

# MARKET AT A GLANCE

## PRINT CIRCULATION: 5,500

Counties covered: Delaware, Fairfield, Franklin, Knox, Licking, Pickaway, Union

[www.sbsonline.com](http://www.sbsonline.com)

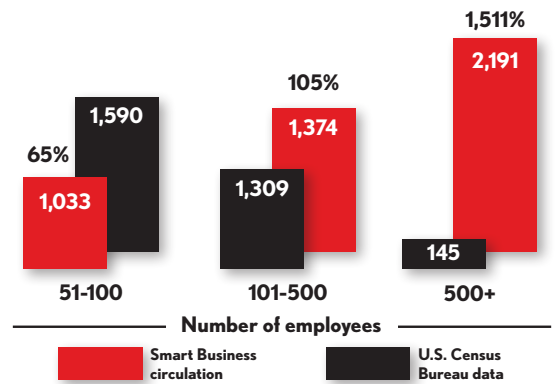
Average page views per month: **177,500**

[www.smartbusinessemag.com](http://www.smartbusinessemag.com)

Average page views per month: **28,000**

## DECISION-MAKER AUDIENCE

*Smart Business Columbus* saturates senior management of organizations with 50 to 500 or more employees.



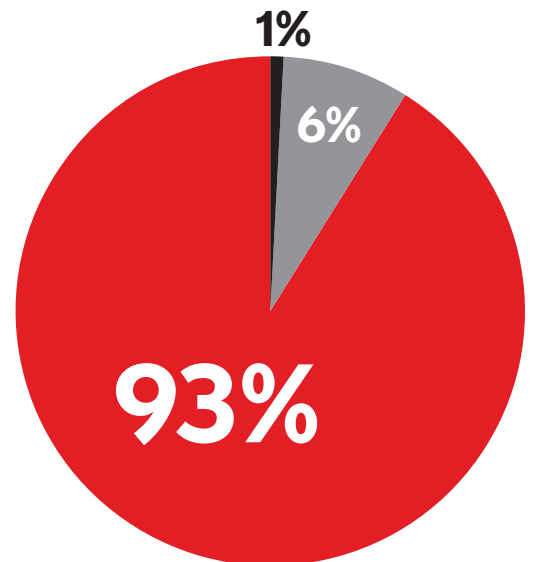
## MARKET SATURATION: Reaching the RIGHT COMPANIES

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 93% of our audience. This gives *Smart Business Columbus* the highest penetration of qualified decision-makers in the market.

Source: From *Smart Business* circulation database. Google Analytics and the 2014 census. Updated 02.01.18



- CORPORATE MANAGEMENT:** President, Owner, CEO, COO, CFO, Chairman, Partner, Vice President, Other Corporate Titles
- PROFESSIONAL/TECHNICAL:** Doctor, Dentist, Attorney, CPA, Consultant, Engineer, Architect, Other Technical and Professional Titles
- OPERATING MANAGEMENT:** Operations Manager, Department Manager, Other Operating Titles

## PAST COLUMBUS COVER STORY SUBJECTS

## ALSO



### Squire Patton Boggs

Alex Shumate thrives by working with others to help Columbus grow



### Cardinal Health

How George Barrett and Cardinal Health stay ahead of health care's pace of change



### Smart Women

How women leaders are setting the pace in business



### Thirty-One Gifts

How Thirty-One Gifts and Cindy Monroe ride a wave of rapid growth



### White Castle System Inc.

How Lisa Ingram balances seasoned success with fresh ideas to keep White Castle moving forward



### WP Glimcher

How WP Glimcher and Michael Glimcher put the pieces together post sale



### Huntington Bank

Steve Steinour talks growth at Huntington Bank now that FirstMerit's been folded into its operations



### Nationwide Insurance

How Nationwide Insurance and Mark Pizzi unleash new ideas for customers of today and tomorrow

### Wexner Medical Center

Dr. Steven Gabbe, Former CEO

### Max & Erma's

Todd Barnum, CEO

### Delta Energy LLC

Sheri Tackett, President

### Safe Auto Insurance

Ari Deshe and Jon Diamond, Co-Founders

### Donatos

Jane Grote Abell, Chairwoman of the Board

### Quantum Health

Kara Trott, Founder and CEO

### Schottenstein Real Estate Group

Gary Schottenstein, Chairman and CEO

### Nationwide Children's Hospital

Dr. Steve Allen, CEO

### Whitestone Group

John D. Clark Sr., President, CEO and Founder

### Otterbein University

Kathy A. Krendl, Ph.D., President

### MedVet

Dr. Eric Schertel, President

### Ruscilli Construction

L. Jack Ruscilli, CEO

### Hollywood Casino Columbus

Ameet Patel, Vice President and General Manager

### Molina Healthcare of Ohio

Amy Schultz Clubbs, Plant President

### Vorys, Sater, Seymour and Pease LLP

Russ Gertmenian, Managing Partner

### Bob Evans

Steve Davis, CEO