

NH BUSINESS REVIEW

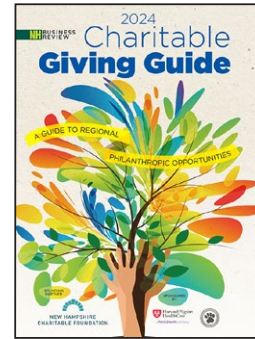
Informative and thought-provoking, NH Business Review is focused on business, cutting through to news that matters most to business decision makers. Published biweekly, NH Business Review reaches professionals who need to stay current on New Hampshire's industries such as real estate and construction, law, healthcare, hospitality and tourism, banking, and technology, among other sectors.

This award-winning newspaper puts your advertising message in front of the Granite State's most influential decision-makers, who are highly motivated to partner with the best companies in the state. With digital and print channels available, there's no shortage of opportunities to share your message with our audience.



ANNUAL PUBLICATIONS

Our arsenal of print products also includes three annual publications: **Book of Lists**, a comprehensive source of NH business data with over 1,300 contacts; the **Charitable Giving Guide**, which profiles the state's essential nonprofit organizations and ways to partner with them; and the **Meetings and Conventions Planner**, an event planning guide with everything you need to know to create a successful and memorable affair.



DIGITAL

NHBR.com is an extension of our print publication, offering more news resources for professionals, including our Down to Business podcast, the Daily News Browser, and two Weekly News Roundups for the real estate and construction and law sectors.



Readers visit the website **34x** per year, on average

58% of our audience reads the digital newsletters regularly

EVENTS

NH Business Review produces events throughout the year that celebrate businesses and professionals, as well as educational forums and monthly webinars.



OUR READERS

NH Business Review reaches a targeted audience of well-educated professionals, from sole proprietors to CEOs, top executives of large corporations and key government decision-makers.

93%
are regular
NH Business
Review readers

96%
are age 35+

59:41
ratio of male to
female readers

78%
are midlevel
executives
or higher

75%
have buying
authority
power

Well-educated
55%: college degree
32%: post-graduate

\$155,000
Average reader's
household income

\$981,000
Average reader's
net worth

RESULTS

Our readers value advertisements for goods, services and professional development their businesses need. Sections of the bi-weekly issues cover industries such as real estate and construction, technology, banking and finance, law, healthcare, hospitality and tourism, and more.

73% of our readers have taken steps toward purchasing products or services from our advertisers.

41% of our readers found a new client.

DISTRIBUTION

First Issue each month - Print & Digital

12,500 printed copies plus 10,000 subscriber emails promoting the digital edition

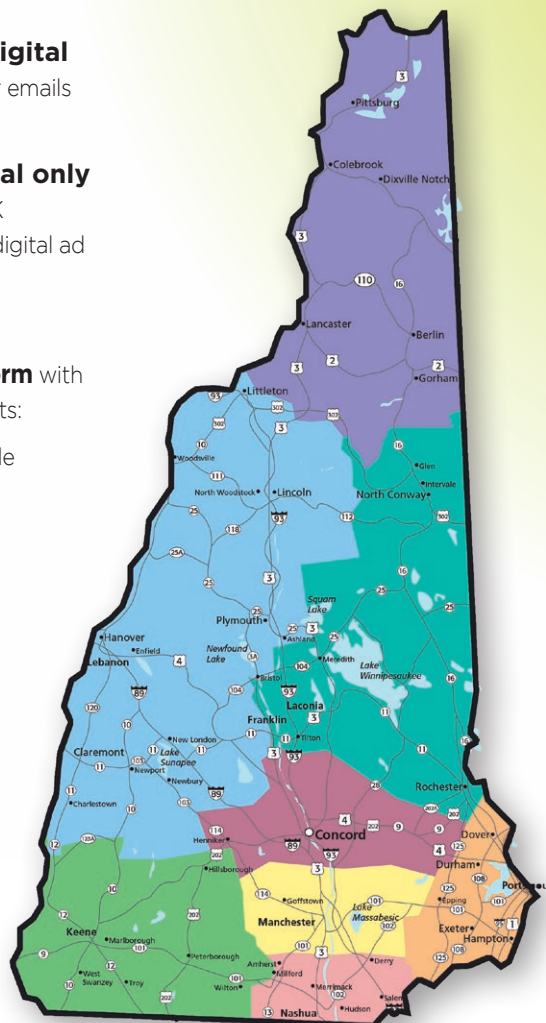
Second issue of the month - Digital only

Issue emailed to 10,000 subscribers plus 25K targeted 3rd party emails + approx. 15-20K digital ad impressions on NHBR.com

NHBR's upgraded digital edition platform with digital ads now includes the following benefits:

- Search engine optimized business profile on NHBR.com for each advertiser
- Fully responsive ads
- Click-to-call technology
- Impressions for the current digital issue ad on NHBR.com (digital only edition)
- Native apps for Apple & Android

The ads in our digital-only issues all link to a directory of advertisers on nhbr.com, where each advertiser has their own profile page that includes: detailed contact info, Google maps, keywords, links to their web site, social media, etc



25 minutes

The average time readers spend with each NHBR issue.

DISTRIBUTION BY REGION

Seacoast Region	21%
Greater Manchester	20%
Greater Nashua	17%
Greater Concord	11%
Lakes Region	8%
Upper Valley	8%
Monadnock	7%
North Country	2%



Data Sources: Accelera Reader Survey 2014 and the 2019 Circulation Verification Council

NH BUSINESS REVIEW

NOTE: Rates are per insertion, discount offered is approximate. Rates effective February 2024. Guaranteed position: Add 10% to price of ad (Half-page minimum ad size for guaranteed position). The information on this rate card is subject to change. All rates are net.

Preferred file format for supplied artwork PDF, 300 dpi, CMYK format

Full Page
10.3" x 12.75"

3/4 Page
7.68" x 12.75"

1/8 Page
2.45" x 6.29"

1/3 Page
7.68" x 6.29"

1/2 Page
10.3" x 6.29"

1/8 Page
5.06 x 3.06"

1/4 Page
5.06" x 6.29"

1/2 Page
5.06" x 12.75"

DISPLAY ADS

	1-3X	4-7X	8-12X	13-19X	20-24X
NET RATES		5% OFF	15% OFF	30% OFF	40% OFF
Full Page	\$2,770	\$2,630	\$2,355	\$1,940	\$1,660
3/4 Page	\$2,290	\$2,175	\$1,945	\$1,600	\$1,375
1/2 Page	\$1,600	\$1,520	\$1,360	\$1,120	\$960
1/3 Page	\$1,365	\$1,295	\$1,160	\$955	\$820
1/4 Page	\$1,210	\$1,150	\$1,030	\$850	\$730
1/8 Page	\$895	\$850	\$760	\$630	\$540

COVER POSITIONS (PRINT EDITION)

Back Cover	\$3,300	\$3,135	\$2,805	\$2,315	\$1,980
Inside Cover	\$3,040	\$2,890	\$2,585	\$2,130	\$1,830

BUSINESS CONNECTIONS

Consider running a business card sized ad (3.2" wide X 1.9" high) as a cost-effective way to reach business professionals. Run in 12 issues for \$105 per issue, or 24 issues for \$95 per issue.

INSERTS

Ask for more information and a quote to have your direct mail or marketing piece inserted directly into NH Business Review.

TERMS & CONDITIONS

1. Terms net 30 days from invoice date. Please remit all payments to PO Box 520, Dublin, NH 03444 2. A finance charge of 1.5% interest per month (18% annual rate) will be added to all unpaid balances 30 days after invoice date. 3. Make checks payable to Yankee Publishing, Inc. New Hampshire Group 4. Creative design services are available for all contract advertisers. Clients are allowed one change on proofs at no charge. Additional changes and changes after deadline other than corrections of typographical errors are subject to an additional charge. 5. When new copy or mechanical is not received by deadline, the advertisement run previously will be run again. 6. Cancellations after deadline are subject to full charge of reserved space. 7. All contracts conditional pending acceptance by YPI NHG. 8. General: All advertising subject to approval of the publisher. Advertiser and advertising agency assume liability for all content including text, representations, illustrations, sketches, maps, labels, trademarks or other copyrighted matter of advertisements published, and also assume responsibility of all claims arising there from made against the publisher. 9. Restrictions: YPI NHG assumes no responsibility for typographical errors in advertisements, but will reprint without charge in the next issue the part of an advertisement in which an error occurs. 10. Billing: Bills are rendered on the date of publication. 11. Rates: Publisher reserves the right to change rates upon notice. Those with written contracts are protected for 60 days after the effective date of a rate increase.

SPONSORSHIP OPPORTUNITIES

NH Business Review produces events throughout the year that celebrate businesses and professionals, as well as educational forums and monthly webinars on prominent topics.



Held in March, The BOB Awards recognize the best business-to-business companies in New Hampshire in nearly 100 categories, as voted on annually by NHBR readers. The BOB Awards recognize the best business-to-business companies in New Hampshire in nearly 100 categories, as voted on annually by NHBR readers. The March event-open to everyone-is all about rubbing elbows with the “who’s who” in New Hampshire’s business community.



Held in October, the Business Excellence Awards recognizes the success and achievements of New Hampshire’s business owners and operators in both small and large companies in various industry categories. Winners will be honored at the 24th Annual Business Excellence Awards in October.



Held in November, Powered By Women is inspired by the wealth of knowledge and personal triumph illustrated by women leaders who have earned distinction in their fields. This storytelling event will showcase the drive, conviction and persistence of female executives in the Granite State.



RUN-OF-SITE ADVERTISING ON NHBR.COM

Digital advertising package includes four standard ad sizes which rotate throughout the month to deliver 30,000 impressions.

Net Rates

Run-of site ads:

\$600/month for 30,000 impressions
Additional impressions: \$150/10,000

Adhesion ads: (728 x 90 and 320 x 50)

\$650/week

Limited inventory = 52 weeks

Site Takeover:

\$1,000 for 100% impressions for one full day

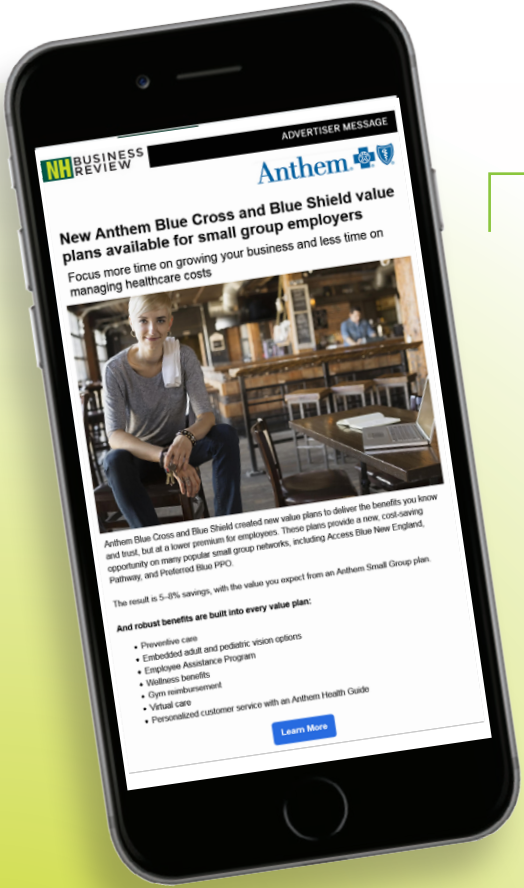
90,000
 monthly
 page views

65,000
 monthly
 unique visitors



Run-of-site ads are multiple sizes and appear in various spots throughout the site

An adhesion ad "sticks" to the foot of the browser window as readers browse the website. Adhesion ads are highly visible because they stay with the reader as they scroll or until they close the window.



CUSTOM EMAILS

Send an exclusive, customized message to the NH Business Review subscriber list, and your message will be the focus of the reader's attention. Emails can be sent on Monday, Tuesday or Friday, and statistics are available 48 hours after email send.

Email	1x Rate	2x Rate	3x+ Rate
6,500 recipients	\$1,495	\$1,295	\$995

Options available for expanded list of targeted recipients - ask for details.

Delivery Options:

NH Business Review emails are deployed through Robly's advanced delivery system, which can automatically optimize send times across a 12-24-hour window based on subscriber engagement history.

- **Standard Send:** delivered in one batch at the scheduled time.
- **Optimized Delivery (recommended):** spread intelligently over 12-24 hours to maximize open and click rates.

THE DAILY NEWS BROWSER

8,000 subscribers

The Daily News Browser is a free, weekday e-newsletter with links to local, state and regional stories of interest to New Hampshire businesspeople. Our audience wants to stay up-to-date on the important news of the day, and the Daily News Browser is a surefire way for advertisers to reach them.

Ad type	Ad size	Rate
Top Leaderboard	728 x 90 pixels	\$1,275/mo
Medium Rectangle	300 x 250 pixels	\$960/mo
Tile	200 x 200 pixels	\$720/mo
Bottom Banner	728 x 90 pixels	\$540/mo
Sponsored Content	35 words with url (10-12 word headline, 12-20 word teaser, URL)	\$150/spot

45%
open rate

15%
click-thru rate

NH BUSINESS REVIEW
TODAY'S BUSINESS NEWS BROWSER MORE NEWS @ NHBR.COM

Businesses pick up participation rate in Paycheck Protection Program The Paycheck Protection Program's initially slow rollout has been picking up speed locally and nationally, according to the latest data release the U.S. Small Business Administration. — NH BUSINESS REVIEW

A second lifeline for small businesses in New Hampshire Bill Sullivan, owner of Crown Trophy in Hooksett, says his business has been practically at a standstill this winter — the culmination of an already dismal few months. — NH UNION LEADER

With patience and education, confidence in vaccine improving In early January, some health care providers reported a third of their staff were opting out of the Covid-19 vaccine — a number concerning to some health officials, especially as new, more contagious mutations of the virus spread around the United States. — NH BUSINESS REVIEW

New Hampshire gyms adapting to business during Covid-19 When the coronavirus pandemic is in the rearview mirror, Austin Miner, owner of Gain Strength and Conditioning in Portsmouth, will look back and be thankful. — NH BUSINESS REVIEW

Speaker says NH House will meet in person, despite Covid concerns New Hampshire House Speaker Sherman Packard has announced plans for the 400-member House to meet in person later this month, though he declined to disclose the precise location. — NH PUBLIC RADIO

Amid school-funding anxiety, some NH communities fear return of 'donor towns' A group of New Hampshire communities is organizing against potential efforts by lawmakers to resurrect a model of funding public education that redistributes money from "donor towns" to poorer school districts. — NH PUBLIC RADIO

NHBR Featured Nonprofit: Boys & Girls Clubs in New Hampshire Since the first New Hampshire Club opened its doors in Manchester in 1906, Boys & Girls Clubs have been changing people's lives. They work to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. — This profile is part of the 2021 Charitable Giving Guide and brought to you by the NH Charitable Foundation

Fromuth and Herndon: NH Legislature's energy choice: monopolies or markets? When Governor Sununu signed the Community Power Law in 2019, a lot of energy professionals (not to mention cities and towns) got very excited. The legislation opens up a world of opportunity for markets, businesses, innovation and competition in New Hampshire's energy sector. — NH BUSINESS REVIEW

Former NHGOP Chair Jennifer Horn parts ways with anti-Trump Lincoln Project super PAC Former state Republican Party Chair Jennifer Horn confirmed Friday night she has parted ways with the anti-Trump Lincoln Project, citing "grotesque" accusations against another co-founder, John Weaver, by nearly two dozen men of soliciting sexual favors in return for jobs. — WMUR-TV

NH ban on political clothing at the polls up for debate Right now, New Hampshire voters aren't allowed to wear clothing or accessories advocating for or against a candidate, political party or measure on the ballot. Rep. John Pollock, a Derry Republican, is trying to change that — in part because of his own experience at the polls. — NH PUBLIC RADIO

Personnel clash threatened to interfere with Peterborough elections, records show Town officials scrambled last year to ensure a trio of elections were not disrupted by a high-profile dispute between Peterborough's clerk and deputy clerk. — THE KENNEBEC SENTINEL

NH man who 'shugged' wine during Capitol riot charged A New Hampshire man who admitted to storming the U.S. Capitol last month and chugging wine that he found in a lawmaker's office now faces federal charges. — ASSOCIATED PRESS

NH BUSINESS REVIEW
REAL ESTATE & CONSTRUCTION NEWS ROUNDUP MORE @ NHBR.COM

THIS WEEK'S TOP STORY
New Hampshire landlords, tenants have a new way to resolve housing disputes.
State launches mediation system to avoid evictions
They can now take part in free process with a neutral third party to find a solution to their disagreements
[Read more](#)

Denton, J. Lawrence Hall join forces in major mechanical contractor merger
"Merger of equals" creates largest firm of its kind in NH
[Read more](#)

New Hampshire's supply chain nightmare
Granite State businesses come to grips with worldwide shortages, transportation disruptions
[Read more](#)

More industry news

- Infrastructure bill could send well over \$1.5b to NH for roads, internet and water cleanup. — NH Union Leader
- Home-buying frenzy easing, but more housing needed. — NH Union Leader
- Second micro-unit housing project gets key approval in Portsmouth. — Portsmouth Herald

WEEKLY INDUSTRY NEWS ROUNDUPS

NH Business Review's Weekly News Roundups are free e-newsletters containing links to the latest industry-specific news stories from NH Business Review as well as other media websites.

Real Estate & Construction e-newsletter

6,500 subscribers

Week In Review e-newsletter

10,000 subscribers

Ad type	Ad size	Rate
Top Leaderboard	728 x 90 pixels	\$475/mo
Medium Rectangle	300 x 250 pixels	\$375/mo
Bottom Banner	728 x 90 pixels	\$225/mo



RUN-OF-SITE AND E-NEWSLETTER AD SPECIFICATIONS

Specs subject to change. Please confirm with your NH Business Review representative before submission.

File Requirements:

- **Format:** JPG, PNG, or static GIF (animated GIFs allowed, 3-loop max)
- **Color:** RGB, 72 dpi
- **Max file size:** 100 KB
- **No Flash,** JavaScript, or tracking pixels
- **File names:** use letters, numbers, hyphens, or underscores only (no spaces or special characters)
- Include **click-through URL with full UTM tracking parameters** (Google Analytics compatible)

Optional Enhancements:

- Static backup image for animated ads
- Alt text for accessibility

Required Ad Sizes:

Ad shape	Dimensions (standard)	2x Resolution (recommended)
Leaderboard	728 x 90 px	1456 x 180 px
Medium Rectangle	300 x 250 px	600 x 500 px
Half Page	300 x 600 px	600 x 1200 px
Mobile Leaderboard	320 x 50 px	640 x 100 px

Must submit creative for all four ad shapes for run-of-site advertising. Providing both the standard and a 2x (retina) version ensures crisp, professional display quality across all devices. NHBR's ad delivery platform automatically scales high-resolution creative for optimal presentation on high-density screens. *Google Ad Manager also supports retina-optimized (2x) creative files.*

EMAIL CREATIVE SPECIFICATIONS

Specs subject to change. Please confirm with your NH Business Review representative before submission.

Advertiser provides:

- **Subject line:** six words maximum; avoid emojis, special characters, or symbols
- **Headline and preheader/subhead**
- **Company logo:** horizontal orientation preferred (JPG or PNG, 72 dpi)
- **Main image:** horizontal, high-resolution (minimum 1200 px wide); no animation, JavaScript, or iframes
- **Body copy:** up to 250 words (may include bullet points); include a call to action
- **Click-through URL:** with full **UTM tracking parameters** for performance reporting

Restrictions:

- No embedded forms, iframes, or JavaScript
- All links must open in a new browser tab or window
- All assets must be supplied as separate attachments (not embedded in Word or PDF)

Preferred Formats:

- **Text:** Word document or plain text file
- **Images:** JPG or PNG (RGB, 72 dpi minimum)

WEBINAR SPONSORSHIPS

Webinars are customized for you to share your unique expertise with a targeted audience of business professionals and owners. Presented through NH Business Review, our experienced team helps you craft a digital event that will attract and engage a qualified audience, demonstrate your thought leadership and build your sales pipeline with qualified leads.

Sponsorship packages include:

- List of webinar registrants
- Panelist position (or sole presenter)
- Logo and speaker bios/photos posted on nhbr.com
- Company logo included in two webinar email promotions
- Company name/logo on social media and marketing promotion



PRESENTING SPONSORSHIP: \$2,500

Exclusive ownership of webinar/topic

SUPPORTING SPONSORSHIP: \$1,250

Limited to 4 sponsors per webinar/topic

1-2 topics - \$1,250 each

3+ topics - \$995 each

PODCAST SPONSORSHIP

Down to Business is the biweekly NH Business Review podcast, where editor Mike Cote sits down with associate editor Amanda Andrews and special guests to talk about the latest business headlines and the news listeners need to know about.



Sponsorship package covers 6 editions of the podcast (one every two weeks). Podcasts are roughly 20 minutes long and are available on major podcast platforms such as Apple, Google, Spotify, etc.

Sponsorship package includes:

- Company logo on NHBR.com podcast page
- Company logo in print ads, online ads and/or news browser ads promoting the podcast
- Audio mention during podcast (:10 pre-roll billboard with name and short info such as location or tagline)
- :15-:30 commercial (pre-recorded, airs at midpoint commercial break during podcast)
- Sponsor included in podcast description notes (text only.)
- Sponsor mention in promotional posts on social media
- NHBR's editorial Q & A feature is based on podcast interviews, so the sponsor logo will appear on the Q & A interview page in each NHBR issue.
- Sponsor gets ONE of the podcasts in the three-month package and one of the Q & A interviews about themselves / their company.

THREE-MONTH SPONSORSHIP PACKAGE: \$4,500

CUSTOM MARKETING SERVICES

Leverage the power of storytelling to elevate your brand across multiple channels. With almost a century of publishing expertise behind NH Business Review, New Hampshire Magazine, Yankee Magazine and more, Yankee Custom Marketing offers:

Omnichannel Content Marketing

Our approach develops compelling features that resonate across platforms:

- Custom print and digital magazines
- Website content
- Video production
- Social media campaigns

Storytelling Excellence

Our team of skilled editors and publishers craft narratives that captivate audiences and drive engagement.

Tailored Solutions

From fully turnkey projects to targeted content pieces, we customize our services to meet your unique marketing needs.

Industry Expertise

Benefit from our deep understanding of New England's business landscape and culture.

Contact us to discuss how Yankee Custom Marketing can amplify your brand's voice and reach.

WEB DESIGN SERVICES

The design of your website impacts the way your potential clients perceive your brand. Our team can design and build a site for you, utilizing best practices in search, mobile display and content architecture. Schedule a consultation, and we'll help you explore options that meet your budget and your business goals.

Yankee

CUSTOM MARKETING



AUDIENCE DEVELOPMENT

The right media is essential to reaching the right audience, and Yankee Custom Marketing provides expertise on how, when and where to place your message for the greatest response.



CONTENT STRATEGY

Our team can audit your organization's current practices to determine how best to grow and deepen engagement with your audience to meet your goals and tell your story.



CUSTOM CONTENT

Our award-winning team of content producers combines compelling copy and imagery. These pieces can be used in custom publications, website and blog updates, white papers, newsletters, annual reports and more.



EMAIL & NEWSLETTERS

We have deep insight into the design, deployment and performance of email. We can craft a message from your new content for delivery to your email list. We can also amplify your message to our high-performing media brand lists.



CUSTOM PUBLICATIONS

Yankee Publishing is home to iconic media brands such as Yankee, The Old Farmer's Almanac, New Hampshire Magazine and NH Business Review. Our team provides the same expertise in producing custom publications for our clients.



MULTIMEDIA STORYTELLING

Our team has deep experience integrating multimedia into the storytelling process. From photography, videography, audio/podcasts, 360-video tours, and more, we can identify the best way to diversify your content.