

MARKET AT A GLANCE

PRINT CIRCULATION: 5,500

Counties covered: Delaware, Fairfield, Franklin, Knox, Licking, Pickaway, Union

www.sbnonline.com

Average page views per month: **84,000**

www.smartbusinessmag.com

Average page views per month: **27,000**

Email Reach

Columbus subscribers: **6,000+**

f in 

Total social media reach: **20,000**

MARKET SATURATION:

Reaching the RIGHT COMPANIES

Saturation increases as company size increases because we understand that there are multiple decision-makers in larger organizations.

TARGETING SENIOR DECISION-MAKERS:

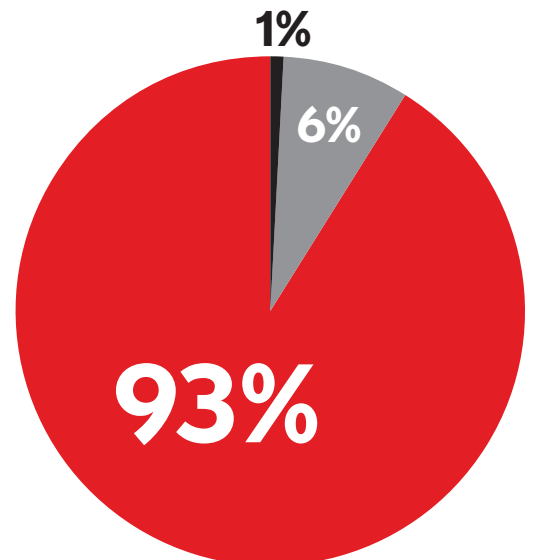
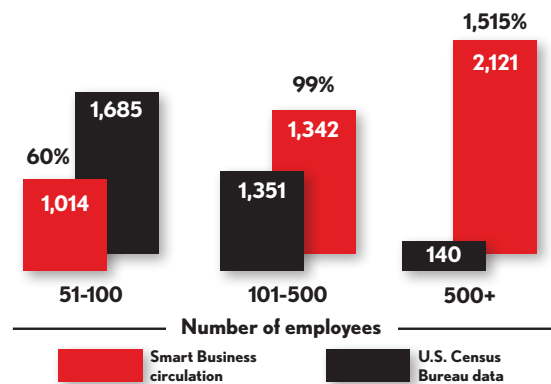
Reaching the RIGHT PEOPLE

Corporate and financial managers make up 93% of our audience. This gives *Smart Business Columbus* the highest penetration of qualified decision-makers in the market.

Source: From *Smart Business* circulation database. Google Analytics and the 2016 census. Updated 05/13/20

DECISION-MAKER AUDIENCE

Smart Business Columbus saturates senior management of organizations with 50 to 500 or more employees.



- CORPORATE MANAGEMENT:** President, Owner, CEO, COO, CFO, Chairman, Partner, Vice President, Other Corporate Titles
- PROFESSIONAL/TECHNICAL:** Doctor, Dentist, Attorney, CPA, Consultant, Engineer, Architect, Other Technical and Professional Titles
- OPERATING MANAGEMENT:** Operations Manager, Department Manager, Other Operating Titles

PAST COLUMBUS COVER STORY SUBJECTS

ALSO



Squire Patton Boggs

Alex Shumate thrives by working with others to help Columbus grow



Smart Women

How women leaders are setting the pace in business



White Castle System Inc.

How Lisa Ingram balances seasoned success with fresh ideas to keep White Castle moving forward



Huntington Bank

Steve Steinour talks growth at Huntington Bank now that FirstMerit's been folded into its operations



Cardinal Health

How George Barrett and Cardinal Health stay ahead of health care's pace of change



Thirty-One Gifts

How Cindy Monroe finds opportunities in adversity at Thirty-One Gifts



WP Glimcher

How WP Glimcher and Michael Glimcher put the pieces together post sale



Nationwide Insurance

How Nationwide Insurance and Mark Pizzi unleash new ideas for customers of today and tomorrow

Wexner Medical Center

Dr. Steven Gabbe, Former CEO

Max & Erma's

Todd Barnum, CEO

Delta Energy LLC

Sheri Tackett, President

Safe Auto Insurance

Ari Deshe and Jon Diamond, Co-Founders

Donatos

Jane Grote Abell, Chairwoman of the Board

Quantum Health

Kara Trott, Founder and CEO

Schottenstein Real Estate Group

Gary Schottenstein, Chairman and CEO

Nationwide Children's Hospital

Dr. Steve Allen, CEO

Whitestone Group

John D. Clark Sr., President, CEO and Founder

Otterbein University

Kathy A. Krendl, Ph.D., President

MedVet

Dr. Eric Schertel, President

Ruscilli Construction

L. Jack Ruscilli, CEO

Hollywood Casino Columbus

Ameet Patel, Vice President and General Manager

Molina Healthcare of Ohio

Amy Schultz Clubbs, Plant President

Vorys, Sater, Seymour and Pease LLP

Russ Gertmenian, Managing Partner

Bob Evans

Steve Davis, CEO