state's local and regional chambers on issues of importance through its grassroots legislative network.

OUR READERS TAKE ACTION

Which of the following actions have you taken after reading *Enterprise*?

Purchased a product or service	5%
Recommended a product or service to my company or a client	12%
Passed a story or an ad on to a colleague or client	42%
Visited a company's website	34%
Contacted a company for more information	8%
Filed a story or an advertisement for future reference	15%

"The increased business that has resulted from my association with the Chamber has already paid for the cost of membership many times over. My Chamber sales representative has made every effort to connect and introduce me to prospective clients, which has expanded my business. I highly recommend Chamber membership to any business owner looking to network and grow."

– Michelle Hermelee, BH Sky Associate

Niche business publications have been identified in independent studies as one of the most effective ways to build name recognition and have a positive influence on a target audience.

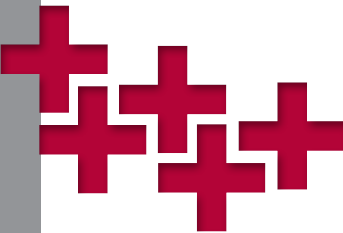
If you want to increase your business and build relationships as well as name recognition, you need to stay visible and present your value proposition to the leaders in this state. The statewide Chamber of Commerce has the influence to accomplish those goals, and the vehicles to deliver your message.



add exposure
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FOR MORE INFORMATION: Contact Advertising at 800.356.8805 ext. 344
or email custompubs@thewarrengroup.com

THE
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Call 800.356.8805 ext.344 or
 email custompubs@thewarrengroup.com
 to discuss your marketing campaign today.

ADVERTISING RATES FULL COLOR RATES

AD SIZE	4X	1X
Full (7.25 "w x 9.75"h)	\$1,965	\$2,460
Half (7.25 "w x 4.75 "h or 4.75 "w x 7.25 "h)	\$1,360	\$1,660
Third (4.75 "w x 4.75 "h)	\$1,090	\$1,300
Back Cover	\$2,275	N/A
Inside Cover	\$2,085	N/A

All rates are Net • All NJCC members receive a 10% discount

Bleeds available on all full page ads. We offer inexpensive specials and inserts, such as belly-wraps, tip-ons, blow-ins, gate-folds, and more. Please call for details.

Local magazines are read more frequently and more thoroughly than national publications, and advertising in *Enterprise* will support all related interaction with the New Jersey Chamber and its members.

“59% of 1,001 surveyed adults in the U.S. purchased something after it was seen or mentioned in a custom publication.”

Editorial coverage will include features on banking, higher education, energy, healthcare/wellness, insurance/employee benefits, accounting/financial services, real estate, and more.

Bonus Distribution: Chamber Open House, Everything Jersey and Walk to Washington

2011 CALENDAR DATES

Quarter	Q1	Q2	Q3	Q4	Special Issue
Ad Closing Date	January 14	April 8	July 08	September 09	October 28
Materials Due	January 21	April 15	July 15	September 16	November 4
Issue Date	February 18	May 17	August 15	October 17	December 7
Topics	Construction Real Estate Manufacturing	Higher Education/ Training Accounting/ Financial Services/ Banking	Environmental Impact Energy Savings/Green Labor/Legal	Healthcare/Wellness Insurance/ Employee Benefits Infrastructure	Special Centennial Issue

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