

Family Business

For family businesses, by family businesses

MORE

MORE ways to reach the thriving multi-generational family businesses that matter:

► **Family Business Magazine—five times per year!**

- Led by Barbara Spector and advised by a top-notch group of family company owners and shareholders.
- Featuring our acclaimed “Oldest” and “Largest” family business lists.

► **Transitions 2012 and Transitions West 2012**

- “The Best Conference I’ve Ever Attended”
- Direct interaction with multi-generational family members

► **Directory of Advisers**

- The most complete directory of family company advisers anywhere, now published 5 times a year.

► **Family Business Webinars**

- Online education for family companies.

► **The Family Business Website**

- Exclusive subscriber access, as well as free content, 24 hours a day. Banner advertising and sponsorships are available.

► **Family Business E-News**

- Twice-monthly news and insight, delivered to our exclusive double opt-in email list

► **Family Business Handbooks**

- The acclaimed series of ten handbooks from Family Business Magazine

► **Family Business E-Blasts**

- The single best way to reach a family company member’s email box. Available mail dates are limited—reserve your space now.



The Premier Media Company Serving Multi-Generational Family Businesses

Family Business is owned and operated by a multi-generational media and investment firm, and produces a variety of media products:

Family Business Magazine

For 23 years, **Family Business Magazine** has been the trusted print resource for multi-generational family companies, providing readers with case studies, profiles, expert advice and thought leadership.

Family Business is the only magazine that targets thriving multi-generational North American family companies. **Family Business**' searchable archive of more than 700 articles is available to all subscribers free of charge.

Directory of Advisers

The "Yellow Pages" of family business advisers and service providers, this affordable directory is available in print and online, and provides 24/7 access to contact details. Contact Barbara Wenger for details: bwenger@familybusinessmagazine.com.

The Transitions Conference 2012 and Transitions West 2012

Produced in partnership with Stetson University's Family Enterprise Center, Transitions features more top-notch family speakers than any other conference, and offers sponsors an opportunity to meet and network with important multi-generational family company members.

Family Business E-News

The twice-monthly **Family Business Magazine E-Newsletter** is an essential news source for more than 11,000 double opt-in family company executives, and features prominent ad banner positions.

Family Business Handbooks

Family Business' highly regarded 11-volume **Family Business Handbooks** are in-depth and essential reference works on key family business topics, such as succession, financial management, conflict resolution and compensation. Handbooks may be bulk-ordered for distribution to clients, courtesy of the advertiser.

Family Business E-Blasts and Webinars

Push your direct response message directly to **Family Business**' double-opt-in e-subscriber list with highly effective html e-blasts, brought to readers under the trusted brand of **Family Business** Magazine.

Family Business Online

Family Business' website features the complete contents of the magazine and its archives for subscribers, as well as an extensive selection of free content, news and blog posts. Marketers may take advantage of powerful banner ad positioning.



Reach and Distribution

- ▶ **Family Business** offers a vital and active paid circulation of more than 6,800 committed family company owners, leaders and shareholders. **Family Business'** e-newsletters reach more than 11,000 family members.
- ▶ All members of the powerful YPO/WPO Family Business Network receive **Family Business** as part of their member benefits.
- ▶ All members of the Family Firm Institute receive **Family Business** as part of their member benefits.
- ▶ Bonus distribution at family conferences and networking events.

Circulation*

Average Distribution, 2012:
7,200 copies

Average Reach: 18,400
(Pass-along readership of 1.6 per issue)

* Publisher's data, based on the average circulation of the last four issues

** Source: **Family Business** readership study, conducted by Special Interest Media Research

*** Source: **Family Business** 2011 State of the American Family Business Survey

High-Quality Demographics

The average Family Business reader:**

- ▶ Is 42 years old
- ▶ Is a shareholder in a family-owned business
- ▶ Has a household income of \$527,000
- ▶ Has read **Family Business** for nearly 6 years
- ▶ Holds the title of Chairman, President, CEO or partner

The average company owned by a Family Business reader:**

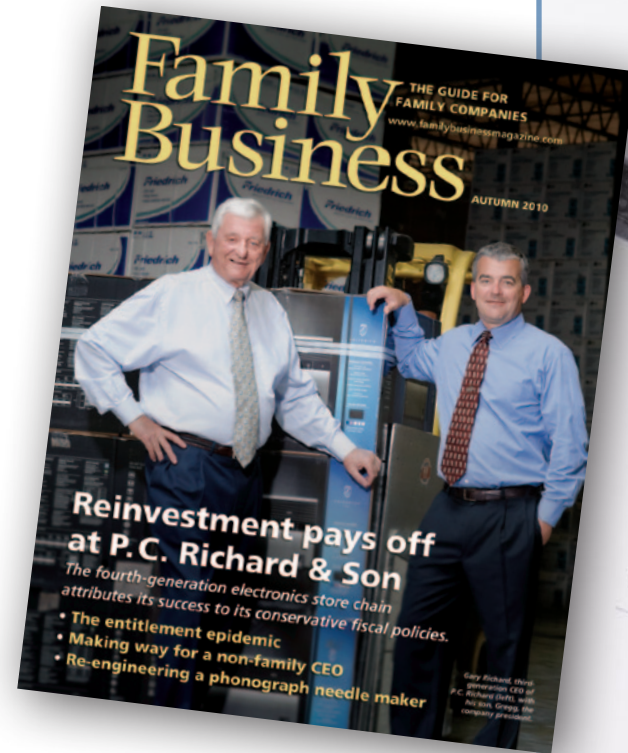
- ▶ Has \$75.5 million in annual revenues**
- ▶ Has been in the family for 2.78 generations

Youngest generation currently working in the business:

The founding generation	9.3%
The second generation	34.4%
The third generation	31.4%
The fourth generation	17.9%
The fifth generation or later	7.0%

Headquarters location:

Northeast	24.9%
Southeast	12.8%
Midwest	30.7%
Southwest	6.9%
West	24.7%



Primary Industry Served

Agriculture, forestry, fishing	14.6%
Mining	1.1%
Construction	10.0%
Manufacturing	30.3%
Transportation, communication, electric, gas or sanitary services	4.1%
Wholesale trade	10.9%
Retail trade	10.5%
Restaurant/food service	4.8%
Finance, insurance, real estate	11.6%
Media or entertainment	2.7%
Other	20.7%

2012 Editorial Calendar

March/April 2012

Ad Reservations: January 31, 2012

Ad Materials Deadline: February 7, 2012

Mails: February 23, 2012

- ▶ Why professionalizing involves risks
- ▶ Realigning the leadership team
- ▶ A 'sea change' at a fifth-generation company
- ▶ Firing a family member
- ▶ Tips on transferring your business

May/June 2012

Ad Reservations: March 27, 2012

Ad Materials Deadline: April 3, 2012

Mails: April 18, 2012

- ▶ Diversifying the family enterprise
- ▶ Values-based leadership
- ▶ A century-old company embraces change
- ▶ Rescuing a historic family business

July/August 2012

Ad Reservations: May 29, 2012

Ad Materials Deadline: June 5, 2012

Mails: June 20, 2012

- ▶ Family business boards
- ▶ Developing sound family business policies
- ▶ A family-controlled, publicly traded business

September/October 2012

Ad Reservations: July 31, 2012

Ad Materials Deadline: August 7, 2012

Mails: August 22, 2012

- ▶ A family continuity program
- ▶ A fifth-generation member works to save his company
- ▶ Adapting in the economic downturn

November/December 2012

Ad Reservations: October 1, 2012

Ad Materials Deadline: October 8, 2012

Mails: October 23, 2012

- ▶ Marketing the business as a family firm
- ▶ A diversified family enterprise
- ▶ A family company evolves to meet customers' needs



Advertisers & Sponsors

- | | | |
|-----------------------------|-------------------------------------|----------------------------------|
| 3i | EFO Holdings | Katz Graduate School of Business |
| Action Coach | Faminomics | Kellogg School of Management |
| Allegiance Capital | Family Business Consulting Group | Kennesaw |
| Alpha Books/Penguin | Family Firm Institute | Kiara |
| American College | Family Office Exchange | Konduit |
| Amvest Financial Group | Family Solutions Group | Krasnow Saunders Cornblath |
| Aspen Family Business Group | FEUSA | Levin Schrader |
| Aston Pearl | Fidelity | Loyola |
| Bank of America | First Trust | Management Planning Inc. |
| Behrendt | Forbes Magazine | Mass Mutual |
| Benchmark Email | ForteCEO Group | Marquis Jet |
| Abraham Bernstein | Frank Crystal | MidMarket Capital Advisors |
| Bessemer Trust | Friend Skolar | Minnesuing Acres |
| BIC Alliance | FTI Schonbrun | MM Advisors |
| Blank Rome | GenSpring | NACVA |
| Blue Marketing | Glenmede | Nunberg Associates |
| BNY Mellon | Guggenheim | OLM Web Hosting |
| Bocconi | Halifax Group | Oregon State University |
| Campden Conferences | Harris Bank | Pearson |
| CFAR | HarrisMyCFO | Philadelphia Chamber of Commerce |
| Chicago Booth | Harvard Business School | Pilot Summits |
| Citi Capital Strategies | Haverford Trust | Pitcairn |
| Citi Smith Barney | Haworth Press | PNC Bank |
| Commerce Bank | Hemenway & Barnes | Polsinelli Shalton |
| Continuity | Heritage Publishers, Inc. | PriceWaterhouseCoopers |
| Coyote Financial | Infinity Publishing | Raylign |
| Creative Financial Group | IMD | ReGENERATION Partners |
| California State University | INSEAD | Riverside |
| Cynergy Data | Insight Conferences | Rothstein Kass |
| C-Zone Legacy | Institute for Family-Owned Business | San Diego State University |
| Deerpath Capital | Institute for Private Investors | SC Johnson & Company |
| The Dilenschneider Group | Institutional Investor | SDA Bocconi |
| Direct Lending Solutions | J. Wiley & Sons | SE Weinstein |
| Discover Card | Jacobs Law | Stanford University |
| Francois DeVisscher | Jordan & Jordan | Stetson University |
| David N. Deutsch & Company | Kanaly | St George's Capital |
| Drinker Biddle & Reath | | Stanford |
| | | Sunbelt |
| | | Threshold |
| | | Tiffany & Co. |
| | | TrustedFamily |
| | | Turnkey Sports |
| | | Uhlmann Company |
| | | University of Baltimore |
| | | University of Michigan |
| | | University of Southern Maine |
| | | Upchurch Watson & White |
| | | Wachovia |
| | | William Blair & Company |
| | | Wilmington Trust |
| | | Working Systems |
| | | World Clinic |



2012 Rate Card

2012 Display Advertising Rates

Rate Card # 23 (All rates net)

4/color	1x	2x	3x	4x	5x
Full page	\$4,560	\$4,130	\$3,940	\$3,750	\$3,575
2/3 page	\$3,700	\$3,360	\$3,190	\$3,045	\$2,900
Half page	\$3,045	\$2,650	\$2,530	\$2,515	\$2,400
1/3 page	\$2,390	\$2,175	\$2,075	\$1,985	\$1,895
1/4 page	\$1,950	\$1,780	\$1,700	\$1,630	\$1,550

2/color

Full page	\$4,200	\$3,760	\$3,570	\$3,380	\$3,230
2/3 page	\$3,330	\$2,995	\$2,825	\$2,675	\$2,550
Half page	\$2,680	\$2,395	\$2,270	\$2,150	\$2,050
1/3 page	\$2,025	\$1,805	\$1,705	\$1,620	\$1,550
1/4 page	\$1,590	\$1,305	\$1,335	\$1,260	\$1,210

B/W

Full page	\$3,835	\$3,400	\$3,200	\$3,020	\$2,880
2/3 page	\$2,960	\$2,625	\$2,460	\$2,310	\$2,205
Half page	\$2,310	\$2,025	\$1,900	\$1,780	\$1,700
1/3 page	\$1,655	\$1,440	\$1,340	\$1,250	\$1,200
1/4 page	\$1,220	\$1,045	\$965	\$890	\$860

Covers

Cover 4	\$5,225	\$4,650	\$4,430	\$4,220	\$4,025
Covers 2+3	\$4,920	\$4,455	\$4,240	\$4,045	\$3,855

Call your advertising representative for fractional rates, special color rates (PMS, metallic, 5th color).

Premium position available at 15% above net rates. Positions are based on availability and include selected editorial adjacencies.

Web & E-mail Advertising 2012

Rate Card #8 (All rates net)

(Includes posting for 30 days to the **Family Business** website, and inclusion in one **Family Business** e-newsletter. Please note that full-page display advertisers in the print edition receive FREE e-newsletter ads in the month in which their print ad runs.)

Webcasts: \$10,000 master sponsor
\$5,000 multi-sponsor (per sponsor)

E-Blasts: \$3,000 per email
(Availability is limited, so please book early; volume discounts available)

Banners

Top banner, home page or E-News (468x60 pixels)	\$2,000
Banner (468x60 pixels):	\$1,200
Mini Banner (234x60 pixels):	\$900

Supplied Insert Pricing 2012

Rate Card #8 (All rates net)

2-page insert	\$3,500
4-page insert	\$4,500
8-page insert	\$6,250
12-page insert	\$7,750
16-page insert	\$9,970

These are guideline prices for pre-printed inserts in **Family Business**. This assumes "normal" weight and size (less than 8 1/2 x 11); heavier pieces, or unusual sizes, will be priced individually. Contact your advertising representative to discuss weight and sizing.

Pricing is for insertion in the magazine or insertion in the Polybag. Polybag insertions limited to 3 pieces per issue on a first-come, first-served basis.

Special insertion costs: Handwork, glue dotting etc., are billed at cost.

Directory of Advisers

Basic directory listings are just \$350 per year (less for subscribers to the magazine!). Supplements and upgrades to basic listings are charged at an additional cost. Contact Barbara Wenger at 215-405-6072 for additional details.

Your Family Business Customer Service Team



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Barbara Wenger

Directory, Production, Circulation and Reprints

215-405-6072

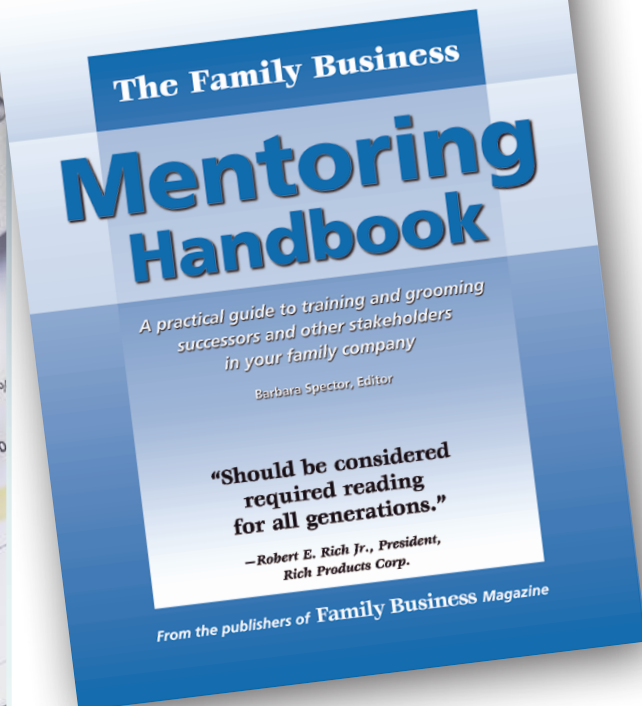
bwenger@familybusinessmagazine.com

Jerri Smith

Circulation, Reprints, Accounting

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jerri_smith@familybusinessmagazine.com



Specifications and Terms

Mechanical Specifications

- Publication trim size.....8½" x 10⅞"
- Recommended ad page size.....7" x 10"
- Binding.....Perfect

Bleed

- There is no extra charge for full bleed ads
- Full-page size to be furnished 8¾" x 11½"
- Keep reading and live matter a minimum of ½ inch from edges on all bleed pages.

Sizes

Full page (full bleed) 8.75"w x 11.125"h
(includes .125" bleed on all sides)

Full page (no bleed)..... 7.25"w x 9.75"h

¾ page..... 4.78"w x 9.75"h

½ page horizontal 7.25"w x 4.5"h

½ page island 4.78"w x 7"h

⅓ page vertical.....2.3"w x 9.75"h

⅓ page square 4.78"w x 4.75"h

¼ page 3.54"w x 4.75"h

Family Business Marketplace:

¼ page 3.54"w x 4.75"h

⅓ page..... 3.54"w x 2"h

Acceptable Printing Materials

- We accept artwork in digital format, with high-resolution .pdf files (all fonts and graphics embedded, composite color) the preferred format. Quark files with all fonts and graphics embedded, Pagemaker with all fonts and graphics embedded, Illustrator, InDesign and Postscript files are all acceptable.

- Film is not a preferred format, but is acceptable. Negatives, right reading emulsion side down preferred. Film positives, repro proofs, Brightypes and one-piece mechanicals are also acceptable. 133-line screens are recommended for halftones.
- Please furnish pdfs, progressive proofs, composed chromalins, overlays, or other guidance materials for all advertising material.

Mailing/Delivery Instructions

Materials should be mailed to:

Barbara Wenger

Family Business

1845 Walnut Street, Ste 900

Philadelphia, PA 19103

(215) 405-6072

Fax: (215) 405-6078

bwenger@familybusinessmagazine.com

Electronic files should be emailed to

dshaw@directorsandboards.com.

FTP information is available on request.

General Regulations

- Terms are net cash payable in U.S. dollars only.
- Advertisers will be credited if, within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

Additional Information

Family Business is published by Family Business Publishing Company, 1845 Walnut Street, Suite 900, Philadelphia, PA 19103

Subscription Price

U.S.: \$79 for five issues per year

General Conditions

Family Business Publishing Company ("Publisher") may hold the Advertiser and its designated advertising Agency, jointly and severally, liable for paying for all duly authorized advertisements ("ad" or "ads") inserted in or attached to **Family Business Magazine** and all other sums due and payable under this agreement. Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.

No advertisement shall be published unless a signed insertion order is received at the offices of the Publisher no later than the closing deadline specified by the Publisher.

New advertising materials, orders, cancellations or corrections shall not be considered authorized by the Advertiser and/or Agency unless confirmation of such change, in writing, is received at the offices of the Publisher by the closing deadline. In the event copy changes are not confirmed in writing, Advertiser and/or Agency's most recent advertisement shall be inserted.

Advertiser and/or Agency are responsible for checking ad copy for corrections and providing prompt written notice of errors or changes within Publisher's deadlines. Publisher is not responsible to correct an error in an ad unless Advertiser and/or Agency have notified Publisher in writing that an error has been made prior to the closing deadline. In the event all necessary advertising materials are not received at the offices of the Publisher by the closing deadline, Publisher cannot guarantee insertion of such advertisement(s) or copy changes.

If Advertiser and/or Agency fails to provide the advertisement to Publisher in time to meet the deadline of an issue in which it ordered space, Publisher will charge Advertiser and/or Agency at the regular rate for the space it has reserved, and the bill is due and payable when rendered. Cancellation of space by Advertiser and/or Agency will not be accepted by Publisher unless received prior to the closing deadline. No advertisement may be canceled after the closing deadline. Insertion orders for covers (front, back, inside front and inside back) are non-cancelable and may not be canceled by Advertiser and/or Agency.

Conversion of film or correcting digital files is not included in Publisher's advertising price and shall be billed separately to Advertiser and/or Agency at prevailing rates. All positioning of ads is at the sole discretion of Publisher. In no event will adjustments,

reruns or refunds be made because of the position of an ad unless specifically indicated in the insertion order and agreed upon by the Publisher in advance. Advertisers who do not fulfill their contract will receive a short rate.

Ad Copy

Publisher shall not be responsible for claims made in advertisements, and Advertiser and Agency, jointly and severally, shall indemnify and hold Publisher harmless from any loss, damage, claim or expense, including reasonable attorney's fees and all other associated costs of litigation or settlement, arising out of publication of the Advertiser and/or Agency's advertisement or any element thereof including, without limitation, those based on claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.

All advertisements are subject to approval by Publisher, which may refuse any advertising submitted and cancel any order for an ad. Such approval shall be granted or withheld solely at Publisher's absolute discretion.

In order to ensure distribution of all advertising copy to a worldwide readership, Publisher reserves the right to make copy changes as necessary to comply with all customs and postal regulations. While every effort will be made to discuss the required changes with Advertiser and/or Agency, in some cases, especially when copy arrives after the closing deadline, this may be impossible.

All advertising materials will be destroyed one year after last publication by Publisher unless return instructions are received by Publisher in writing within that period.

Publisher will not be responsible for errors, omissions, losses or damages (including, without limitation, consequential damages) of any kind sustained from errors or omissions in ads except for failure to correct errors clearly and unambiguously marked by the Advertiser and/or Agency and received by Publisher before the closing deadline. Publisher's liability shall not exceed the rate for that portion of the ad in error as published. Liability of Publisher for the omission of any portion of any ad from any publication shall be limited to a partial reduction in the amount charged by Publisher for such ad based on the Publisher's rate card.

Frequency Discounts/Special Units

Frequency discounts apply if used within any 12-month period; otherwise the best charged rate actual earned frequency discount shall apply. Charges will be adjusted accordingly at the end of the contract period. A 1/4 page is the minimum size required to maintain frequency discount. Special units such as gatefolds are available. Pricing information is available upon request. Inserts/outserts do not count toward or earn frequency discounts.

Payment Terms

Payment by Advertiser and/or Agency is due in full within 30 days from the invoice date. Publisher offers a cash discount: 1.5% on net only if paid within 10 days of the invoice date.

Advertiser and Agency, jointly and severally, agree to pay a late charge equal to the greater of \$5.00 per month or 1.5% per month on the outstanding invoice balance not paid when due, or if such rate will exceed the maximum rate allowed by applicable law, then a late charge calculated at such maximum rate. Failure to pay as agreed may result in the placement of Advertiser and/or Agency's account in collection with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses incurred, including court costs and reasonable attorney's fees, in addition to the invoice amounts, late charges and interest.

Any invoice submitted to Advertiser and/or Agency shall be deemed conclusive as to its correctness unless the Advertiser and/or Agency provide a written, detailed objection to Publisher within 30 days of the invoice date. In the event of a dispute, Advertiser and/or Agency must promptly pay all amounts not subject to dispute. If any invoice remains unpaid 60 days after invoice, Publisher has the right to not accept future insertions from Advertiser and/or Agency until the past due balances have been paid. A 20% re-make charge shall apply for cancellations submitted after publication closes.

Advertising Production

Advertiser and/or Agency will pay Publisher an amount not less than 15% of earned gross rate for ad materials produced by Publisher for Advertiser and/or Agency.