



MEDIA KIT 2026

Power of Three

digital + print + events

ibmadison.com

The Capital Region's Resource for Business News and Community Engagement

In Business Madison is the only media outlet serving Wisconsin's Capital Region that offers a top-level business audience with maximized exposure through the power of three. We don't just offer multimedia marketing channels; we deliver a proven, integrated strategy that amplifies your message and boosts your bottom line.

The Power of Three

How we leverage a powerful combination of digital, print, and events to deliver your message to the right people, at the right time.

1. Digital: Your Constant Presence.

Your business leadership audience lives online. A consistent digital presence is non-negotiable for building authority and driving research. Our digital channels ensure your brand is always top-of-mind.

A staggering 89% of B2B buyers research products online before making a purchase.

2. Print: Cutting Through the Noise.

While digital channels are everywhere, print provides a premium and lasting experience that breaks through "digital fatigue." Our high-quality print publications offer a tangible, lasting impression.

94% of marketers are using print marketing to overcome digital fatigue.

3. Events: Building Trust and Relationships.

In-person interaction is the key to building lasting trust with decision-makers. Our exclusive events offer a unique opportunity for face-to-face engagement.

Brands that combine event promotion with digital data see a 47% higher ROI.

The Power of Three Audience

Our highly engaged audience is curated to give your brand direct access to the most influential leaders in Wisconsin's Capital Region. They are defined by the very principles that drive our publication:

Influence: Our readers are top-level executives, CEOs, and business owners who shape the direction of their companies and industries. They aren't just part of the conversation—they lead it.

Income: In Business Madison's audience consists of high-net-worth individuals and key decision-makers with significant purchasing power, both for their businesses and for their personal lives.

Impact: This is an audience of doers. They are the innovators, philanthropists, and community leaders who drive meaningful change in the region.

By targeting this exclusive group, your brand avoids wasted impressions and speaks directly to the business leaders who matter most.



In Business Madison is mailed directly to businesses throughout the entire 9-county area of the Capital Region. In Business Madison's distribution list of almost 9,000 consists of CEOs, business owners, top managers responsible for purchasing decisions and professionals in higher education, economic development, health care, insurance, construction, finance and other related industries.

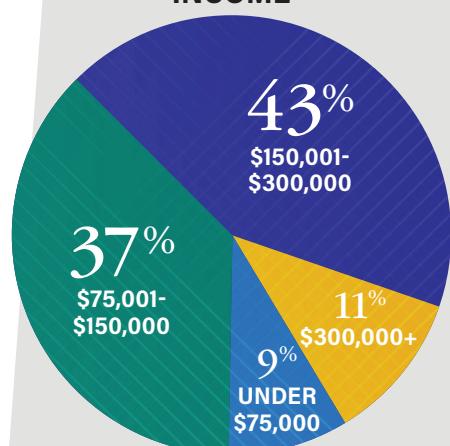


OUR AUDIENCE

INFLUENCE



INCOME



AUDITED DIRECT MAIL DISTRIBUTION

In Business Madison is the only business publication in the region to have an audited, direct-mail circulation audience.

OVER 57,000 UNIQUE READERS PER ISSUE!*

* 32,000 print readership with an average of 3.8 consumers per issue, plus 25,000 digital edition views.

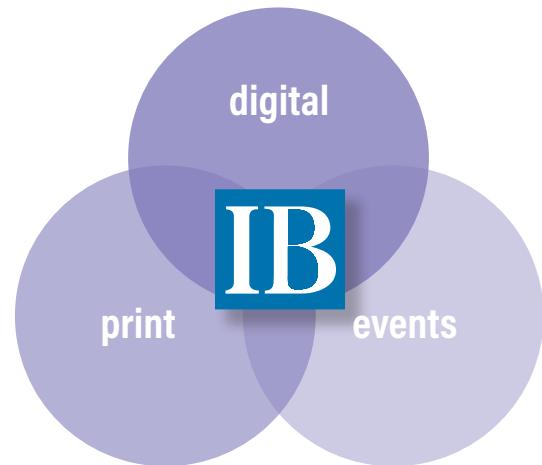
The Power of Integrated Marketing

Our business executive audience makes decisions based on data. Our integrated "Power of Three" approach is backed by research showing its superior effectiveness and ROI.

Increased Effectiveness: Integrated campaigns are 31% more effective at building brands than non-integrated campaigns.

Boosted ROI: For every channel you add, you can improve your ROI and effectiveness by up to 35%.

Higher Customer Spend: Customers who interact with a brand across multiple channels spend three to four times more than those who only engage on a single channel.



1 DIGITAL MEDIA PARTNERSHIPS

Digital media partnership on our website, email newsletter, and premium logo positioning offers a powerful and cost-effective way to elevate your brand, build awareness, and drive customer engagement across our trusted digital platforms. Our subscribers are made up of decision makers, CEOs, business owners and upper management within our 9-county region. By advertising in our digital portfolio, you can increase your frequency of messages and introduce time sensitive messages quickly.

2 PRINT MEDIA PARTNERSHIPS

In Business Madison advertising and editorial content reaches both business decision-makers and high-income consumers who make up a significant portion of In Business Madison's audience.

How we accomplish this:

- » **Continuous Brand Exposure:** Benefit from 12 months of continuous brand reinforcement.
- » **Prominent Print Presence:** Pick the ad size that fits you best! Full-page, half-page, and premium positions available!
- » **Thought Leadership Spotlight:** Showcase innovations, leadership, or success stories, providing valuable thought leadership and direct reader engagement.
- » **Special Publications:** *Power 100, Corporate Giving Guide and Book of Lists*. Enhance your marketing plan by adding one or all of our special publications. Use these publications to celebrate a milestone year, champion innovation in your industry, and share your unique giving story to inspire others.



3 EVENT PARTNERSHIPS

Become a featured sponsor at an event of your choice.

- » Choose from 6 different events.
- » Access to an elite audience with contact information.
- » Recognition before, during, and after the event.
- » On stage presence with select sponsorships.

* Google, 2025

January



February



March



April



May



Editorial & Industry Features

January Coverage:

IB Madison Business of the Year Awards
Development Roundup
Small Local Businesses

Monthly Departments:

The Business Report
Executives on the Move
Executive Q&A
Startup/Company Profile
Leadership Insight
Open Mic
By the Numbers

March Coverage:

IB Madison Real Estate & Construction Symposium
Women of Influence

Monthly Departments:

The Business Report
Executives on the Move
Executive Q&A
Startup/Company Profile
Leadership Insight
Open Mic
By the Numbers

May Coverage:

IB Madison 40 Under 40
Financial Services

Advertising Sections & Special Publications

*Denotes IB Madison special publication

Events



ADVERTISER SPONSORED CONTENT

In Business Madison offers a variety of advertorial options. Trade Secret and Spotlight are both two-page advertorials that can be placed in any issue, but no more than four are allowed in one particular issue. Company Profiles are single-page advertorials that can be placed in any issue. There are also opportunities to repurpose these advertorials as Sponsored Content on our website. Ask your media account executive for more details on any of these opportunities in 2026.

June	July	August	September	October	November	December
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June Coverage:

Higher Education

July Coverage:

Technology & Biotechnology

August Coverage:

IB Madison Executive Excellence
Professional Services

Monthly Departments:

The Business Report
Executives on the Move
Executive Q&A
Startup/Company Profile
Leadership Insight
Open Mic
By the Numbers

October Coverage:

IB Madison Exec Connect & Power 100
Wisconsin Agriculture & Energy

November Coverage:

IB Madison Health Care Summit & Health Care Heroes
Entertainment, Tourism, & Hospitality

December Coverage:

Capital Region Health Care

Wealth Managers
Directory

Human Resource
Guide

Real Estate &
Commercial
Space Guide
*IB Madison
Power 100

*IB Madison
Guide to Giving

*IB Madison
Book of Lists

IB
**EXECUTIVE
EXCELLENCE**

**IB EXEC
CONNECT**
&
IB POWER 100

**IB SUMMIT
HEALTH CARE**
&
**IB HEALTH CARE
HEROES**

IB
**BUSINESS
OF THE YEAR**

SPECIAL PUBLICATIONS



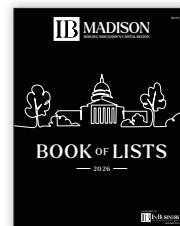
**September Issue:
IB Madison
Power 100**

In Business Madison profiles 100 of our area's most influential business and community leaders in this annual publication.



**November Issue:
IB Madison
Guide to
Giving**

The Guide to Giving recognizes nonprofits for their impact on Wisconsin's Capital Region and their service to making our community a better place.



**December Issue:
IB Madison
Book of Lists**

The Book of Lists includes information on hundreds of local companies ranked across more than 30 categories and features the anticipated Executive Choice Awards.

2026 Digital Partner Program

Our digital media partnership offers a powerful and cost-effective way to elevate your brand, build awareness, and drive customer engagement across our digital platforms. Position yourself as one of the most important companies in Wisconsin's Capital Region. Prominent ad units help your message stand out while your logo appears continually on our website, emails and print magazine for continual branding.

Website Display Ads + eNewsletter + Premium Logo Positioning

- » 30,000 large format ad impressions (970 x 250 and 300 x 250)
- » 110,000 views of your logo
- » Your ads delivered on both our website and daily email newsletter.
- » Your company logo appears on our website and in every email newsletter and print magazine.
- » Display ad on our website
- » Limited to (10) monthly advertisers
- » \$2,100 per month (*Earned media rates available*)

Digital Rates

1 Month	3 Months
\$2,100 per month	\$1,900 per month
6 Months	12 Months
\$1,700 per month	\$1,500 per month

Dedicated Email

- » **Targeted Reach:** Sent to In Business Madison's exclusive newsletter audience, which is comprised of decision-makers, CEOs, business owners, and upper management within the 9-county region.
- » **Direct Communication:** A dedicated email allows for a personalized message that can introduce time-sensitive information quickly.
- » **High-Value Audience:** Includes high-networth individuals with significant purchasing power for both their businesses and personal lives. Reach customers who are able to make purchasing decisions.
- » **Exclusivity:** Limited to four dedicated emails per month. This is a premium opportunity to get undivided attention from the audience.

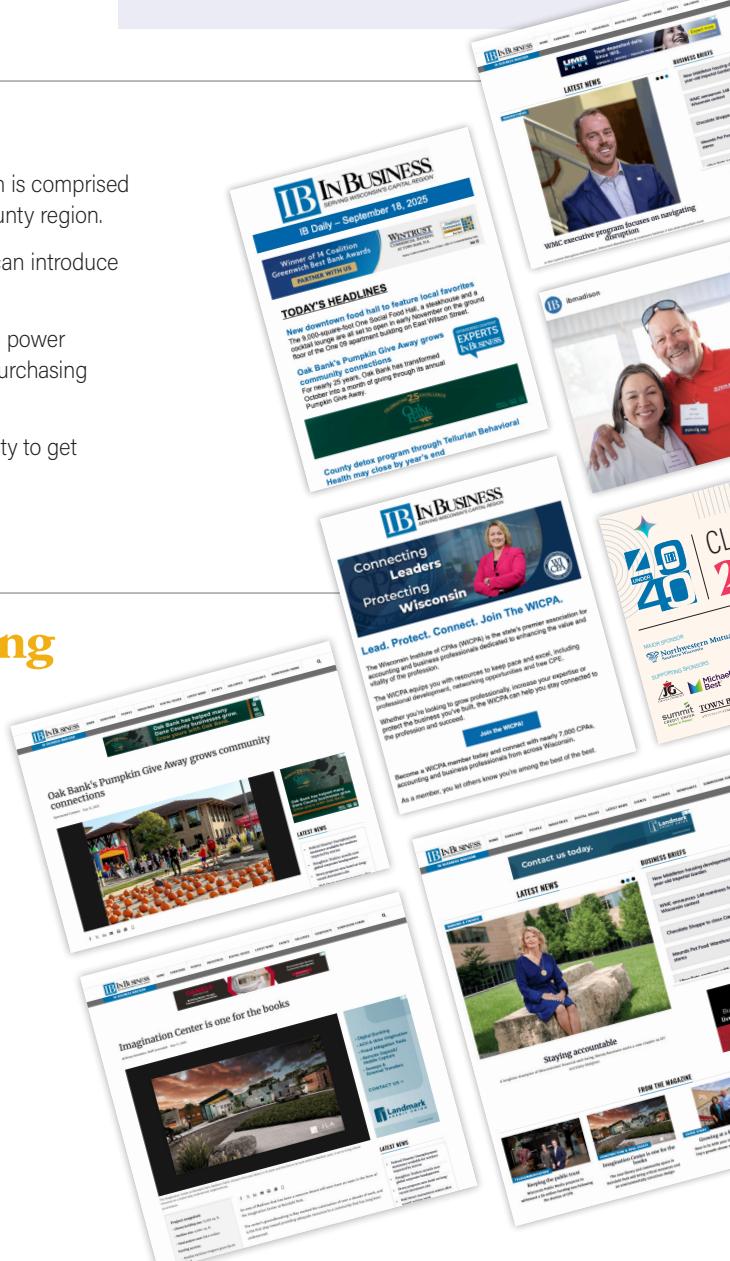
Limited to (4) monthly | \$1,800 per email

Co-Branded Social Media Advertising

Target our In Business Madison audience of executive leaders with your company message on Meta (Facebook and Instagram).

- » Your message is co-branded with your company name and posted on our trusted In Business Madison social media accounts.
- » We automatically optimize your social media placements and your creative to get you the highest quality response possible.
- » All campaigns run for one week. Only one advertiser per week.
- » Expected impressions of 28,000 to 40,000.

Limited to (1) week | \$1,800 per week

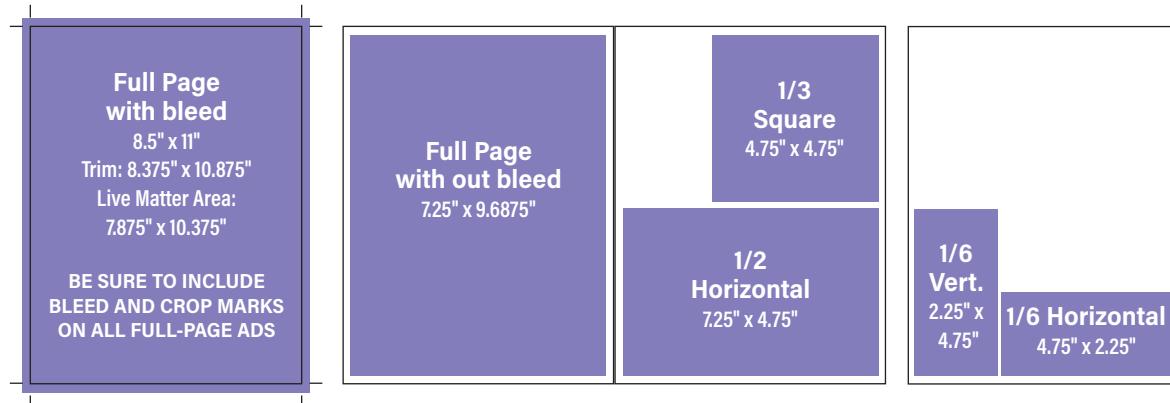


	Event	Details	Presenting Partner	Major Partner	Supporting Partner
February	 IB REAL ESTATE & CONSTRUCTION SYMPOSIUM	<p>Local industry experts discuss trends in commercial real estate, development, and construction, as well as offer insight into upcoming and ongoing construction projects throughout the Wisconsin Capital Region.</p> <p>250+ attendees</p> <p>9 am. - 12 pm. Breakfast, panel discussion, & industry exhibit booths.</p>	SOLD	\$8,000	\$5,000
May		<p>Annual awards event honoring the Wisconsin Capital Region's emerging talent.</p> <p>300+ attendees</p> <p>Cocktail reception, networking, & awards ceremony</p>		\$11,000	\$8,000
July		<p>Annual awards event honoring top executives in two select industry categories.</p> <p>300+ attendees</p> <p>Cocktail reception, networking, & awards ceremony</p>		\$11,000	\$8,000
September	 IB POWER 100	<p>For over 20 years, In Business Madison has brought together Wisconsin's Capital Region most influential business and community leaders for an invitation-only networking opportunity. Featuring the IB Madison 2026 Power 100 honorees.</p> <p>300+ attendees</p> <p>Cocktail reception & networking</p>		\$11,000	\$8,000
October	 IB HEALTH CARE HEROES	<p>Panel discussion includes local experts discussing opportunities and challenges facing the health care industry.</p> <p>Health Care Heroes awards program recognizes health care professionals who have provided exemplary services to patients in the Wisconsin Capital Region.</p> <p>200+ attendees</p> <p>Breakfast, panel discussion, & awards ceremony</p>		\$11,000	\$8,000
December		<p>Our annual Business of the Year Awards celebrates the Capital Region's successful organizations and influential executives honoring finalists and winners across several business categories.</p> <p>This event includes the Executive Hall of Fame inductions.</p> <p>300+ attendees</p> <p>Cocktail reception, networking, dinner, & awards ceremony</p>		\$11,000	\$8,000

Magazine Advertising

Ad Size	1x	3x	6x	9x	12x
Inside Front Cover	\$ 8,000	\$7,500	\$7,000	\$6,500	\$6,000
Inside Front Cover Gate Fold	\$10,500	—	—	—	—
Back Cover	\$ 8,800	\$8,300	\$7,800	\$7,300	\$6,800
Inside Back Cover	\$ 7,500	\$7,000	\$6,600	\$6,200	\$5,800
Full Page	\$ 5,700	\$5,300	\$4,900	\$4,600	\$4,300
1/2 Horizontal	\$ 3,700	\$3,500	\$3,300	\$2,900	\$2,500
1/3 Square	\$ 2,900	\$2,700	\$2,500	\$2,300	\$2,000
1/6 Vertical or Horizontal	\$ 1,600	\$1,500	\$1,200	\$1,000	\$ 900

All rates listed are GROSS rates. Add 10% premium position charge for guaranteed placement on a specific page.



AD SIZES

PDF files only. All files must be final, color corrected, hi-resolution (300 ppi) CMYK. Fonts must be embedded. All text, photos and logos must be inside the Live Matter Area. **Full-page ads must include a bleed of 1/8" on all sides and crop marks.**

QUESTIONS

If you have questions about creating or submitting your ad, contact our Lead Designer Jess Carter at jess.carter@ibmadison.com.

The mission of In Business Madison is to deliver insightful, credible business journalism and community events that inform, engage and empower decision-makers in Wisconsin's Capital Region by spotlighting the companies, leaders and trends shaping the local economy.

