

# 2025 MEDIA KIT

MISSOURI BUSINESS ALERT

Your source for Missouri's top business news.





# OUR AUDIENCE

## CURRENT READERS

### Demographics (by metro)

Mid-Missouri



60% 40%

Kansas City metro



29% 71%

St. Louis metro

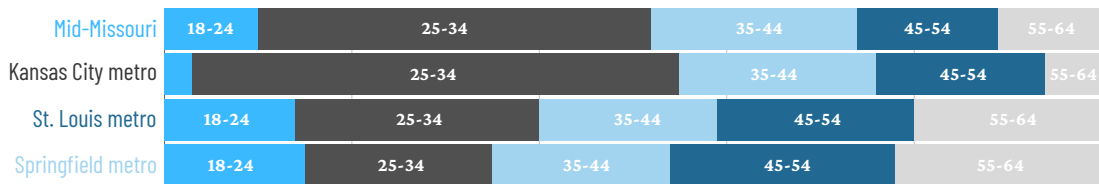


54% 46%

Springfield metro

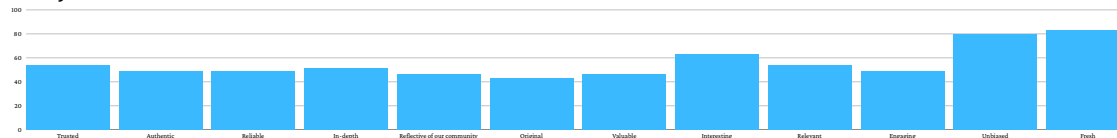


37% 63%

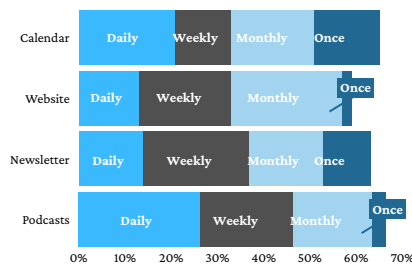


### Behavior & Consumption

Among readers of Missouri Business Alert, our brand is considered:

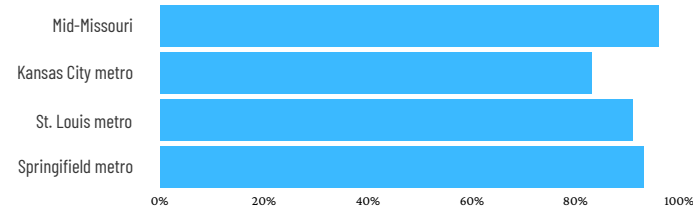


### Products used (weekly)



Missouri Business Alert readers are extremely loyal in their engagement and weekly use.

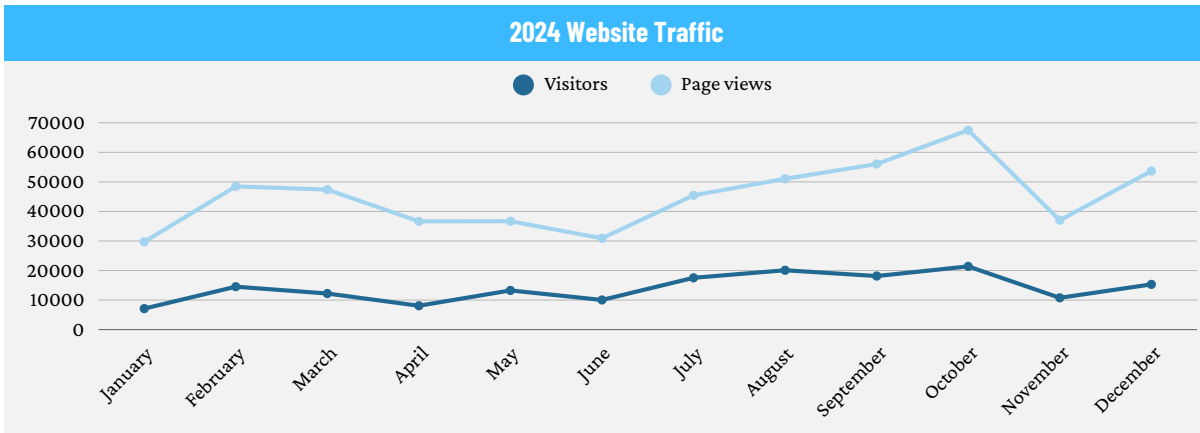
### Percentage of readers who visit at least once weekly



# SUMMARY

Missouri Business Alert delivers content to its readers through a variety of distribution channels, including the website, daily email newsletters, social media, videos, podcasts and more.

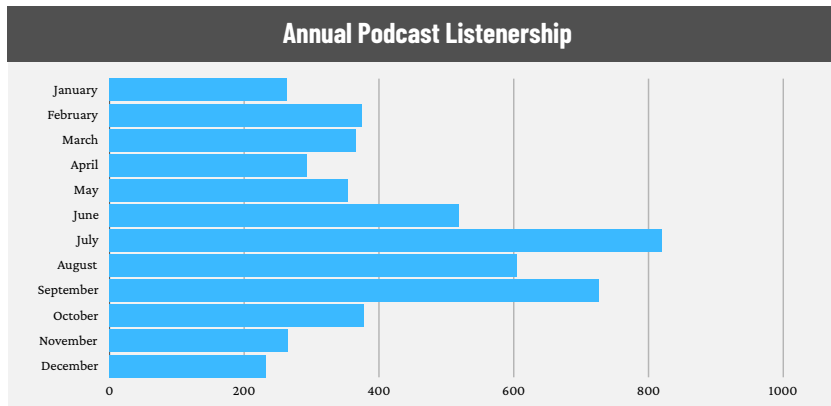
## Engagement & Reach



- 38% average open rate on newsletters
- 10.2% average click rate on inter-newsletter links
- 9,000 weekly newsletters sent



Loyal podcast audiences on  
SoundCloud, Apple Music,  
Spotify & Stitcher



# OUR REACH

# ADVERTISING OPTIONS & PRICING

Missouri Business Alert is a digital business news outlet housed in the University of Missouri School of Journalism. It provides entrepreneurial and business news to readers across the state through a mixture of traditional and dynamic distribution channels.

Missouri Business Alert operates as non-profit learning lab for business and journalism students at the University of Missouri. [Our ability to teach and prepare tomorrow's business journalists is made possible by the generosity of our sponsors and advertisers.](#)

If you would like to advertise with or sponsor Missouri Business Alert, we offer a variety of ways to connect with our audience.

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## DISPLAY & NEWSLETTER ADVERTISING

**\$99 per placement**

**On-site:** Sidebar, leaderboard or super leaderboard

**Newsletter:** Leaderboard

*All sizes standard IAB. One-month run time, flat rate.*

## NEWSLETTER SPONSORSHIPS

**\$249 per sponsorship**

Sponsor Missouri Business Alert's Morning Minutes newsletter. Your brand will appear directly in readers' inboxes 5 days per week. *Cost is per week.*

## BRANDED ARTICLE

**\$549 per placement**

Improve your SEO and tell your story to a variety of business professionals, entrepreneurs and young professionals across the state. Your high-visibility, highly targeted article will be posted on our homepage and will be crafted to look and read like a news article.

## INSIGHTS ON DEMAND SPONSORSHIP

**\$149 per placement**

Have your organization's upcoming event highlighted during a Missouri Business Alert Facebook Live Q&A session. Sponsorship lives in perpetuity on our Insights on Demand webpage.

## LIVE EVENT SPONSORSHIP

**varies**

Be named as a Presenting, Gold or Silver sponsor of one of Missouri Business Alert's events. Options include webinars, Connect in 8, the Kindness in Business Awards and more. *Contact for details.*

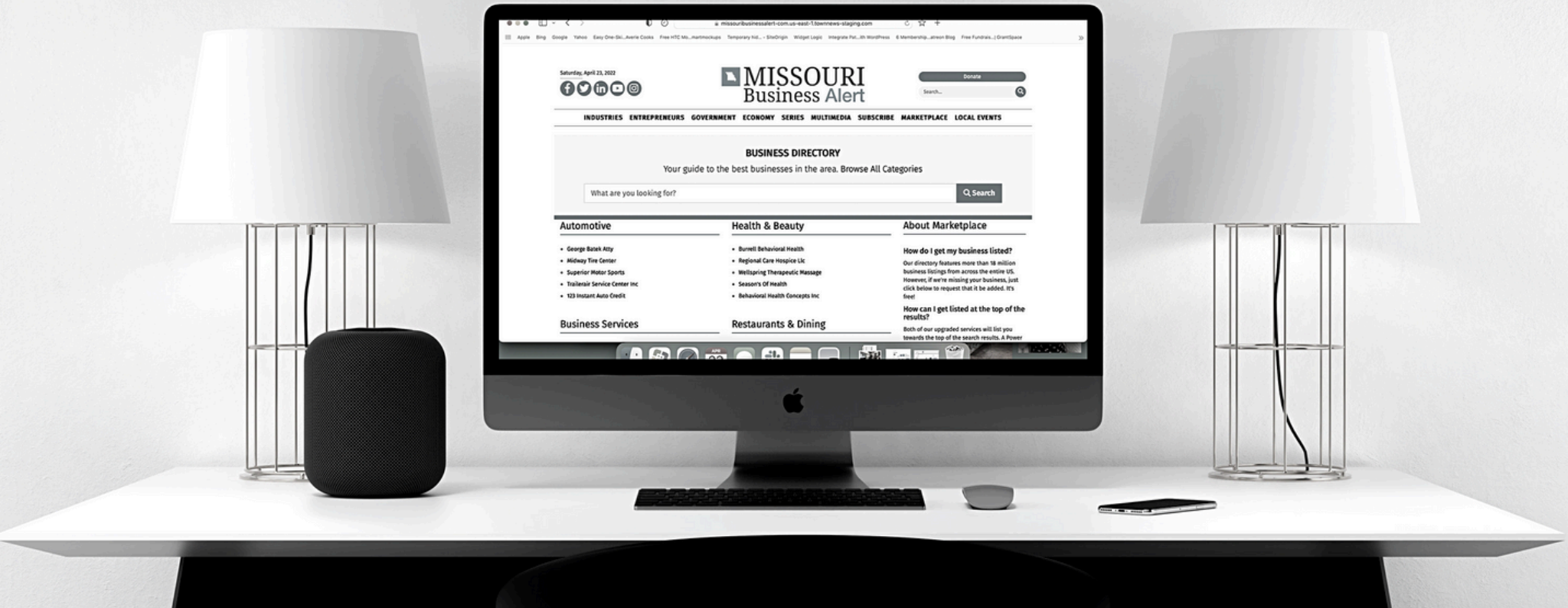
## PODCAST SPOT

**\$49 per placement**

Have your :30 audio ad heard by business owners and entrepreneurially-minded individuals across the state.

# CONTACT US

for a custom quote



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