

UTAH BUSINESS fosters connection, insight and recognition for Utah's thriving professional community. Through our events, magazine and website, we highlight the ideas, innovations and people behind Utah business success stories.

We are all-in on Utah – and we can't wait to tell your stories.

MONTH	AWARDS	ROUNDTABLE	LISTS	SPOTLIGHT
JANUARY AD RESERVATION 12-23 AD MATERIALS 12-30		MERGERS AND ACQUISITIONS	• NATIONAL AWARD RECIPIENTS	BOOK OF LISTS
FEBRUARY AD RESERVATION 1-26 AD MATERIALS 2-2	• FORTY UNDER 40 • MARKETING AND COMMUNICATIONS AWARDS	BUILDING AND CONSTRUCTION	• NONPROFITS	
MARCH AD RESERVATION 2-23 AD MATERIALS 3-2	• CEO OF THE YEAR	BENEFITS & COMPENSATION	• SBA LENDERS AND BANKS	
APRIL AD RESERVATION 3-23 AD MATERIALS 3-30	• OUTSTANDING DIRECTORS • HR ACHIEVEMENT AWARDS	LIFE SCIENCES	• COMMERCIAL REAL ESTATE DEVELOPERS AND BROKERS	
MAY AD RESERVATION 4-22 AD MATERIALS 4-29	• 30 WOMEN TO WATCH	MANUFACTURING	• ARCHITECTURE FIRMS • COMMERCIAL FURNITURE	
JUNE AD RESERVATION 5-25 AD MATERIALS 6-1	• EXECUTIVE EXCELLENCE	COMMERCIAL REAL ESTATE	• EMPLOYEE GROUP BENEFITS	
JULY AD RESERVATION 6-22 AD MATERIALS 6-29		LEGAL	• ACCOUNTING FIRMS	
AUGUST AD RESERVATION 7-23 AD MATERIALS 7-30		VENTURE CAPITAL	• RESIDENTIAL BUILDERS	
SEPTEMBER AD RESERVATION 8-21 AD MATERIALS 8-28	• FAST 50 • INNOVATION AWARDS • GREEN BUSINESS	INCLUSIVE WORKPLACES	• COMMERCIAL INSURANCE BROKERS	
OCTOBER AD RESERVATION 9-22 AD MATERIALS 9-29	• MOST INFLUENTIAL WOMEN • HEALTHCARE HEROES	HEALTHCARE	• HEAVY EQUIPMENT DEALERS	FORWARD
NOVEMBER AD RESERVATION 10-26 AD MATERIALS 11-2	• UTAH BUSINESS FORWARD	TECH	• VENTURE CAPITAL	
DECEMBER AD RESERVATION 11-23 AD MATERIALS 11-30	• BEST COMPANIES TO WORK FOR	SMALL BUSINESS	• PROPERTY AND CASUALTY INSURANCE	

STANDARD PAGES

	1x	3x	12x
SPREAD	\$8,000	\$6,400	\$5,600
FULL-PAGE	\$4,850	\$3,880	\$3,395
1/2-PAGE	\$3,400	\$2,720	\$2,380
1/4-PAGE	\$1,850	\$1,480	\$1,295

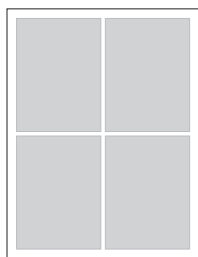
PREMIUM PAGES

	1x	3x	6x
SPREAD	\$10,000	\$8,000	\$7,000
BACK COVER	\$6,000	\$4,800	\$4,500
INSIDE COVERS	\$5,820	\$4,656	\$4,074
PAGES 3, 4, 5, 7, 9	\$5,335	\$4,268	\$3,735

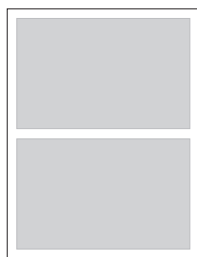
AD SIZES

	WIDTH	HEIGHT
FULL-PAGE (BLEED SIZE)	8.625"	11.125"
FULL-PAGE (TRIM SIZE)	8.375"	10.875"
FULL-PAGE (LIVE AREA)	7.625"	10.125"
1/2-PAGE HORIZONTAL	7.50"	4.875"
1/4-PAGE	3.735"	5.00"
TWO-PAGE SPREAD (BLEED SIZE)	17.00"	11.125"
TWO-PAGE SPREAD (TRIM SIZE)	16.75"	10.875"
TWO-PAGE SPREAD (LIVE AREA)	16.00"	10.125"

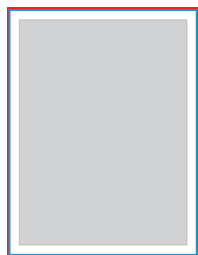
1/4-PAGE



1/2-PAGE



FULL-PAGE



TWO-PAGE SPREAD



UTAH BUSINESS provides
AWARD-WINNING JOURNALISM
on tech and entrepreneurial
businesses at the forefront of our
nation's economy.

DISCERNING CONSUMERS

EXECUTIVE & MIDDLE MANAGER TITLES

64%OVER 40.....**91%**MALE.....**70%**FEMALE.....**29%**

AFFLUENT READERS

NET WORTH OVER \$1 MILLION

66%EARN OVER \$150,000 A YEAR.....**30%**COMPLETED COLLEGE OR GRADUATE SCHOOL.....**56%**

READERSHIP (MINIMUM)

119,000+**Includes monthly print and online readers*

CIRCULATION (MINIMUM)

48,000AN AVERAGE OF **15,500** COPIES DISTRIBUTED BY USPSAN AVERAGE OF **3.1** READERS PER ISSUEAN AVERAGE OF **97,000** READERS PER MONTH ONLINE

UTAH BUSINESS is the magazine
for **EXECUTIVES, INVESTORS**
and **ENTREPRENEURS**.