

REACHING OVER 850,000 BUSINESS PROFESSIONALS IN PRINT AND ONLINE

Innovative solutions for business

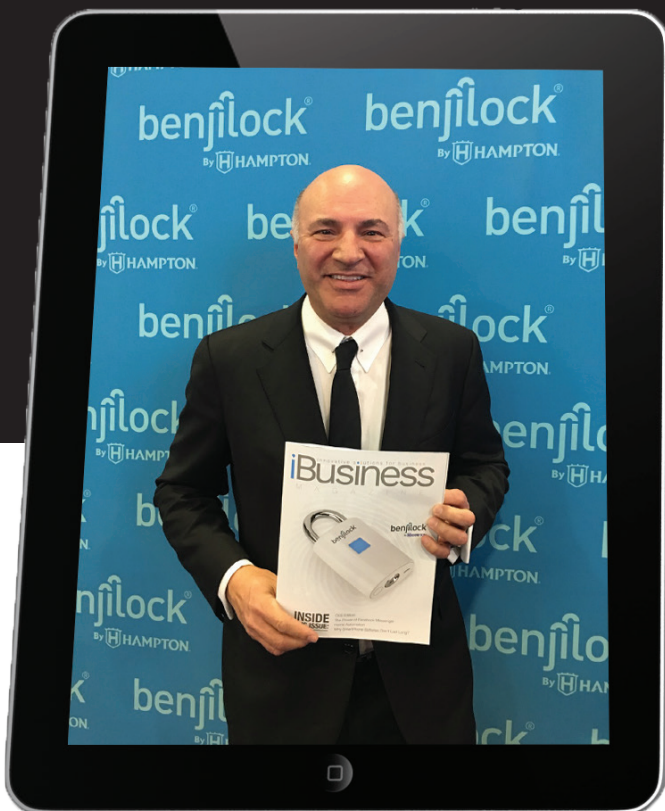
# iBusiness

M A G A Z I N E

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## Media Kit 2021

iBusiness Magazine - business innovation solutions - is the distinct choice for business end-users who are using cross platform technologies like Apple, Microsoft & Google. Unlike any other magazine, we focus on providing information around business and enterprise solutions running on mobile & desktop technologies.



OUR  
**12TH YEAR**  
IN PRODUCTION



# Letter from the Publisher

**Welcome to the NEW iBusiness Magazine.** 2019 will be our 10th year anniversary for our magazine.

iBusiness magazine is targeted at the cross platform business community; including, Enterprise, Fortune 1000 and IT professionals. iBusiness, now in its sixth year of publication, is the only magazine in the market that focuses exclusively on cross platform business applications and solutions to help maximize workplace productivity. We talk to the experts to provide our readers with valuable information on everything they need to know about the top-rated apps for business, new products, application features, tips & tricks, interviews from industry leaders, and much more!

iBusiness Magazine has been very successful in our short tenure, look below at what we accomplished since 2011:

- Launched iBusiness Magazine at MacWorld Expo, San Francisco and gave away over 25,000 issues to all attendees.
- Over 800,000 subscribers worldwide
- Print distribution approved by Barnes & Noble, Chapters & Indigo Books
- Print distribution approved in VIP First Class lounges in North American airports.
- Zinio App - Largest online Magazine Merchant - Listed iBusiness Magazine as a Top Seller & Featured Magazine
- Our magazine is provided to all Apple Retail Store Business Managers worldwide for industry education and upsell opportunities
- Built Manufacturer Partner Program to increase their value add – providing FREE subscriptions to its customers.

**12TH YEAR  
IN PRODUCTION!**

The ways in which information is delivered to our audience continues to evolve. At iBusiness, we understand the importance of delivering content to readers in the format they want; as well as providing our advertisers with the opportunity to invest their marketing dollars where they will get the greatest impact and return on investment. With our print, online, and monthly e-newsletters, we have the media vehicles required to help deliver your message to the audience you want to reach.

- Print & Digital issue six times a year
- Informative Monthly newsletters
- Bi-weekly e-mail blasts
- iBusiness web site
- Measurable results
- Newsstand edition

Longstanding and respected industry experts from all vertical markets, write the articles in iBusiness magazine. Our dedicated team of professionals consistently provide our readers with insightful articles that focus on the latest information in the world of mobile business applications. We are always exploring new marketing campaigns to help get your message in front of the decision makers and generate sales. Don't hesitate to contact us with your questions and feedback.



# Why iBusiness?

Currently, all magazines and publications focus on retail and consumer products. iBusiness is the only magazine on the market that solely focusses on business and enterprise solutions for business end-users who are using Apple, Microsoft & Google technologies.

iBusiness Magazine highlights business applications that are currently used to improve industry standards and show how these applications can improve efficiency.



iBusiness magazine is for entrepreneurs and business managers that deploy mobile & desktop technologies and solutions.

Our articles focus on solutions geared toward productivity, tips & tricks, and workflow improvements for all vertical markets.

"We have found the content really impressive. We love the way the stories are laid out. We feel we are more in touch with the industry because of iBusiness. Congratulations on filling a much needed niche for iOS in business; we appreciate your efforts"

—Apple Business Team

"Great Job on the Magazine. Content is great! We have switched over to Apple for our business. We now have iPads, MacBooks & iMacs in our office, thanks to your magazine! Looking forward to future editions of the iBusiness Magazine"

—Lawn Firm, Toronto, Canada

"We have had great feedback from our article and advertisement in iBusiness Magazine. It seems that Mac business users were just waiting for a great idea like iBusiness to come around and keep them informed on business solutions and tools. Connected Accounting & ERP is a cross platform (Mac/PC) accounting solution for growing small business. Thanks so much Carmine to you and your team!"

—Finance Firm, Dallas, TX

"Its great to see a publication like this in the market. There is a major gap in this industry when it comes to marketing Apple in Healthcare. iBusiness just filled that gap! Great job and love to see more"

—Hospital Executive, Vancouver, Canada

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# Marketing & Distributing

## Print Distribution

Circulation 80,000  
Super Mobility Week  
CES  
iBusiness Expos - Official Sponsor  
Vertical Market Trade Shows  
Major Retail Stores - Barnes & Nobles,  
Chapters & Indigo Books, Walmart  
Coles & Hudson News (Airports)  
Airport Business Lounges - North America & Europe

## Digital Distribution

300,000 Digital Subscribers  
Zinio - iPad & iPhone  
MagCloud.com  
Magazines.com  
Amazon.com  
Apple iTunes App Store  
Worldwide Apple Retail Stores  
Worldwide ACN Members





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# Want to be on our next Magazine Cover?

## The best way to launch or promote your product to the B2B community!

Looking to launch your App, software or device to the business community? We have the budget friendly solution for you. Looking to grow your business? Do you want to gain market share in the Business/Enterprise market? If you're looking for a marketing partner that understands the Business, Enterprise & Professional market, there is no better choice than the iBusiness Family!

We are in front of over 400,000 readers and at Barnes/Noble, VIP Business Lounges in North America & European Airports both in Print and Digital.

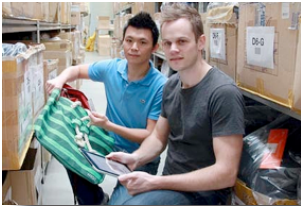
We have some new exciting things in store for 2015 at iBusiness Magazine. Our goal for 2015 is to increase market share in the B2B (Business to Business) sectors. We had a great inaugural 2011 year with iBusiness Magazine covering all vertical markets that use technology as their business tools.

If your interested in having your product exclusively in our next magazine cover, please email us at [publisher@ibusinessmag.com](mailto:publisher@ibusinessmag.com) and we will be glad to assist you



# Target Market & Demographics

- Small Medium Sized Companies
- Enterprise
- Fortune 1000



## Position Employees

|                         |     |
|-------------------------|-----|
| Chairman/President/CEO  | 20% |
| SMB Owner               | 30% |
| CFO                     | 10% |
| CIO                     | 25% |
| Other Senior Management | 15% |

## Age

|       |     |
|-------|-----|
| 25-35 | 40% |
| 36-55 | 48% |
| 55+   | 12% |

## Gross Annual Sales

|                   |     |
|-------------------|-----|
| \$51 million plus | 20% |
| \$26-\$50 million | 20% |
| \$1-\$25 million  | 25% |
| 501-1 Million     | 20% |
| 0-500,000         | 15% |

## Size of Companies

|        |      |
|--------|------|
| 1-25   | 35 % |
| 25-50  | 25 % |
| 50-100 | 20 % |
| 100+   | 20 % |

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# Marketing Opportunities

We understand that you want to reach and influence our readers, business professionals. At iBusiness, we offer a mix of media platforms to put your company in the spotlight. The optimum way to market your product and services is by investing in an integrated media plan that includes:

- Print & digital advertising
- iTunes App
- Web advertising
- E-news advertising

## Print

- Issued 3 times per year
- Solutions-based articles from industry experts
- Tips and tricks to improve workplace efficiency
- Dedicated articles focussing on specific vertical markets



## Digital – Apple’s Newsstand: iBusiness Magazine

- The free app gives you access to the most relevant and insightful information about business applications for Apple technologies

**Available now for download to your iPhone, iPad or iPod touch**

**Over 5000 downloads daily**

- Apple’s Newsstand app link
- <http://itunes.apple.com/us/app/iBusiness-magazine/id479554735?mt=8>
- Issued 6 times a year



## Digital – Go Green with iBusiness Magazine

- An exact copy of iBusiness Magazine’s print edition.
- Direct links to advertisers
- Double the exposure for the same low price
- Strongly promoted by the largest online digital magazine merchants
- Issued 6 times a year



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# Marketing Opportunities

## EMAIL SPONSORSHIP

Target business end-users with a precise message sponsored by your company. When you sponsor the bi-weekly iBusiness Newsletter you will reach more than 65,000 e-mail subscribers and enjoy up to 1000 more click-throughs. Our open rates average approximately 46% and the response is measurable and instant allowing advertisers to see the results of their marketing campaign.



Your communication server for up to 500 users.



Watch phone system activity and easily control your calls with the FacetPhone user interface on your Mac®.



Your iPhone® or iPad® can become an extension on the FacetPhone system.

The full featured business phone system that runs on a Mac.

**FacetCorp**  
1.877.FacetGo  
info@facetcorp.com  
www.facetcorp.com

# FACETPHONE

Send dedicated Email to Business users. You can create your own HTML Email to our opt-in list.

1X

\$5,000.00

3X

\$3,500.00


6X

\$2,650.00

## NEWSLETTER SPONSORSHIP

For a one time fee of \$950.00, you can showcase your company in our monthly newsletter under our Vender Spotlight.


Reach over 85,000 business professionals!



i.Business Magazine Issue #10 Now Available featuring: [Retail POS & Design](#)

i.Business Magazine Issue 10 features Apple in the Retail POS & Design Print markets (Using iPads, iPhones & Macs)


[READ MORE](#)



Vendor Spotlight: [FILEMAKER GO](#)

Tackle any business task on your iPad and iPhone with FileMaker Go. In just hours, not weeks, you and your team will be able to: Display current inventory levels from the warehouse with colorful, eye-catching charts. Update project status by sending Excel files or PDFs in a few taps. Close sales deals on the road by instantly capturing digital signatures. Collect research data in the field by recording video and audio and adding the files directly to your database. Swipe through patient medical records in the emergency room. For more information on FileMaker Go for the iPhone & iPad, please visit: <http://www.filemaker.com/products/filemaker-go/tasks.html>


[READ MORE](#)



*Content Strategy in a Mobile World*

Our FREE feature article of the month is titled: *Content Strategy in a Mobile World* by Suzanne McKee. Enjoy the read! Compliments from the i.Business Magazine Team.

[READ MORE](#)



Interested in being on our next Magazine Cover?



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# Marketing Opportunities

## WEBSITE SPONSORSHIP

[www.ibusinessmag.com](http://www.ibusinessmag.com)

The new iBusiness Magazine website offers valuable information about business applications to business end-users that currently utilize technologies or are interested in switching. For maximum audience reach, combine your print and online advertising. With over 50,000-page views daily and growing, iBusinessmag.com is an excellent choice for advertisers that want to reach to the business community.

Please email us with link to: [publisher@ibusinessmag.com](mailto:publisher@ibusinessmag.com) for more information on website sponsorship.



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# Production Schedule & Editorial Calendar 2021

| Issue               | Feature                                         | Issue Number | I/O Date         | Artwork Due       | On Sale Date      | Special Distribution - Trade Show |
|---------------------|-------------------------------------------------|--------------|------------------|-------------------|-------------------|-----------------------------------|
| Winter 2020 Edition | Top 50 Biz Apps & Video/Content Solutions       | 53           | December 1, 2020 | December 22, 2020 | January 5, 2021   | TBA                               |
| Spring 2019 Edition | IoT - Internet of Things Retail/Hospitality POS | 54           | April 1, 2021    | April 30, 2021    | May 15, 2021      | TBA                               |
| Summer 2019 Edition | Education & Medical/Healthcare Solutions        | 55           | July 1, 2021     | July 30, 2021     | August 15, 2021   | FETC, NRA, HIMSS, RSNA            |
| Fall 2019 Edition   | SmartHome & Business Travel                     | 56           | October 1, 2021  | October 30, 2021  | November 15, 2021 | CES                               |

Magazine Cover Stories are available for these editions, please email us at [info@ibusinessmag.com](mailto:info@ibusinessmag.com) if interested

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# Advertising Rates (Print & Digital)

Pricing is for Ads in Print, Digital and App.

\* Interested in having your image or mentioned on the next cover of iBusiness? - Please Inquire  
**One Price puts your Ad in Print and Digital Editions**

Sample ads ...



| Editorial          | 1 x Rate   | 3 x Rate   | 6 x Rate   |
|--------------------|------------|------------|------------|
| Two Page Spread    | \$9,950.00 | \$6,650.00 | \$4,550.00 |
| Back Cover         | \$6,500.00 | \$4,550.00 | \$3,150.00 |
| Inside Front Cover | \$5,750.00 | \$3,750.00 | \$2,150.00 |
| Inside Page 1      | \$3,500.00 | \$3,150.00 | \$2,500.00 |
| Full Page          | \$2,850.00 | \$1,950.00 | \$1,550.00 |
| 2/3 Page           | \$2,250.00 | \$1,650.00 | \$1,000.00 |
| 1/2 Page           | \$1,500.00 | \$1,250.00 | \$950.00   |
| 1/3 Page           | \$950.00   | \$700.00   | \$600.00   |
| Showcase Ad        | \$450.00   | n/a        | n/a        |

Full page product review  
with half page advertisement

\$2,250.00

# Featured Apps Section

Submit your own app review and have it in the magazine!

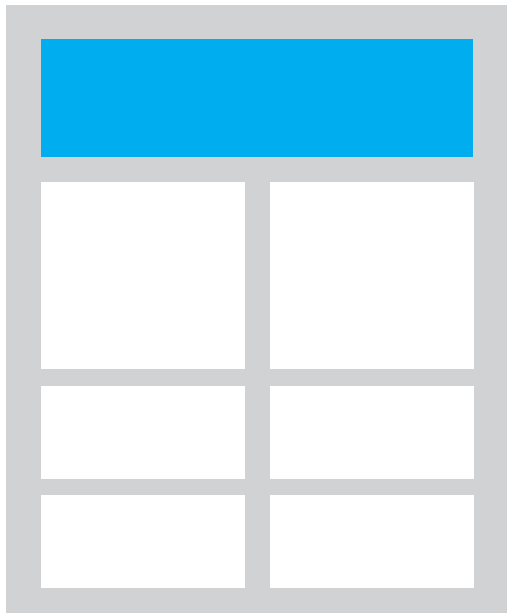
**Featured - \$850**

**Double - \$325**

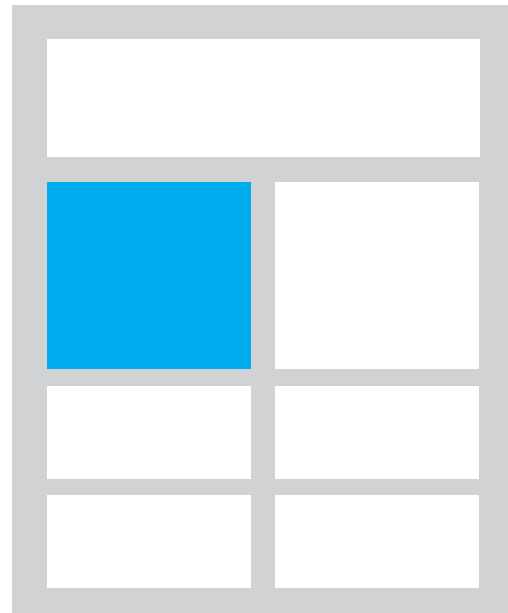
**Single - \$175**

For more information please contact us at [publisher@ibusinessmag.com](mailto:publisher@ibusinessmag.com).

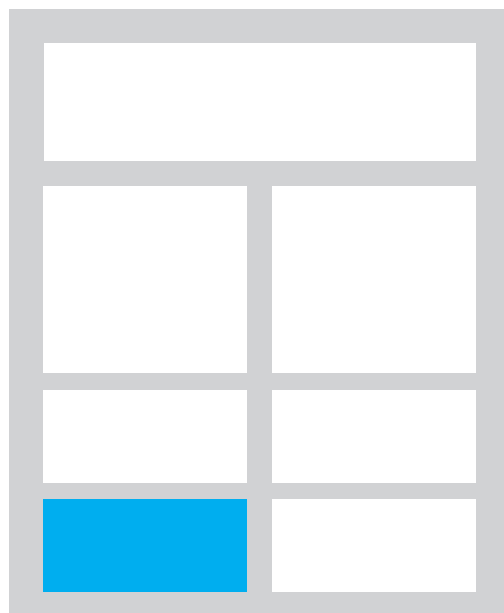
iBusiness will not be held responsible for errors if files are sent incorrectly or incompletely.



**Featured**



**Double**



**Single**

# Printing Specs

All of the following requirements must be met in order to receive digital file services from iBusiness. Any missing information or deviations from these specs will result in inaccurate reproduction from your digital files.

iBusiness will not be held responsible for errors if files are sent incorrectly or incompletely.

## SUBMITTING ADS

iBusiness prints all of its publications using CTP (Computer to Plate) technology and has eliminated analog film.

Please submit ads in our preferred file format of PDF-X1A

## AD SIZES

All files must be created according to the correct size specifications (trim, live area & Bleed Dimensions).

## PROOFS SWOP

approved color proofs of your ad must be supplied with your files. iBusiness cannot and will not guarantee accurate color if it does not receive SWOP

approved color proofs electronically, a proof must be mailed.

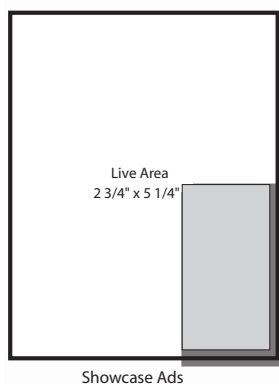
Files may be accepted without a proof but no quality or reproduction liability can be held against iBusiness in that case.

## ELECTRONIC FILE SUBMISSION

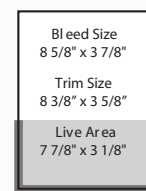
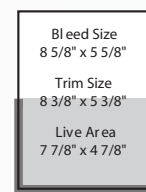
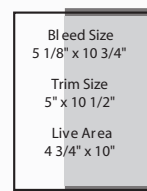
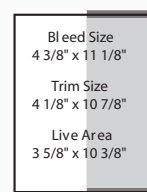
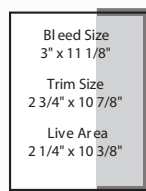
Please compress your files (including all support files noted above) using either Stuffit or Zip file format.

Use the following File Transfer information:

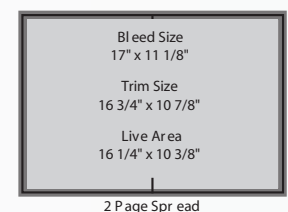
(see below)



Regular Ad Pages



To send in your Ad file,  
please email us at  
[artwork@ibusinessmag.com](mailto:artwork@ibusinessmag.com)





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