Our business-to-business clients rely on us to help share their stories — in our news magazines, web-only articles, in print and digital advertising and at our regional events.

We live our mission: Connecting minds, creating insights. We work continuously toward our vision: To be the trusted source for information that drives business growth, shares inspirational ideas and celebrates success in Northeast Wisconsin, a community of 1.2 million people.

WE CONNECT USING:
Print: Our monthly magazine Insight (Our readers say, “I get a lot of magazines, but Insight is the only one I read!”) and IOM | Insight on Manufacturing, our bimonthly magazine for manufacturers. We also do this through niche publications that fit our mission — including the New North Annual Report and forwardHR, the Wisconsin SHRM publication for members of the Society of Human Resource Management and Champions of Innovation.

Digital: Digital versions of our magazines, e-newsletters, our website and social media platforms reach those looking for more immediate means of communication.

Events: Our events appeal to those who find value in face-to-face communication. These include our Fastest Growing Companies in February, 40 Under 40 Awards in May, Women of Influence in the New North Region Awards in August, InDevelopment Conference in September, Manufacturing First Expo & Conference in October, Best Places to Work in Manufacturing - Wisconsin in November and CFO of the Year Awards in December.

Since launching in 2007, Insight has also formed successful partnerships with organizations such as New North, Inc., the NEW Manufacturing Alliance, St. Norbert College, United Way Fox Cities and more.

Insight is an award-winning business and publication. In 2011, Insight received the Rising Star Award from the Fox Cities Chamber, and in 2019, 2020 and 2021, our publications received national awards from the Alliance of Area Business Publishers. We also work with our award-winning partners in photography (Image Studios) and design (A2Z Design) to bring a level of sophistication to Insight that is on par with national magazines.

We’re passionate about what we do. When you get to know us, we think you’ll agree.
In print, digital, online and in person, Insight magazine gives you information to connect you with the people and resources you need to make the most of your business in Northeast Wisconsin.

Every month, Insight profiles companies making a difference in the region or in their industry — or using strategies that will provoke you to think differently about your own business. Our award-winning covers and cover story design grab your attention; our storytelling keeps you reading to the end.

Every issue gives you news from each part of the 18-county region of the New North, plus industry trends, previews of upcoming events, profiles of movers and shakers, a who’s-who of people and companies in the news and more.

Why Insight?

No other media in Northeast Wisconsin reaches such a critical mass of business and community leaders — those who make the decisions that shape our economy, our industries and our communities. Insight lands on the CEO’s desk and is typically passed on to more than 3 people in each company, who spend quality time reading each issue (see page 4 for demographics). We stand by our circulation numbers, which are independently audited.

**AUDITED DIRECT MAIL DISTRIBUTION**

Insight is the only business publication in the region to have an audited, direct-mail circulation list.

**OVER 55,000 UNIQUE READERS PER ISSUE!**

*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.

Insight is mailed directly to businesses throughout the entire 18-county area of the New North. Insight’s distribution list of almost 11,000 consists of CEOs, business owners, top managers responsible for purchasing decisions and professionals in higher education, economic development, health care, insurance, construction, finance and other related industries.
ANNUAL INCOME:
- 46% $75,001-$150,000
- 37% $150,001-$300,000
- 10% $300,001+
- 7% under $75,000

AGE:
- 35% 45-54
- 34% 55-64
- 17% 35-44
- 12% 25-34
- 7% 20-24
- 6% under 25
- 1% 65+

AVERAGE TIME READING INSIGHT:
- 47% 30-60 minutes
- 20% 15-30 minutes
- 18% less than 15 minutes
- 15% over an hour

DEMOGRAPHICS & ANALYTICS

Who reads Insight?
- 63% Owner/CEO/President/VP/C-Level
- 14% HR/Admin
- 12% Director/Manager
- 11% Marketing/Sales

Passed an item along or referred information to a business associate/client 63%
Saved items of interest 39%
contacted a company because of an advertisement 49%
discussed an item seen in the publication with others 75%
Saved an entire issue 35%
Visited the publication website to send a link of an issue to someone 25%

(Statistics obtained by a third party study in 2022)
## 2024 Editorial Calendar

**Insight on Business is published 12 times a year**

*Items in dark blue are inserts or special sponsored sections* | *Items in dark red are events and special sponsored sections*

**Insight on Manufacturing is published 6 times a year, starting in January; indicated by blue boxes**

<table>
<thead>
<tr>
<th>JAN '24</th>
<th>FEB '24</th>
<th>MAR '24</th>
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<tbody>
<tr>
<td>Oshkosh</td>
<td>Health &amp; Wellness</td>
<td>Brown County</td>
</tr>
<tr>
<td>+ New North Annual Report</td>
<td>+ Anniversary Celebrations</td>
<td>+ Fastest Growing Companies</td>
</tr>
</tbody>
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<tr>
<th>APR '24</th>
<th>MAY '24</th>
<th>JUN '24</th>
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<tbody>
<tr>
<td>Manitowoc County</td>
<td>Health Care</td>
<td>Door &amp; Kewaunee Counties</td>
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<tr>
<td></td>
<td>+ 40 Under 40 Awards</td>
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</tbody>
</table>

<table>
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<tr>
<th>JUL '24</th>
<th>AUG '24</th>
<th>SEP '24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fond du Lac, Green Lake, Waushara &amp; Marquette Counties</td>
<td>Green Bay</td>
<td>Insurance</td>
</tr>
<tr>
<td>Meetings &amp; Conventions</td>
<td>+ United Way Fox Cities Community Campaign</td>
<td>+ Women of Influence in the New North Region Awards</td>
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<td>+ New North Mid-Year Report</td>
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<tr>
<th>OCT '24</th>
<th>NOV '24</th>
<th>DEC '24</th>
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<tbody>
<tr>
<td>Northwoods</td>
<td>Manufacturing</td>
<td>Sheboygan</td>
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<tr>
<td>+ Manufacturing First Expo &amp; Conference</td>
<td>+ Best Places to Work in Manufacturing</td>
<td>+ CFO of the Year</td>
</tr>
</tbody>
</table>

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Here are examples of what you'll find in every issue:

- **Insight Insider** feature that takes a deeper dive into a particular topic or trend
- **Small Business Profiles**
- **Personalities** feature where Insight goes one-on-one with a regional professional in a Q&A style format
- **For the Love** article profiling a regional nonprofit or partnership that’s making a difference
- **Pipeline** looks at how businesses are dealing with worker shortage
- **Home Made** highlights products made in the New North
- **On the Move** section featuring the latest news on who’s been hired, promoted or received accolades and news about business expansions, new locations and more

**PLEASE SEND ALL NEWS RELEASES, PEOPLE NEWS AND EVENT NEWS TO:** edit@insightonbusiness.com.

To make a story pitch to Insight on Business, please contact Editor Amelia Compton Wolff at 920-882-0491 or awolff@insightonbusiness.com.

Issues are planned 10-12 weeks in advance of publication dates. Stories deadline on the first of each month prior to issue month.
Print Rates

Premium Positions

- Back Cover
- Inside Front Cover
- Page 3
- Inside Back Cover
- TOC/Editor Page

Interior Positions

- Full page
- 2/3 page
- 1/2 page (island)
- 1/2 page
- 1/3 page
- 1/4 page (horiz. island)
- 1/4 page vertical
- 1/6 page

Please contact your Insight account executive for pricing

POLY BAG OPTIONS

- for provided materials

Price based on 1 oz. or less. Contact your account executive for inserts over 1 oz.

AD SIZES

Measurements in inches. All pertinent text must be at least .375" from ad trim size. Full page ads with bleed include .25" on each side for bleed.

AD FILE REQUIREMENTS

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

AD SUBMISSION

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

- All ad rates include full 4-color.
- Quoted rates are gross and commissionable when placed by a recognized advertising agency.
- Commissionable ads must be emailed.
- Would you like to share information about your company, product or service in your own words? Ask your sales rep about opportunities and rates for our “Guest Insights.”
- Space deadline – 1st of month prior to issue month.
- Materials deadline – 10th of month prior to issue month.
Insight Daily & Weekly Newsletter Eblasts

Includes the most current business-focused stories

Using the power of voice that only Insight Publications offers, now you can reach Insight's email distribution list of more than 5,600 subscribers on a daily or weekly basis through our newsletter eblasts.

By advertising in Insight newsletters, you can increase your frequency of message or introduce time sensitive messages.

Our newsletter email subscribers are made up of decision makers, CEO's, business owners and upper management within our 18-county region. These are affluent people who make the buying decisions for companies on a daily and weekly basis.

Banner ads include image and link to your content.

DAILY – Every day of the month M-F
- Delivered M-F at 8:30 am
- Investment: includes every day M-F (approx. 20x per month)
- 1x–10x: $275 each
- Ad copy changes twice weekly on Monday and Wednesday

WEEKLY - One day per week; 4x/month
- Delivered Tuesday morning
- Features top reader-interest articles and events
- Higher open rate
- Investment: includes every Tuesday
- 1x-2x per month: ...

SPECS
- 800 pixels wide x 150 pixels tall
- Click through link
- JPG or PNG
- Optimized image 144 ppi

Please contact your Insight account executive for pricing
WEBSITE ADVERTISING OPTIONS

Rectangle ads

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 250</td>
<td>(In-Story Rectangle)</td>
</tr>
<tr>
<td>300 x 600</td>
<td>(Right-Rail Rectangle)</td>
</tr>
</tbody>
</table>

Leaderboard ads

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90</td>
<td>(Top Leaderboard)</td>
</tr>
<tr>
<td>320 x 50</td>
<td>(Right-Rail Leaderboard)</td>
</tr>
</tbody>
</table>

Super Leaderboard ads

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>970 x 250</td>
<td>(Super Leaderboard)</td>
</tr>
<tr>
<td>320 x 50</td>
<td>(Right-Rail Leaderboard)</td>
</tr>
</tbody>
</table>

- Monthly rate is for 10k impressions run of site
- Monthly rate includes the two sizes of ads for option selected
- Subject to inventory availability

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.

41,206 average page views in Oct. 2023
28,818 unique visitors per month*

*October 2023
NEW Manufacturing Insights podcast

A new way to reach Northeast Wisconsin manufacturers!

Ann Franz, executive director of the Northeast Wisconsin Manufacturing Alliance, and Kate Bruns, editor of Insight on Manufacturing magazine, are the co-hosts of NEW Manufacturing Insights, Wisconsin’s newest business podcast.

Serve as the official sponsor for a full month’s worth of podcast episodes and reach members of our business community on this conversational platform. Episodes are released almost every week on Thursdays, with the occasional holiday break, and feature in-depth conversations with the New North region’s manufacturing movers and shakers.

NEW Manufacturing Insights brings the pages of IOM and the events of NEWMA to life and helps listeners get to know their colleagues in new ways. Each episode ends with an actionable leadership insight listeners can use, straight from some of the state’s and region’s top manufacturing thought leaders. Associate your brand with this close-knit, influential community of manufacturing insiders by becoming a monthly sponsor of this lively, informative podcast.

Newsletter eBlasts sent per day: **5,900**
Average open rate: **30%**
Average clicks: **3%**
Click to open rate: **11%**
Unique website users per month: **29,000**
Website page views: **41,206**

**Sponsorship Rates**
Please contact your Insight account executive for pricing

**Sponsorship Benefits**

1. **Sponsorship logo**
   on weekly email Newsletter eBlast
   four times per month announcing the latest podcast

2. **30-day website tile ad**
   on Insight on Business podcast page

3. **Two verbal sponsor recognitions**
   on each podcast
   - **Top of the podcast** - includes a two-line sponsor identification
   - **End of the podcast** - sponsor mention

Podcast is released on Thursdays.

**LOGO REQUIREMENTS**
Vector files are best (ai, eps, pdf, svg).
All fonts must be outlined.
All spot colors need to be converted to process RGB.

**LOGO SUBMISSION**
Logos should be emailed directly to your account executive the 25th of the month before advertising starts.
IOM | Insight on Manufacturing

With 23% of Northeast Wisconsin’s economy reliant on manufacturing, IOM is the most valuable source of information for industry in the region. “Connecting companies with skilled workers and educational resources in the New North,” IOM is mailed to more than 6,400 manufacturing decision makers every other month. Plus, IOM reaches 39,027 unique visitors online each month. Average page views is 45,000.

Print Rates

Premium Positions

- Back Cover
- Inside Front Cover
- First Right Hand Page 3
- Inside Back Cover
- Table of Contents Page

Please contact your Insight account executive for pricing

Interior Positions

- Full page
- 2/3 page
- 1/2 page
- 1/3 page
- 1/6 page

Quoted rates are gross and commissionable when placed by a recognized advertising agency.

AD SIZES

Measurements in inches. All pertinent text must be at least .375” from ad trim size. Full-page ads with bleed include .25” on each side for bleed.

AD FILE REQUIREMENTS

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

AD SUBMISSION

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

JANUARY 2024

- Space deadline: Dec. 10, 2023
- Materials deadline: Dec. 20, 2023

MARCH 2024

- Space deadline: Feb. 10, 2024
- Materials deadline: Feb. 20, 2024

MAY 2024

- Space deadline: April 10, 2024
- Materials deadline: April 20, 2024

JULY 2024

- Space deadline: June 10, 2024
- Materials deadline: June 20, 2024

SEPTEMBER 2024

- Space deadline: Aug. 10, 2024
- Materials deadline: Aug. 20, 2024

NOVEMBER 2024

- Space deadline: Oct. 10, 2024
- Materials deadline: Oct. 20, 2024

AD SIZES

Measurements in inches. Full-page ads with bleed include .25” on each side for bleed.

AD FILE REQUIREMENTS

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

AD SUBMISSION

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

Print Rates

Premium Positions

- Back Cover
- Inside Front Cover
- First Right Hand Page 3
- Inside Back Cover
- Table of Contents Page

Please contact your Insight account executive for pricing

Interior Positions

- Full page
- 2/3 page
- 1/2 page
- 1/3 page
- 1/6 page

Quoted rates are gross and commissionable when placed by a recognized advertising agency.

AD SIZES

Measurements in inches. All pertinent text must be at least .375” from ad trim size. Full-page ads with bleed include .25” on each side for bleed.

AD FILE REQUIREMENTS

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

AD SUBMISSION

All ad files should be emailed directly to your account executive.
CELEBRATE YOUR COMPANY’S SUCCESS in the Insight Anniversary Celebrations special section. Tell the story of how your company began and your journey along the way.

This special section will be inserted into the center spread of Insight’s February issue. Each article will feature your company’s story, one to four photos, logo and contact information. Your editorial-style message will appear in one of our monthly e-newsletters in February. This will link back to the Insight website with your anniversary feature.

Sequence of articles will run in chronological order, with the older anniversaries running first.

Limited space available. Reserve your article today!

OPTIONS

Please contact your Insight account executive for pricing

2-PAGE SPREAD

You provide an article of approximately 1,000 words dependent on design and images. (Refer to full-page options below for estimate per page.)

PREMIUM POSITIONS

(Inside front cover/back cover)
See below for full-page options.

FULL-PAGE OPTIONS

1. You provide an article of up to 500 words, logo, one large photo, one small photo, brief captions and contact information.
2. You provide an article of up to 440 words, logo, 4 photos, brief captions and contact information.

HALF PAGE

You provide an article of up to 300 words, 1 photo, logo and contact information.

Space deadline Dec. 1, 2023
Materials deadline Jan. 3, 2024

Contact your account executive to reserve space or 920-882-0491
Choose from several options:

- 2-page Spread
- Full-page Option
- Half-page Option
- Sponsorships

**2023 CELEBRATING INNOVATION**

Whether you’re a startup or a legacy company, innovation is at the heart of what makes businesses succeed. Champions of Innovation allows businesses to share their own stories of how they developed new products and processes that allowed their companies to grow. This special sponsored content section will inspire you as your business tells its own innovation journey.

**TELL YOUR INNOVATION STORY**

Insight magazine will feature a special sponsored content section focused on innovation and highlighting the significance of innovation throughout our region – Champions of Innovation.

This special section appearing with the June 2024 issue of Insight magazine allows businesses and organizations to share their innovation journeys in their own words and provides businesses that work with innovative companies an opportunity to share their clients’ stories. Each article will feature the story, one to four photos, company logo and website information. The Champions of Innovation articles will also be uploaded on insightonbusiness.com.

**Space deadline** Apr. 15, 2024

**Materials deadline** Apr. 22, 2024

Contact your account executive or call Insight at 920-882-0491.
ForwardHR is the official publication of the Wisconsin SHRM State Council, which represents key decision-makers in HR positions throughout the state. Mailed biannually to more than 6,600 HR professionals and influencers, ForwardHR provides them the news, analysis and trends that keep them informed and on top of changes in their profession. Your ad in ForwardHR effectively reaches 100% of the SHRM members in the state in April and September.

Print Rates (net)

**Cover & Premium Positions**
- Double page spread
- Inside front cover
- Inside back cover
- Outside back cover

**Interior Positions**
- Full page
- 2/3 page
- 1/2 page
- 1/3 page
- 1/4 page

AD SIZES
Measurements in inches. All pertinent text must be at least .375” from ad trim size. Full-page ads with bleed include .25” on each side for bleed.

AD FILE REQUIREMENTS
PDF files only. All files must be final, color corrected, hi-res (300 ppi) CMYK.

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

**SPRING 2024 DEADLINES**
- Publication date April 2024
- First right of refusal Jan. 15, 2024
- Space deadline Feb. 9, 2024
- Materials deadline March 1, 2024

**FALL 2024 DEADLINES**
- Publication date September 2024
- First right of refusal July 1, 2024
- Space deadline July 9, 2024
- Materials deadline July 30, 2024
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.

Insight has produced this publication since 2009 at no cost to the United Way Fox Cities. Your company’s participation in the United Way Fox Cities campaign booklet is a testament to the community support that makes a positive difference.

Unleash the power of the digital stage with advertising in BRAVO!, the official online playbill of The Weidner for the Performing Arts. In its new digital format, BRAVO! Will be delivered via The Weidner newsletters, individual show “Know Before You Go” emails, social media and weidnercenter.com show and Bravo pages.

**Access a captivated audience**

In this digital program book, your brand gains broad exposure at the click of a button. Seamlessly reach art enthusiasts, culture aficionados and business professionals who are also potential customers. Four versions of the book are produced throughout the season.

**Heighten engagement and interaction**

The digital program book offers an immersive experience with interactive elements, from clickable links to videos and social media integration. Your ad will be available on The Weidner’s website for the entire season.

**Elevate your brand and increase talent attraction**

Aligning your brand with the arts bolsters talent attraction efforts by tapping into a diverse and highly engaged audience. By investing in the arts, you demonstrate dedication to fostering a vibrant and inclusive community.

**Unlock data-driven insights**

Get real-time analytics and insights into your ad’s performance. Optimize your message for maximum impact and return on investment.
New North, Inc. partnership

Insight is proud of its exclusive partnership with New North, Inc. to produce the annual New North Report to the Community each December as well as the New North Mid-Year Report each July.

New North Mid-Year Report —
This 16-page publication is printed in time for the annual New North Investors Appreciation event. It is also inserted in the July issue of Insight, and mailed to our subscriber list throughout the region.

New North Report to the Community —
The comprehensive year-end report (48 to 64 pages) is distributed to business owners and top professionals in all 18 counties of the New North region. Over 11,000 copies are poly-bagged and direct mailed with the January issue of Insight.

Extra copies of both publications are provided to New North, Inc. to use in the organization’s internal and external marketing campaigns.

Space is limited in both — reserve early!

Digital magazines — both publications are also available in digital format on the New North, Inc. and Insight websites in July and January. Links to the digital versions are sent electronically via e-newsletters distributed by New North, Inc. as well as Insight. Readers can click to turn the pages and view links to videos, email addresses and more. All advertisers receive a hotlink from their ad to the website page of their choice.

Print Rates (net)

| Back cover | $2,230 |
| Inside front cover | $2,200 |
| Inside back cover | $2,200 |
| Page 3 | $2,200 |
| Full Page | $2,040 |
| 2/3 Page | $1,615 |
| 1/2 Page (horizontal) | $1,150 |
| 1/3 Page (square) | $855 |

AD SIZES
Measurements in inches. All pertinent text must be at least .375” from ad trim size. Full-page ads with bleed include .25” on each side for bleed.

AD FILE REQUIREMENTS
PDF files only. All files must be final, color corrected, hi-res (300 ppi) CMYK.

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

MID-YEAR DEADLINES
Publication date July 2024
First right of refusal April 1, 2024
Space deadline May 14, 2024
Materials deadline May 28, 2024

YEAR-END DEADLINES
Publication date Jan. 2025
First right of refusal Oct. 15, 2024
Space deadline Nov. 1, 2024
Materials deadline Nov. 15, 2024
Manufacturing All Stars

The annual Manufacturing All Stars is a special publication of the NEW Manufacturing Alliance, produced by Insight Publications. This publication is inserted into the January issue of Insight on Manufacturing. It is provided for distribution to middle school and high school students and at 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.

Profile Sponsor

This special publication offers a tremendous opportunity for companies to feature the work they do and promote awareness about the great employment opportunities available, whether today or in the coming years. Insight on Manufacturing will coordinate paid content profile opportunities for this purpose, working with our partner advertising agency and professional public relations copywriters to produce a compelling message that appeals to youth. If you have a video, it can be included in the online version of this special publication.

These showcase manufacturing profiles will demonstrate how local companies are involved in next-generation manufacturing that requires innovative and efficient technologies to meet the demands of a competitive global market.

Sponsored profiles are available based on first right of refusal.

Profile sponsor deadline Oct. 2, 2024.

Logo Sponsor

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 20,000 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, 2024.
SPONSORED CONTENT

YOUR MESSAGE, OUR AUDIENCE

Become the ‘expert’ thought leader

Guest Insights is Insight Publications' sponsored content program. Sponsored content — in print and digital — is the perfect opportunity to share your knowledge and expertise with our readers. You decide whether it’s Insight or Insight on Manufacturing. When your message is engaging and informative, it drives leads to your sales funnel.

How it works

CONTENT
- Submit your own article (suggested word count: 500-550) along with a photo of the author, name, title, company, expertise and email address (not to exceed 50 words).
  » Note: Should you desire assistance writing your article, Insight will provide you with a list of experienced freelance writers for hire.
- Our staff will edit your article and provide stock art if necessary. (Stock art may include a fee.)

DISTRIBUTION
- Full page in Insight or Insight on Manufacturing magazine
- Insight e-newsletter
- Guest Insights web page
- Insight Publications’ social media accounts (X, Facebook, LinkedIn). » Optimized for up to five keywords

SUBMISSION
- Space reservation is two months prior to publication date.
- Final approval of page is first of the month prior to publication date.
- Column and should be emailed directly to your account executive.

INCREASE YOUR REACH WITH GUEST INSIGHTS DIGITAL AND PRINT!

To uphold our integrity — and at the same time ensure your message receives the attention it deserves — we have developed standards for all paid messaging. We reserve the right to edit content. You will have the opportunity to proof your message before it goes live or to press.

Standards for sponsored content in Insight

- The information must appeal to a broad audience of Northeast Wisconsin business readers.
- It must not promote a specific product, service or company. (Should you wish to promote your product, service or company in the form of an article, see your sales rep about pricing and criteria standards for a Special Advertising Section.)
- Facts and quotes must be attributed to the original sources.
- Article must be clear and engaging, free of acronyms and insider terms.
- With local exceptions, Insight Publications generally follows AP Style.
- Your content will be placed within a template designed by our Insight staff that adheres to our design criteria, includes the Guest Insights logo and is clearly labeled as sponsored content.
- Sponsored Content in our print magazine is subject to space availability, and placement will appear in the second half of the magazine. Insight reserves the right to delay publication.
Fastest Growing Companies
Award Ceremony
February 29, 2024
Lambeau Field • Green Bay
insightonbusiness.com/fastest

Insight Publications is hosting its first annual Fastest Growing Companies awards ceremony on February 29, 2024 at Lambeau Field in Green Bay. This event will be a breakfast buffet. A special section will be printed in the March issue of Insight on Business magazine.

Northeast Wisconsin companies will be ranked based on their revenue growth over a three-year period (2020-2022). Our calculation methodology, which includes both dollar and percentage increases, ensures equal opportunity for companies of all sizes to compete and be recognized for their achievements. The ranking will be independently calculated by a third party, setting a standard for transparency and impartiality.

Contact Insight for sponsorship opportunities.

40 Under 40 Award Ceremony
May 29, 2024 • The Weidner • Green Bay
insightonbusiness.com/40u40

Insight Publications is hosting its second annual 40 Under 40 awards ceremony on May 29, 2024. This event will be an evening gala. A special section will be printed in the June issue of Insight on Business magazine.

Honorees will be recognized based on professional and civic accomplishments and must be younger than 40 years of age as of June 1, 2024. They must also live or work within the 18-county New North Region (Wisconsin’s Florence, Oconto, Marinette, Menominee, Shawano, Door, Waupaca, Outagamie, Brown, Kewaunee, Waushara, Winnebago, Calumet, Manitowoc, Green Lake, Marquette, Fond du Lac and Sheboygan Counties). Nominations for 2024 are currently being accepted.

Contact Insight for sponsorship opportunities.
Women of Influence in the New North Region
August 1, 2024
Oneida Hotel • Green Bay
insightonbusiness.com/women

The Women of Influence in the New North Region Awards are handed out annually to women making a difference in their community, business or industry. A special panel of judges selects the winners from the nominations gathered from Insight readers. The 2024 winners will be celebrated during a special luncheon event August 1, 2024 at the Oneida Hotel in Green Bay.

Each winner’s story is told in a special publication mailed with the August issue of Insight.

Contact Insight for sponsorship opportunities.

InDevelopment Conference
September 2024 • Green Bay
insightonbusiness.com/indevelopment

Insight’s annual InDevelopment event is a gathering for the region’s most influential people in commercial and economic development. A dynamic, intensive, three-hour afternoon event held every year since 2010, it draws some 300 attendees from throughout Northeast Wisconsin and beyond.

InDevelopment features a keynote speaker and presentations on some of the most important projects in the works. The event is capped with high-powered afternoon networking. Construction companies, financial institutions, municipalities, developers and companies interested in getting in on the action will want to lock in their sponsorship early.

The 2024 InDevelopment Report is included in the Sept. issue of Insight on Business.

Contact Insight for sponsorship opportunities.
EVENTS/SPONSORSHIPS

FIRST BUSINESS BANK PRESENTS
MANUFACTURING FIRST®
EXPO & CONFERENCE

Manufacturing First Expo & Conference
October 30, 2024 • Resch Expo • Green Bay
insightonbusiness.com/manufacturingfirst

Since it began in 2011, Manufacturing First has routinely welcomed more than 1,300 attendees and 500 students annually to this targeted event presented by First Business Bank, in partnership with the NEW Manufacturing Alliance and Insight.

Manufacturing First features a full day of speakers, informative presentations focused on innovation and the latest industry trends, multiple networking opportunities and an expo hall with more than 280 exhibitors highlighting their products and services. The students attending the event have an opportunity to meet with manufacturers about possible career options.

Many levels of sponsorship are available for Manufacturing First, and booth space always sells out, so please contact your sales rep early to reserve your spot or secure your sponsorship.

Contact Insight for sponsorship opportunities.

Wisconsin's Best Places to Work in Manufacturing
November 13, 2024
Lambeau Field • Green Bay
insightonbusiness.com/bptw

Insight Publications is hosting its first annual Wisconsin’s Best Places to Work in Manufacturing awards ceremony on November 13, 2024 at Lambeau Field in Green Bay. This will be an evening gala event. A special section will be printed in the July issue of Insight on Business magazine.

Insight Publications has partnered with Workforce Research Group to conduct a comprehensive new survey for manufacturers statewide with the goal of identifying Wisconsin’s best manufacturing workplaces. This unique awards event gives manufacturers statewide recognition, credibility to attract top talent and valuable company employee data.

Contact Insight for sponsorship opportunities.
Insight’s second annual CFO of the Year awards will celebrate the top financial professionals in public and private companies (large and small) and nonprofit organizations. Awards will be given for eight different categories showcasing the highlights of these CFO’s achievements, ingenuity, and commitment to the future. This evening event is sure to be full of inspiring stories and provide an exceptional opportunity to network with these business leaders from around the New North region. The Lambeau Field Atrium will provide the fitting atmosphere to honor all of the finalists, award winners and the recipient of this year’s Lifetime Achievement Award.

Sponsorships available:
Contact your account executive or call 920-882-0491.
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