



BUSINESS in  
**FOCUS** 2024 MEDIA KIT

# BUSINESS in **FOCUS** Media Kit

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**At Business In Focus magazine, we are dedicated to providing you with insights into the dynamic world of North American business and industry, *month after month*.**

Our digital platforms serve as your go-to source for staying informed about the latest developments and trends spanning the full economic landscape. Through exclusive interviews with industry leaders, we delve into the stories behind their triumphs, delivering their stories directly to you.

With a commitment to showcasing the wisdom and experiences of top enterprises throughout North America, we offer a clear and comprehensive perspective on the entire spectrum of economic affairs. At FMG Publishing Inc., we are dedicated to bringing the intricate tapestry of North American business into focus.



FMG Publishing Inc. is the parent company of industry focused trade publications - Business in Focus, Construction in Focus, and Manufacturing in Focus.

Our publications are your premier source for insights into North American business and industry. Through exclusive interviews and in-depth articles, we keep you informed about industry trends, success stories, and challenges. From boardrooms to factory floors to arenas for public policy, we shine a light on the stories that impact you.

# Your Storytelling Partner

Our publications are published both as online magazines and high-quality, printed hard copies. By publishing online, we are able to extend readership beyond simply a one-month cycle, keeping our articles available and Google indexed for a minimum of two years. We never hide our content behind a subscription paywall, so our clients and readers can easily access and share content and reach the widest possible audience. We print and distribute a full gloss printed edition every month, and provide a complimentary copy to each of our valued feature companies and advertisers.

We also work closely with our content partners to create a digital standalone brochure with a custom front and back cover, a powerful, independent marketing tool that allows you to directly reach your audience with your company's story and any talking points you'd like to highlight.

## The Advantages We Bring

- 1** An approach we've perfected over 12 years in business, informed by consistent leadership and core values.
- 2** Digital marketing resources (brochures, QR code graphics, etc.)
- 3** Relevant B2B networking opportunities.
- 4** Quality storytelling, design, marketing, and exposure.
- 5** Fresh and modern design and media layouts.
- 6** Working with a professional and dynamic team dedicated to showcasing the best in each client's story.

# What You Will Receive

- 1 A focused interview with an experienced member of our writing team, scheduled at your convenience with interview questions available in advance.
- 2 A professionally written and edited article, created by our in-house design team.
- 3 A standalone brochure version of your story in PDF and digital formats.
- 4 An opportunity to proofread the draft copy and make any desired changes.
- 5 The freedom to share your story in its brochure format, with no restrictions.
- 6 A story that is guaranteed to be freely accessible for at least two years following publication on our website.

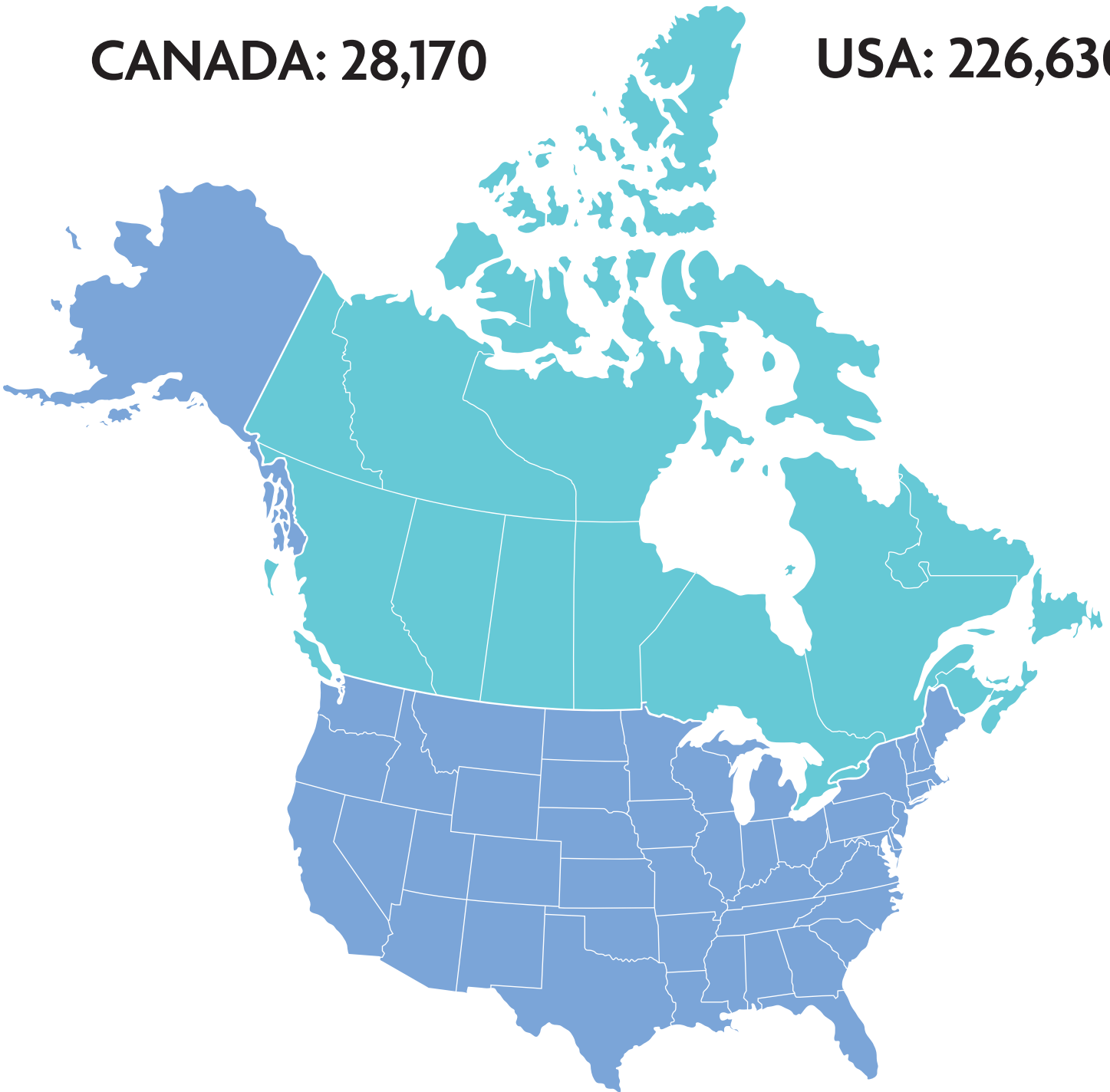


# READERSHIP: 254,800

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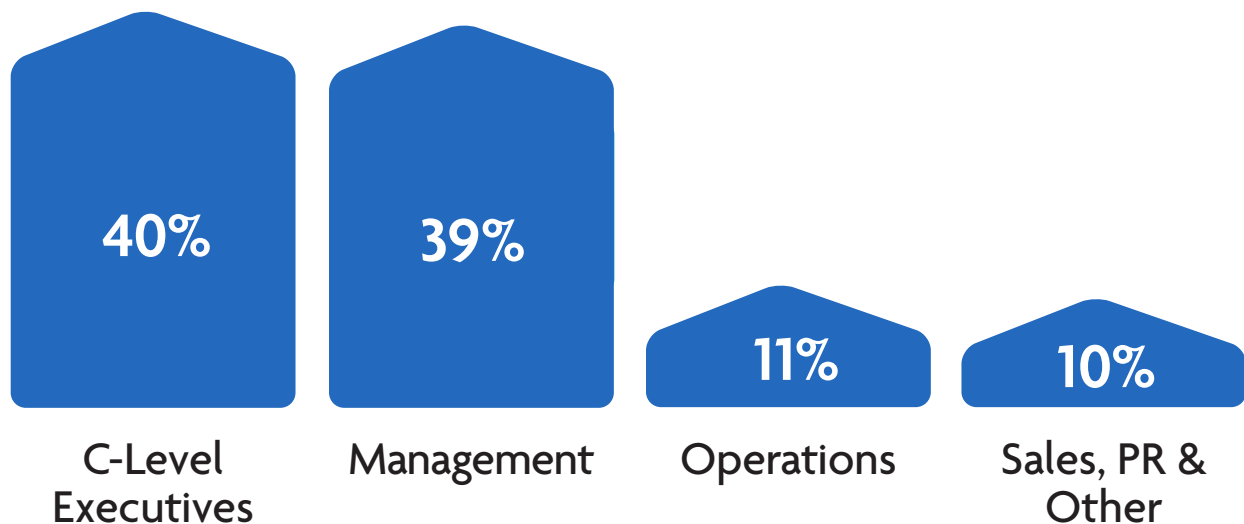
**CANADA: 28,170**

**USA: 226,630**

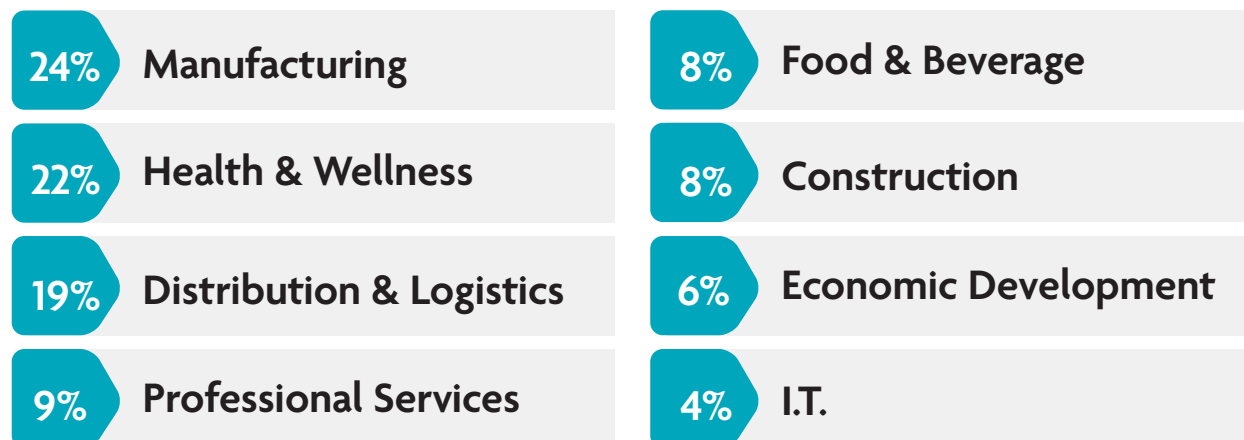


# ONE OF NORTH AMERICA'S LEADING B2B TRADE PUBLICATIONS.

## Titles



## Industries



Mitch Leathers, Senior Director of Communications

**SNA Displays**

“We have worked with the Business in Focus team on two articles now, and both experiences have been great. While the process has been simple and straightforward, the team has also been very flexible and receptive to input to make the articles more appropriate and accurate. Everyone has handled the sponsorship aspect of each project delicately with our partners and vendors. Additionally, the brochure created by your team is a ready-made and useful marketing tool for us to reach various target markets. Overall, we really appreciate all the work that was produced.”



**“REACH VARIOUS TARGET MARKETS”**

Lauren Nowicki, Chief Communications Officer

**Dacon Corporation**

“ I’d like to express my great appreciation to you, Allison and the team for another productive endeavor. What is immediately apparent in working with FMG is the enthusiasm, dignity and grace their team brings to each project. The open collaboration between our organizations was tangible, enabling a highly technical story to come to life. Thank you for the attention you gave to our client and project. We look forward to future projects with you.”



**“OPEN COLLABORATION BETWEEN ORGANIZATIONS”**



Sue Burt, Marketing Director  
**Burt Process Equipment**

“Everyone in your organization that I interacted with was responsive and professional. I was particularly impressed with the way your writer was able to use my input to produce an extremely well-written and accurate piece. Also important to me was the professional and non-intrusive way your advertising team reached out to our suppliers for support. We truly appreciated partnering with Business in Focus and look forward to using the article as a means of promoting our business and company culture to a larger audience.”



**“NON-INTRUSIVE WAY [OF REACHING OUT TO] OUR SUPPLIERS”**

Naomi Nikolas, Digital Marketing Coordinator  
**Automated Systems Design | ASD**

“Scott and the entire team from FMG have shown nothing but professionalism during our time together. They provided timely updates on where we were at in the process and gave clear action items for us to complete. This made our workload virtually nonexistent, which you would never guess when looking at the finished product. Describing our business and what we do can be very challenging, but their team was able to simplify it in terms that anyone can understand. We would recommend Scott, Business in Focus, and the FMG team to anyone. Hopefully, our teams will have the opportunity to collaborate again in the future.”



**“WORKLOAD VIRTUALLY NON-EXISTENT”**

# WHO WE'VE WORKED WITH

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# ASSOCIATIONS & PARTNERSHIPS

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- ACO
- GNM Companies
- City of Chandler, Arizona
- Town of Gilbert, AZ
- Town of Sahuarita, AZ
- Pinal County, AZ
- City of Tempe, AZ
- Cochise County Economic Development
- Town of Fountain Hills, AZ

# BIFMA

- IOA Healthcare Furniture
- Dauphin Americas
- Ghent
- Symbiote
- Spec Furniture
- Special-T
- ESI

**Emphasis on education**

AACD's Academy of Arizona Educators and certifies the state's economic development professionals. "We recently got rebranded that program," says Kelly, "to have been focused on a range of other areas." Coates gives an introduction for professional and economic development in Arizona as well as in-depth studies in business, operations, and operations. Finally, finance and operations, entrepreneurship and business development, marketing, and workforce development. And, of course, it's important to AACD that all of our partners have a great grasp of economic development programs and how they play out in Arizona.

In addition, a new mentoring program is helping to bring the skills of young economic development professionals. "We are pairing up people who are either new and/or who have been in the profession for a while. They are each an economic development professional and they are helping a new person get up to speed. It's important to AACD that all of our partners have a great grasp of economic development programs and how they play out in Arizona."

**Written by Claire Davine**

Arizona has a remarkable track record when it comes to economic development. In fact, the International Economic Development Council (IEDC) recently named the Grand Phoenix Economic Council the top economic development organization in the entire world. "How do you get that much better?" says Arizona Association for Economic Development (AAED) Executive Director Camie Kelly.

But Arizona is not resting on its laurels. As the state's central voice advocating for responsible economic development, AAED is set to launch AACD's comprehensive economic development guide through professional education, public policy and collaboration. "Our organization is always advocating to help our state continue to play 'rock, 'em, sock, 'em out,'" says Kelly. "We all work together and everyone can share ideas and best practices."

**Arizona Association for Economic Development**

**BUILDING Arizona's Economy**

**BIFMA**

**ADVOCATING FOR INNOVATION, SUSTAINABILITY, & EDUCATION**

**Written by Joe Nickson**

Meeting its 50th anniversary, the BIFMA International - the Business and Institutional Furniture Manufacturer Association - plans to host its 2023 by celebrating the milestone at a virtual 50th Leadership Conference at The Ritz-Carlton on Arizona Island January 2023. The conference is BIFMA's signature event, bringing industry leaders together around current topics facing the industry.

The association was founded 1973 from a general industry need to define safety and performance standards for the furniture industry. BIFMA's mission is to manage and develop furniture standards that ensure safety, ergonomics, health, sustainability, and performance. The organization further provides market data, thought leadership, and industry outreach including the significant influence resulting from our program activities.

First and foremost, our role is to maintain the industry standards that define safety and promote performance for the furniture industry. These standards provide customers and designers who specify furniture the ability to make confident procurement decisions in the furniture that they select," explains President and Chief Executive Officer, Don Aronow.

BIFMA further understands that the relationship between interior design and furniture design is collaborative and celebrates the design and innovation that the members contribute to the evolution of the built environment.

Not only is the association a resource for the industry itself, but BIFMA is also highly valuable to the wider community who depend on the furniture industry. The association's research provides both customers and designers with the resources to design and identify furniture products that conform to industry standards. BIFMA also offers its LEAD certification program to clearly identify furniture products that have an environmental, environmental, social, and health and wellness focus.

"While interior design creates the aesthetic, and education of a space furniture defines the space. By value of its function and tactile connection to people who use the space, furniture plays a significant role in the human experience," says Aronow.

BIFMA is accredited by the International Standards Organization (ISO) to certify the furniture industry against the ISO 9001:2015 International Standard for Quality Management Systems. The process of this standard is rigorous and involves a thorough review of all aspects of the organization's operations, from design and development to production and distribution. The process of this standard is rigorous and involves a thorough review of all aspects of the organization's operations, from design and development to production and distribution.

As highlighted by the pandemic, BIFMA is elevating two existing guidelines into standards. The furniture surface cleaning standard addresses the focus placed on cleaning, sanitizing, and disinfecting surfaces without destroying materials."

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## FEBRUARY

### Utilities and AI

Integrating Robotic Pets into Health Care



## MARCH

### Mental Health in the Workplace

Raising the Bar on Maternal Care



## JUNE

### Fighting Forest Fires

Mental Health and Access to Nature in Urban Space



## JULY

### Celebrating National Marine Week

Texas and Climate Change



## OCTOBER

### The Role of AI in Predictive Health Care

Celebrating Black Business Month



## NOVEMBER

### Lifting Up Labour

Alberta's Agriculture



**APRIL**

**Sustainability in the Supply Chain**

**Calgary's Housing Boom**



**MAY**

**The Northwest Passage**

**Celebrating Small Business Month**



**AUGUST**

**Temperatures Are Rising - and  
Tourism Is Changing**

**Government Support for  
Sustainability**



**SEPTEMBER**

**Elevating Workplaces  
with Inclusivity**

**Keeping Cool - Cold Storage  
Infrastructure**



**DECEMBER - JANUARY**

**Green Tourism**

**Economic Development in The Carolinas**

# Your Advertising Partner

Our philosophy is simple: the effectiveness of advertising thrives with reach and sustained exposure. At FMG Publishing Inc., your advertisements will enjoy extensive visibility through our monthly print and digital editions, as well as a sustained presence on our website where they will be featured for a minimum of two years. Partnering with us means access to our skilled in-house design team who can craft your advertisement at no extra cost. Plus, unlike other publications, you retain full reproduction rights for your custom advertisements beyond our platform.

At FMG Publishing Inc., it is our business to help promote your business. Our subscriber base is one of the strongest in the North American market, giving your ads a broad reach at a competitive price. Our informative corporate profiles and thought-provoking features grab the interest of both vendors and potential clients, bringing the two together in a winning combination for advertisers.



## INTEC Energy Systems

Everybody at INTEC Engineering GmbH who was involved in the cooperation with you regarding the placement of our ad within the Polyplex publication was pleased with the way we worked together and appreciated your support and quick responses to our questions and requests. Most of all, we were glad about your free of charge advertisement design service which was a big help for us in a busy time and with a tight schedule. And when we could only send you our picture rather late and then also had some last-minute requests for modifications, we valued a lot that all of this wasn't a problem for you. We are definitely looking forward to working with you again when the opportunity arises.

Nicole Merz, Sales and Marketing







# Double-Page Ad

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

420 mm x 297 mm | 16.54" x 11.69"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI  
Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

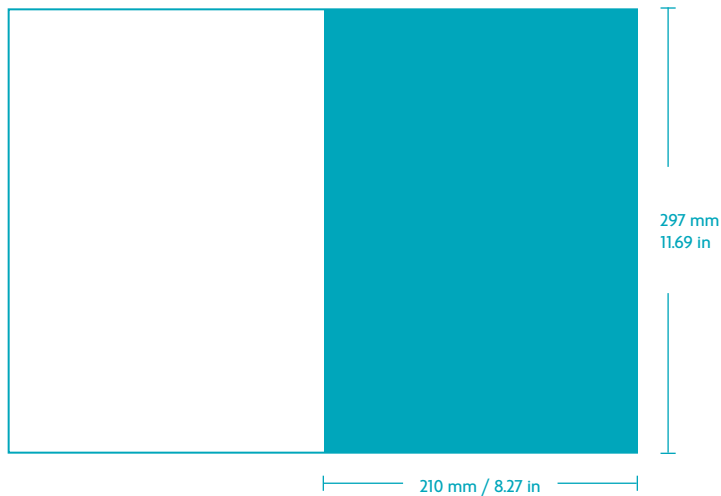
## BUSINESS in FOCUS

Here are some examples of double-page ads in previous editions. Click to view within the magazine.



# Full-Page Ad

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

210 mm x 297 mm | 8.27" x 11.69"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

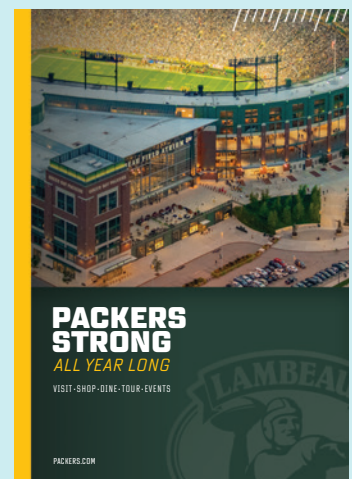
Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

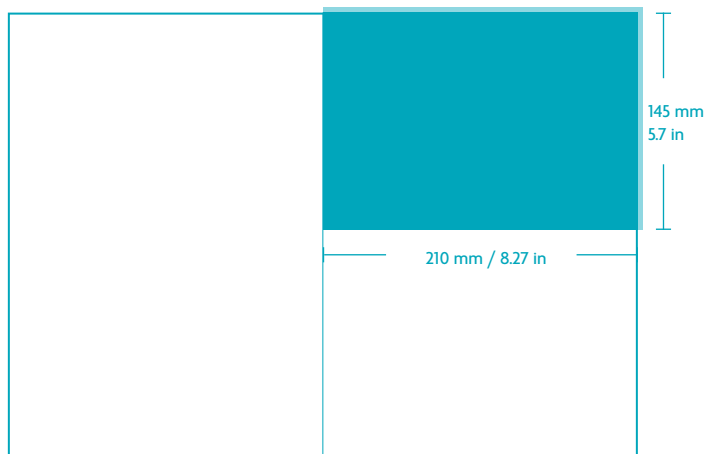
## BUSINESS in FOCUS

Here are some examples of full-page ads in previous editions. Click to view within the magazine.



# Half-Page Ad (Horizontal)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

210 mm x 145 mm | 8.27" x 5.7"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

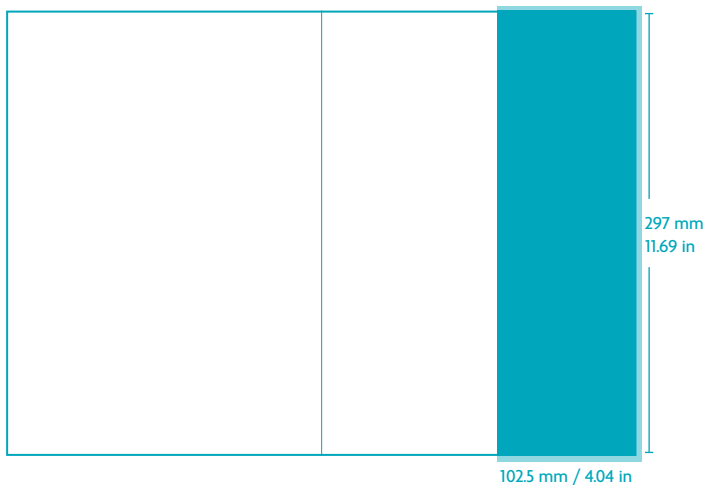
## BUSINESS in FOCUS

Here are some examples of half-page horizontal ads in previous editions. Click to view within the magazine.



# Half-Page Ad (Vertical)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

102.5 mm x 297 mm | 4.04" x 11.69"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

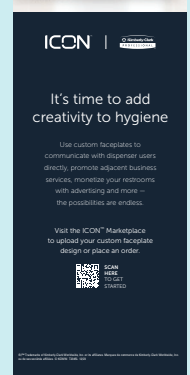
Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

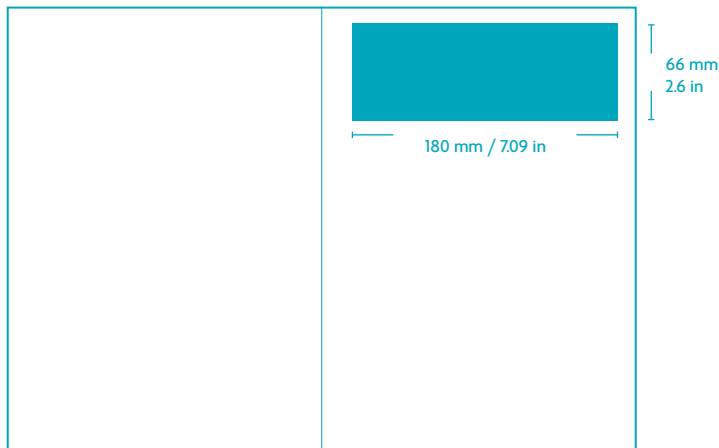
## BUSINESS in FOCUS

Here are some examples of half-page vertical ads in previous editions. Click to view within the magazine.



# Quarter-Page Ad (Horizontal)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

180 mm x 66 mm | 7.09" x 2.6"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

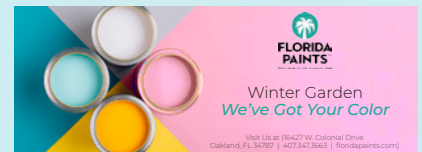
Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

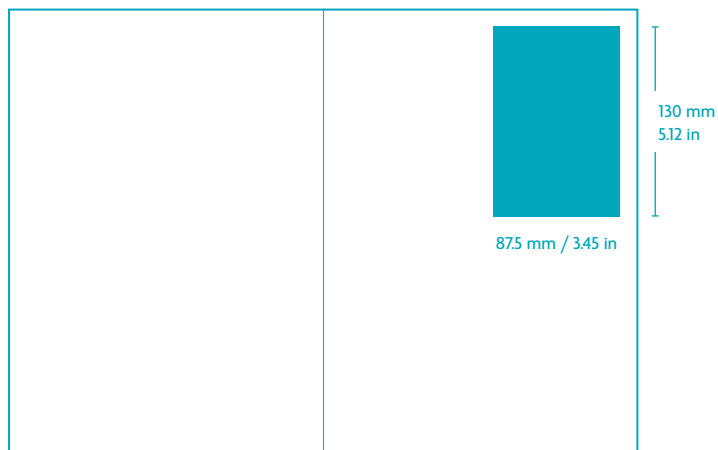
## BUSINESS in FOCUS

Here are some examples of quarter-page horizontal ads in previous editions. Click to view within the magazine.



# Quarter-Page Ad (Vertical)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

875 mm x 130 mm | 3.45" x 5.12"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

## BUSINESS in FOCUS

Here are some examples of quarter-page vertical ads in previous editions. Click to view within the magazine.



**CONTENT DEVELOPMENT**

cd@fmgpublishing.com

857-297-9360

**SALES**

sales@fmgpublishing.com

902-298-1036

**PRODUCTION**

production@fmgpublishing.com

647-479-2164

**ACCOUNTS**

accounts@fmgpublishing.com

647-479-2163

**DESIGN**

design@fmgpublishing.com

647-479-2164

**GENERAL INQUIRIES**

info@fmgpublishing.com

647-479-2163

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CONSTRUCTION in  
**FOCUS**

MANUFACTURING in  
**FOCUS**