



MEDIA KIT 2026

Power of Three
print + digital + events

Let's Connect
sales@insightonbusiness.com

WE ARE INSIGHT

Insights you trust, connections that matter

The Power of Three

How we leverage a powerful combination of **Print**, **Digital**, and **Events** to deliver your message to the right people, at the right time.

1. Print: Cutting Through the Noise.

While digital channels are everywhere, print provides a premium experience that breaks through "digital fatigue." Our high-quality print publications offer a tangible, lasting impression.

94% of marketers are using print marketing to overcome digital fatigue.

2. Digital: Your Constant Presence.

Your C-suite audience lives online. A consistent digital presence is non-negotiable for building authority and driving research. Our digital channels ensure your brand is always top-of-mind.

A staggering 89% of B2B buyers research products online before making a purchase.

3. Events: Building Trust and Relationships.

In-person interaction is the key to building lasting trust with decision-makers. Our exclusive events offer a unique opportunity for face-to-face engagement.

Brands that combine event promotion with digital data see a 47% higher ROI.

The Power of Three Audience

Our highly engaged audience is curated to give your brand direct access to the most valuable leaders in Northeast Wisconsin. They are defined by the very principles that drive our publication:

Influence: Our readers are top-level executives, CEOs and business owners who shape the direction of their companies and industries. They aren't just part of the conversation—they lead it.

Income: Insight's audience consists of high-net-worth individuals and key decision-makers with significant purchasing power, both for their businesses and for their personal lives.

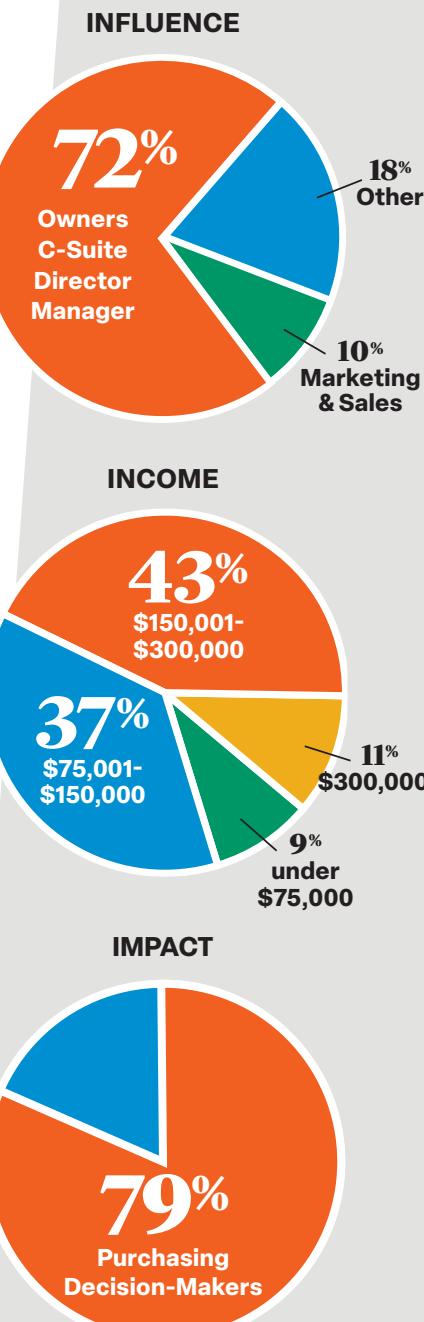
Impact: This is an audience of doers. They are the innovators, philanthropists and community leaders who drive meaningful change in the region.

By targeting this exclusive group, your brand avoids wasted impressions and speaks directly to the people who matter most.

Insight is the only business publication in the region to have an audited requested subscriber list and requirement to follow high ethical and journalistic practices.



Who are our readers?



AUDITED DIRECT MAIL
DISTRIBUTION
OVER 55,000 UNIQUE
READERS PER ISSUE!*

11,000+ PRINT SUBSCRIBERS
10,000+ DIGITAL SUBSCRIBERS

*42,500 print readers; 22,000 digital readers; Print includes a 3.8 people per copy readership plus 22,000 digital. 15% reduction for possible duplication.

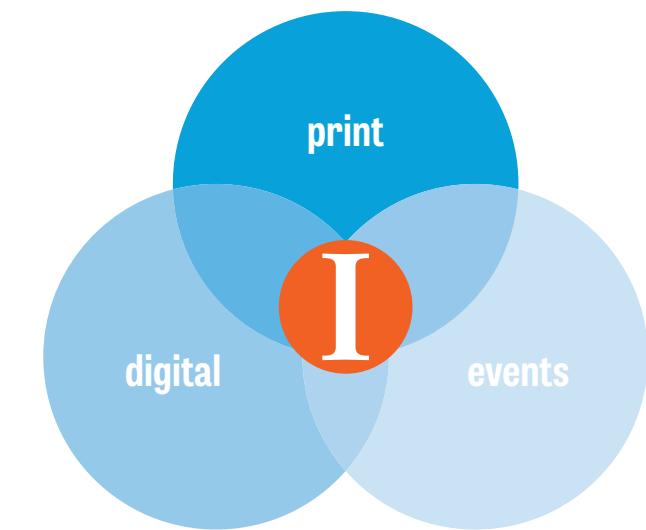
Power of Three Partnership

Your audience is C-suite. They make decisions based on data. Our integrated **POWER OF THREE PARTNERSHIP** is backed by research showing its superior effectiveness and ROI.

Increased Effectiveness: Integrated campaigns are **31% more effective*** at building brands than non-integrated campaigns.

Boosted ROI: For every channel you add, you can improve your ROI and effectiveness by up to **35%**.

Higher Customer Spend: Customers who interact with a brand across multiple channels spend **three to four times** more than those who only engage on a single channel.



1

PRINT

An ad/article in Insight on Business reaches both business decision-makers and high-income consumers who make up a significant portion of Insight's audience. Examples on how you can do this:

- » **Continuous Brand Exposure:** Benefit from 12 months of continuous brand reinforcement.
- » **Prominent Print Presence:** Pick the ad size that fits you best! Full Page, Half Page, and Premium Positions available!
- » **Thought Leadership Spotlight:** Showcase innovations, leadership, or success stories, providing valuable thought leadership and direct reader engagement.

2

DIGITAL PARTNERSHIP

Our Digital Partnership offers a powerful and cost-effective way to elevate your brand, build awareness, and drive customer engagement across our trusted digital platforms. Our subscribers are made up of decision makers, CEOs, business owners and upper management within our 18-county region. By advertising through Insight's website and newsletters, you can increase your frequency of messages and introduce time sensitive messages quickly.

- » **Industry Exclusive Opportunities Available**



3

EVENTS

Become a featured sponsor at an event of your choice.

- » Choose from 6 different events.
- » Access to an elite audience with contact information.
- » Recognition before, during, and after the event.
- » Networking with a c-suite audience.
- » On stage opportunities depending on sponsorship level.

	January	February	March	April	May
Insight Monthly Editions					
Monthly Features:					
NEW The Brief Insight Insider Personalities Regional Economy & Outlook On the Move					
Editorial Features					
Manufacturing	Manufacturing	Manufacturing	Manufacturing	Manufacturing	Manufacturing
Small Business	Small Business	Small Business	Small Business	Small Business	Small Business
Social Impact	Talent	Social Impact	Talent	Social Impact	Social Impact
Health Care & Wellness	Construction, Development, & Real Estate	Financial & Business Services	Technology & Education	Health Care & Wellness	Financial & Business Services
Insight Special Sections					
Power Book - Hospitals	Power Book - Public Companies	Power Book - Credit Unions	Power Book - Highest Paid Public Co Execs	Power Book - Health Care Leaders	Power Book - Nonprofits
Insight Special Publications					
*Denotes Partner Publications					
New North Annual Report*					
Anniversary Celebrations					
NEWMA All Stars*					
Available all year!					
40 UNDER 40					
May 28					
Insight Awards					

June	July	August	September	October	November	December
INSIGHT	INSIGHT	INSIGHT	INSIGHT	INSIGHT	INSIGHT	INSIGHT
Manufacturing	Manufacturing	Manufacturing	Manufacturing	Manufacturing	Manufacturing	Manufacturing
Small Business	Small Business	Small Business	Small Business	Small Business	Small Business	Small Business
Talent	Social Impact	Talent	Social Impact	Social Impact	Social Impact	Talent
Construction, Development, & Real Estate	Financial & Business Services	Technology & Education	Health Care & Wellness	Health Care & Wellness	Financial & Business Services	Technology & Education
Power Book - Construction Leaders	Power Book - Financial Leaders	Power Book - Education Leaders	Power Book - Government Leaders	Power Book - Manufacturing Leaders	Power Book - Nonprofits	Power Book - Startup Founders
40 Under 40	Fastest Growing Companies	Women of Influence	InDevelopment	Manufacturing First	Executive Excellence	Insight Power Book
INSIGHT ON INNOVATION	NEW NORTH MID-YEAR REPORT	UNITED WAY			INSIGHT ON PHILANTHROPY	
Insight on Innovation	New North Mid-Year Report*	United Way*			Insight on Philanthropy	
INSIGHT WOMEN OF INFLUENCE		INSIGHT IN DEVELOPMENT		INSIGHT MANUFACTURING FIRST		INSIGHT EXECUTIVE EXCELLENCE
June 25	July 28	September 15	October 28			December 3

Sponsored Content	Anniversary Celebrations	
YOUR SOLUTION. OUR AUDIENCE. DRIVE ENGAGEMENT.		
Our Sponsored Content program is a high-engagement platform designed to align your product or service solutions with our trusted editorial environment. This is the perfect opportunity to use informative storytelling to detail how your offerings solve specific industry challenges for our readers. When your narrative is compelling and useful, it generates direct interest and guides potential leads straight into your sales funnel.	Make your company's 2026 milestone anniversary a cornerstone of your annual marketing and brand-building initiatives! Insight offers powerful, year-round opportunities to tell your story and position your business for continued success.	
How it works: Submit your full page designed article (500 words or less) ensuring Insight's sponsored content logo is included in the upper right hand side of the ad.	We offer flexible opportunities to feature your story, timed perfectly to your actual anniversary date, whether it's in June, October, or any other month.	
SPONSORED CONTENT \$3,000	U.S. VENTURE	SECURA INSURANCE

Thought Leadership Article	Partnership Promotions
BECOME THE EXPERT. BUILD AUTHORITY. Guest Insights is your premier opportunity to establish your executive as an expert thought leader within our industry. Leveraging our platform's credibility, you share original, non-promotional knowledge and expertise with our high-value readers. When your message challenges thinking and offers a genuine vision, it builds deep brand trust, enhances reputation, and drives the highest-quality, expertise-seeking leads. How it works: Submit your expert thought leadership article (500 words) along with the author's photo, name, title, company, expertise and email. Exclusive Distribution Value: <ul style="list-style-type: none">Full page article in our print publication.All-year placement on our website.Guaranteed feature in our Insight email newsletter. INCREASE YOUR REACH WITH GUEST INSIGHTS! \$3,500	SPONSORED CONTENT GUEST INSIGHTS Example of our Guest Insights page in Insight magazine. IMAGINE YOUR MESSAGE, undistracted, directly in the hands of Northeast Wisconsin's most influential decision-makers. With Insight's Exclusive Partner Promotions, your full-page flyer or publication is delivered directly into the hands of our 55,000 top-tier readership – CEOs, owners and key decision makers across all industries in Northeast Wisconsin. It's not just a mailing; it's a premium, guaranteed delivery alongside the region's most trusted business publication. Your content gets undivided attention, ensuring your brand stands out where it matters most. \$7,000 investment with maximum impact! Pricing based on 1 oz or less Limited to (2) monthly
	GIVING HOPE

DIGITAL PARTNERSHIP

Our new Digital Partnership is exclusive to only 10 partners. Your message is top-of-mind with website display ads, email newsletters and plenty of added value. A powerful and cost-effective way to elevate your brand, build awareness and drive customer engagement across our trusted digital platforms. Plus you continue to reach the most influential audience that only Insight delivers.

WEBSITE DISPLAY ADS + EMAIL NEWSLETTER DAILY + WEEKLY

- » 30,000 monthly ad impressions
- » 110,000 monthly logo impressions
- » Limited to (10) monthly
- » Logo featured in all email newsletters, on our website, and Insight on Business (monthly)
- » Rotating ad in Email newsletters Daily and Weekly

DIGITAL ADVERTISING

Digital Ads

Banner 970 x 250

Square 300 x 250

AD SIZES

Measurements in pixels; width by height

AD FILE REQUIREMENTS

JPG or GIF file formats only. All files must be final, optimized to 144 ppi in RGB

AD SUBMISSION

Email ads directly to your account executive

CO-BRANDED DEDICATED EMAIL

Personalized email to Insight's exclusive email newsletter audience.

- » **Targeted Reach:** Sent to Insight's exclusive email newsletter audience, which is comprised of decision-makers, CEOs, business owners, and upper management.
- » **Direct Communication:** A dedicated email allows for a personalized message that can introduce time-sensitive information quickly.
- » **High-Value Audience:** The audience includes high-net-worth individuals with significant purchasing power for both their businesses and personal lives.
- » **Exclusivity:** Each email a premium opportunity to get undivided attention from the audience.

Limited to (3) monthly | \$2,500 per email

CO-BRANDED SOCIAL

Social media post (Mon-Sun) with a reach of 5,000 daily impressions.

Reach Insight's audience (social media followers, email subscribers, print subscribers, and website visitors) on Facebook and Instagram or Linked with co-branded posts.

Limited to (1) weekly | \$1,500 Meta post | LinkedIn \$2,000 per post

DIGITAL RATES

Original Value \$4,525

1 Month 3 Months

\$2,700 per month

6 Months 12 Months

\$1,700 per month

\$1,200 per month



Details	Presenting Industry Exclusive Speaking	Major Speaking	Supporting	Exclusive
 WOMEN OF INFLUENCE <small>IN NORTHEAST WISCONSIN</small>	Leadership awards 300+ attendees C-suite leadership across all industries Event Date: July 28 Nominations Closes: October 30 Registration Opens: December 16	\$12,500	\$6,000	\$3,000
 40 UNDER 40	Leadership awards 250+ attendees C-suite executives, owners, directors, and emerging leaders SOLD Event Date: May 28 Nominations Closes: January 9 Registration Opens: February 24		\$5,000	\$2,500
 FASTEST GROWING COMPANIES	Business awards 300+ attendees C-suite leadership across all industries Event Date: June 25 Nominations Closes: March 10 Registration Opens: April 14	SOLD	\$7,500	\$4,000
 IN DEVELOPMENT <small>CONNECTING COMMERCIAL DEVELOPERS IN NORTHEAST WISCONSIN</small>	Conference & small expo 250+ attendees Developers, builders, bankers, municipalities & more Event Date: September 15 Registration Opens: June 1 Registration Closes: September 13		\$7,500	\$5,000
 MANUFACTURING FIRST <small>EXPO & CONFERENCE</small>	Conference & large expo 1,200+ attendees 200+ exhibitors Manufacturers & the business community that supports them Event Date: October 28 Registration Opens: May 11 Registration Closes: October 28	SOLD 	Keynote (2) \$11,000 Platinum (2) \$7,500 Gold (12) \$6,500	Silver \$3,500 Bronze \$2,500 Gold (12) \$6,500
 EXECUTIVE EXCELLENCE	Leadership awards, financials, operations and marketing 300+ attendees C-suite leadership across all industries Event Date: December 3 Nominations Closes: July 31 Registration Opens: September 1	SOLD	\$7,500	\$4,000



INSIGHT on Philanthropy

Benefit Category	Corporate Sponsor	Nonprofit Profile	Partner Sponsor
Sponsorships pricing	\$6,000	\$2,000	\$495
Content Opportunities	One Page Corporate Essay 2 - Nonprofit Features Donated	One Page Nonprofit Profile: A form will be sent to complete.	
Promotional Ads	Full-Page Ad	Full-Page Ad	
Website Opportunities	Corporate Essay posted on Insight on Philanthropy page	Included in the online directory for Insight on Philanthropy Enhanced digital listing	Enhanced digital listing
Logo Placement			
Email Newsletter Publication Release	Article Featured in an Insight email newsletter	Quarterly Insight email newsletter	
Back Cover	Premier Placement	✓	✓
Website Year-Round	✓	✓	✓

Benefit Category	Champion Sponsor	Major Sponsor	Partner Sponsor	
Sponsorships pricing	\$4,950	\$2,500	\$495 - \$4,400	
Display Ad (June issue)	Full-page Premium Placement	½ Page	½ Page	\$2100
			¼ Page	\$1300
			Logo Only	\$495
Content Opportunities	One Page Corporate Article	Half Page Corporate Article	Two-Page Spread	\$4400
			Full-Page	\$2600
			½ Page	\$1500
Logo Placement				
Email Newsletter Publication Release	✓			
Promotional Ads	Print & Digital	Print & Digital		
Back Cover	Premier Placement	✓		✓
Website Year-Round	✓	✓		✓

ARTICLE CONTENT SUBMISSION

2-Page Spread	Full-Page Option	Half-Page
1,000 words, logo, one large photo, 2-3 small photo, brief captions and contact information	500 words, logo, one large photo, one small photo, brief captions and contact information	300 words, 1 photo, logo and contact information



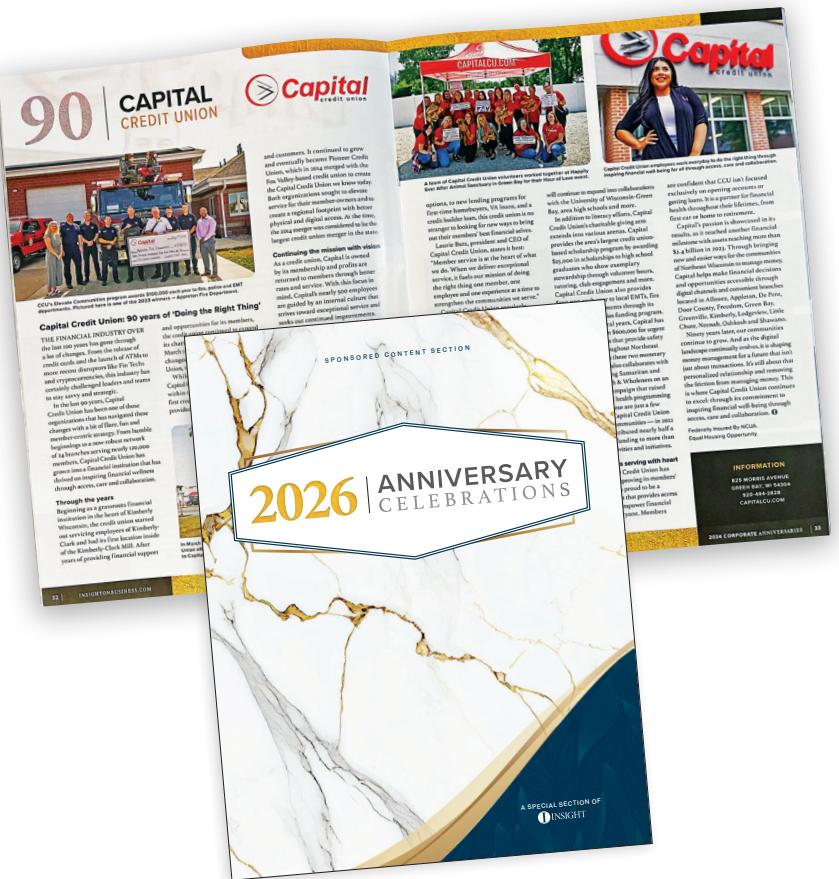
INSIGHT POWER BOOK

A YEARLONG MARKETING INVESTMENT

The Power Book is the **ULTIMATE GUIDE** to The Most Influential **BUSINESS LEADERS AND INDUSTRIES** of Northeast Wisconsin, serving as a year-round resource for top professionals.

The Power Book will be released in December, is a vital resource for navigating the regional business ecosystem, directly reaching influential individuals and key businesses. It serves as a roadmap of influence, allowing professionals to strategically connect, build relationships, and identify growth opportunities across sectors like Finance, Healthcare, Real Estate, and Manufacturing.

Benefit Category	Power Sponsor	Industry Sponsor	Partner Sponsor
Sponsorships pricing	\$5,000-\$7,000	\$4,950	\$495 - \$2,100
Limited sponsorships available	Only 6		
Display Ad (December issue)	Premium Full Page Positions Back Cover Inside Front Cover Page 1 & 2 TOC Inside Back Cover	Full Page Next to industry section Finance Business Services Construction & Development Real Estate Manufacturing Healthcare & Wellness Travel & Hospitality Education & Talent Economic Development	½ Page ¼ Page Logo Only <small>Placement requests available upon availability</small>
CEO Message (200 words)	✓		
Logo Placement			
Email Newsletter Publication Release	✓		
Promotional ads	Print & Digital	Print & Digital	
Back Cover	Premier Placement	✓	✓
Website year-round	✓	✓	✓
Complimentary Issues	Up to 10	Up to 5	



PROFILE CONTENT SUBMISSION

2-Page Spread	Full-Page Option	Half-Page
1,000 words, logo, one large photo, 2-3 small photo, brief captions and contact information	500 words, logo, one large photo, one small photo, brief captions and contact information	300 words, 1 photo, logo and contact information

PODCAST ANNUAL SPONSOR

Position yourself as a voice of authority and a leader, standing out from the rest as the official sponsor of Insight's manufacturing podcast.

Exclusive Sponsorship (1) annually | \$15,000

COMPREHENSIVE MULTIMEDIA CAMPAIGN

- 1. Print**
 - » Logo and message in every issue of Insight on Business podcast ad
 - » Full page ad in October Insight on Business and Manufacturing First program
- 2. Digital**
 - » Sponsorship logo once a week in our email newsletter announcing podcast and year long presence on podcast webpage.
 - » Two verbal sponsor recognitions on each podcast
- 3. Events**
 - Manufacturing First**
 - Podcast Sponsorship**
 - » Lead & Select Guest for LIVE NEW Manufacturing Insights
 - » Expo & Conference Booth & Tickets



ANNIVERSARY CELEBRATIONS

Make your company's 2026 milestone anniversary a cornerstone of your annual marketing and brand-building initiatives! Insight offers powerful, year-round opportunities to tell your story and position your business for continued success.

We offer flexible opportunities to feature your story, timed perfectly to your actual anniversary date, whether it's in June, October, or any other month.

SPECIAL FEBRUARY 2026 OPPORTUNITY

While we celebrate anniversaries all year, you also have the chance to be included in our exclusive 2026 Anniversary Celebrations special section, appearing in the February 2026 issue of Insight.

Space deadline Dec. 1, 2025
Materials deadline Jan. 1, 2026

A La Carte

\$495 - \$4,400

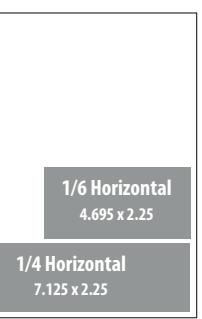
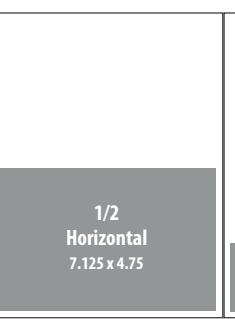
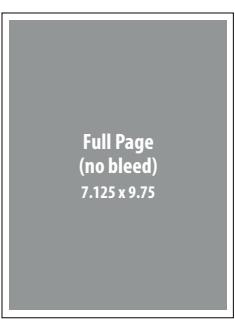
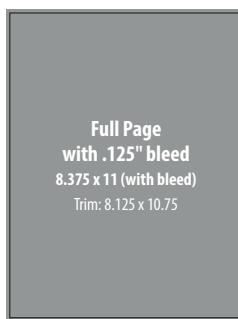
Two-Page Spread	\$4400
Full-Page	\$2600
½ Page	\$1500
Logo Only	\$495

PRINT ADVERTISING

Premium Positions only available with a 12 month media agreement

Premium Position Rates	12x Rate	7x Rate	4x Rate	1x Rate
Inside Front Cover, Page 1 or Back Cover	\$3,200	\$3,800	\$4,500	\$6,200
Pages 2-5	\$3,000	\$3,600	\$4,300	\$6,100
TOC, Editor Page or Inside Back Cover	\$2,900	\$3,500	\$4,200	\$5,800
Manufacturing First Premium	\$2,800	\$3,300	\$4,000	\$5,600

Interior Position Rates	12x Rate	7x Rate	4x Rate	1x Rate
Full Page	\$2,600	\$3,000	\$3,600	\$5,100
½ Page Horizontal	\$1,700	\$2,100	\$2,400	\$3,600
¼ Page Horizontal	\$1,100	\$1,300	\$1,600	\$2,300
⅛ Page Horizontal	\$900	\$1,000	\$1,300	\$1,800



1/4 Horizontal
7.125 x 2.25

AD SIZES

Measurements in inches. All pertinent text and logos must be at least .375" inside the ad trim size and .5" inside the full page with bleed ad size. Full page ads with bleed include .125" on each side for bleed.

AD SUBMISSION All ad files should be emailed directly to your account executive.

LOGO REQUIREMENTS AI, EPS or PDF with typefaces outlines and CMYK color space (no spot colors). All logo file should be emailed directly to your account executive.

AD FILE REQUIREMENTS

PDF files only. All files must be final, color corrected, hi-res (300 dpi) CMYK. For best results, to preserve clickable URL links for the eEdition, avoid flattening ads and outlining text.

INSIGHT ON BUSINESS AND DIGITAL

SPACE DEADLINE

1st of month prior to issue month

MATERIALS DEADLINE:

10th of month prior to issue month

SPECIAL PUBLICATIONS AND GUEST INSIGHTS

MATERIALS DEADLINE:

1st of month prior to issue month

PROFILE CONTENT SUBMISSION

2-Page Spread	Full-Page Option	Half-Page
\$4,400	\$2,600	\$1,500
1,000 words, logo, one large photo, 2-3 small photo, brief captions and contact information	500 words, logo, one large photo, one small photo, brief captions and contact information	300 words, 1 photo, logo and contact information

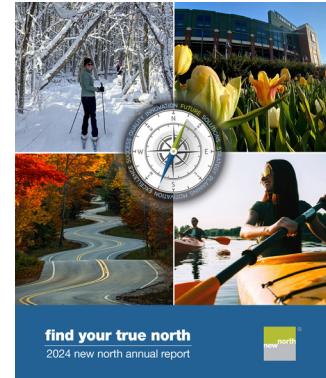
** Prices subject to change*

Insight is proud to partner with New North, Inc., United Way, and the NEW Manufacturing Alliance to produce collaborative publications that are mailed alongside an issue of Insight. These partnerships allow us to highlight the people, organizations, and initiatives driving growth and

making a difference across the region. By working together, we ensure our readers receive valuable perspectives and resources that strengthen connections and celebrate progress in our communities.



NEW NORTH, INC. PARTNERSHIP



NEW NORTH REPORT TO THE COMMUNITY

The New North Report to the Community is a 40-page comprehensive year-end report. It is poly-bagged and included in the January issue of Insight and mailed to Insight's subscriber list, reaching 55,000 unique readers in Northeast Wisconsin. New North also receives ~ 300 extra copies that are mailed to investors with a letter. They are also used at the summit and included in other new business outreach.



ANNUAL REPORT - DECEMBER



MID-YEAR REPORT - JULY

YEAR-END DEADLINES

Publication date Jan. 2026

Space deadline Nov. 1, 2025

Materials deadline Dec. 1, 2025

MID-YEAR DEADLINES

Publication date July 2026

Space deadline May 1, 2026

Materials deadline June 1, 2026

PRINT RATES

Back cover	\$2,678
Inside front cover	\$2,678
Inside back cover	\$2,493
Page 3	\$2,564
Full Page	\$2,175
2/3 Page	\$1,777
1/2 Page (horizontal)	\$1,257
1/3 Page (square)	\$982

AD SIZES

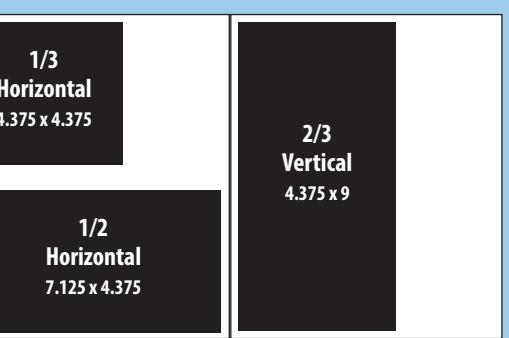
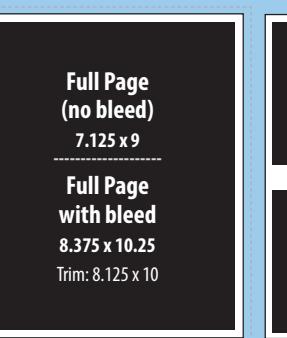
Measurements in inches. All pertinent text and logos must be at least .375" inside the ad trim size and .5" inside the full page with bleed ad size. Full page ads with bleed include .125" on each side for bleed.

AD FILE REQUIREMENTS

PDF files only. All files must be final, color corrected, hi-res (300 dpi) CMYK.

AD SUBMISSION

All ad files should be emailed directly to your account rep.

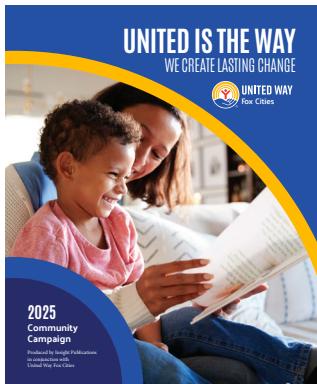


**Ad sizes and requirements for New North Annual Report, New North Mid-Year Report and United Way Community Campaign publications.*



United Way Fox Cities

UNITED WAY FOX CITIES PARTNERSHIP



AUGUST

COMMUNITY CAMPAIGN

Insight partners with the United Way Fox Cities to produce its fund-raising campaign booklet. Distributed to companies throughout the region and mailed with the August issue of Insight to Fox Cities-area communities, the supplement highlights work of the United Way and its member agencies.

Additional copies of the booklet are used by campaign chairs at companies to convey to their employees how United Way agencies make an important impact on the lives of so many people in the Fox Cities. The publication makes the case for why it's important to invest in the community with poignant articles about specific people and programs that put donations to good use.

Your company's participation in the United Way Fox Cities campaign booklet is a testament to the community support that makes a positive difference.

PRINT DEADLINES

Publication date August 2026

Space deadline June 1, 2026

Materials deadline July 1, 2026

PRINT RATES

Full Page – Non-bleed	\$1500
2/3 Page (vertical)	\$1100
1/2 Page (horizontal)	\$900
1/3 Page (square)	\$650



NEW MANUFACTURING ALLIANCE PARTNERSHIP



ALL STARS - JANUARY

MANUFACTURING ALL STARS

The annual Manufacturing All Stars is a special publication of the NEW Manufacturing Alliance, produced by Insight. This publication is directly mailed with the January issue of Insight. It is provided for distribution to middle school and high school students and career planning events for students in the New North.

The book is also distributed at the NEW Manufacturing Alliance awards dinner when the All Stars are recognized.

LOGO SPONSOR - \$645

This project to encourage future manufacturing workers is made possible by corporate sponsorships along with the help of the NEW Manufacturing Alliance. Reserve your sponsorship, which includes your corporate logo on the back cover of 15,000 printed copies. Your logo will have a hotlink from the online magazine that will take readers directly to your website.

Logo Sponsor deadline Nov. 1, 2025



PROFILE SPONSOR - \$2170

This special publication highlights local companies, their work, and career opportunities—now and in the future. Insight will coordinate paid content profiles with our partner agency and professional copywriters to create messages that resonate with youth. Videos can be included in the online edition. These profiles will showcase how local manufacturers use innovative, efficient technologies to compete in the global market. Profiles include 225 words, contact information, logo and one photo.

Profile sponsor deadline Nov. 1, 2025

Article submission deadline Dec. 1, 2025