

market at a glance

Decision-maker audience

Smart Business Philadelphia saturates senior management of organizations with 50 to 500 or more employees. These businesses account for roughly 85% of all buying power in the local market.

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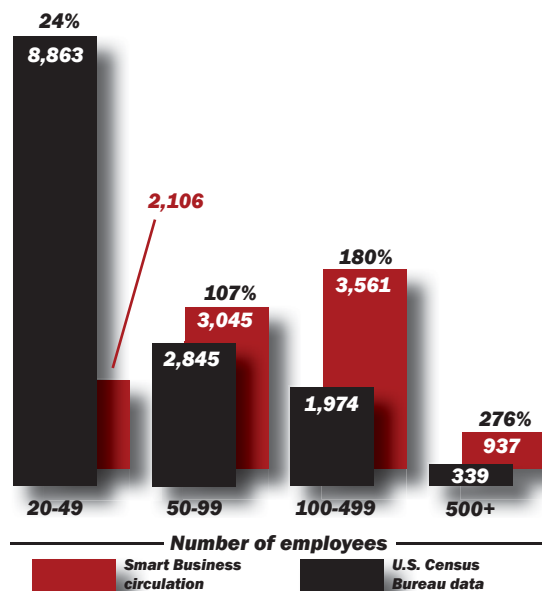
Circulation: 10,000

Readership: 37,000

Counties covered: Bucks, Chester, Delaware, Montgomery, Philadelphia

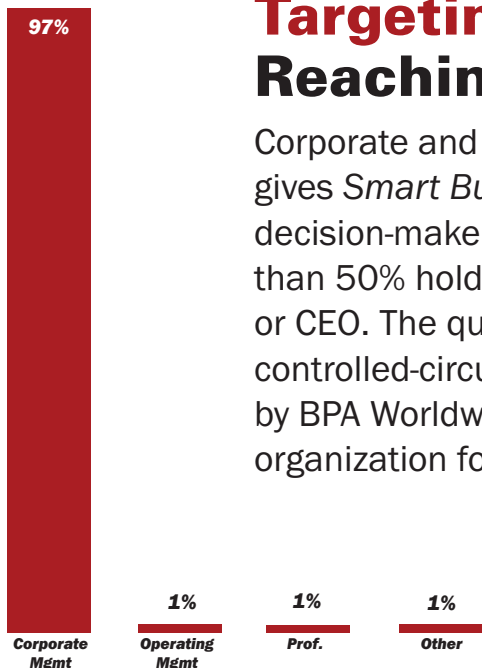
Market saturation: Reaching the right companies

Smart Business Philadelphia saturates the targeted audience of companies with 50 or more employees. Saturation increases as company size increases because we understand that there are multiple decision-makers in larger organizations.



Targeting senior decision-makers: Reaching the right people

Corporate and financial managers make up 97% of our audience. This gives Smart Business Philadelphia the highest penetration of qualified decision-makers in the market, with more than 50% holding the title of president, owner or CEO. The quality of our 100% qualified, controlled-circulation audience is validated by BPA Worldwide, the leading auditing organization for business publications.



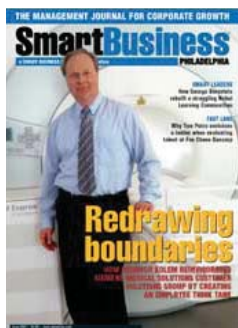
SMART BUSINESS

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24 N. Bryn Mawr Ave., No. 303, Bryn Mawr, PA 19010

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How Heinrich Kolem reinvigorated his company by creating an employee think tank



SAP America

How Bill McDermott turned SAP America into a dominant market force



AmerisourceBergen

How R. David Yost squeezed more than \$1 billion from AmerisourceBergen's supply chain



IKON

CEO Matthew Espe puts his GE pedigree to work turning IKON Office Solutions into an industry leader



Pat Croce

Leadership lessons from one of the city's most dynamic — and successful — business builders



Acme Markets

How Judy Spires keeps her employees focused by never losing sight of the basics



Sunoco Logistics

How CEO Debbie Fretz takes the friction out of acquisitions at the \$4.5 billion oil distribution company



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How Bill Whitmore dares 50,000 employees to be great at the \$1.2 billion private security firm

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