

market at a glance

COLUMBUS

Print Circulation: 6,000
Print Readership: 22,200

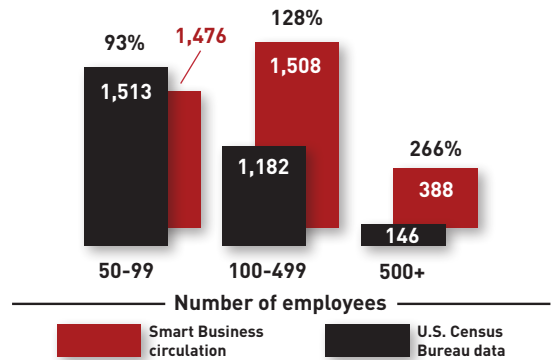
Counties covered: Delaware, Fairfield, Franklin,
Knox, Licking, Pickaway, Union

Digital Circulation: 5,000

Total Impressions per Month: 27,200

Decision-maker audience

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

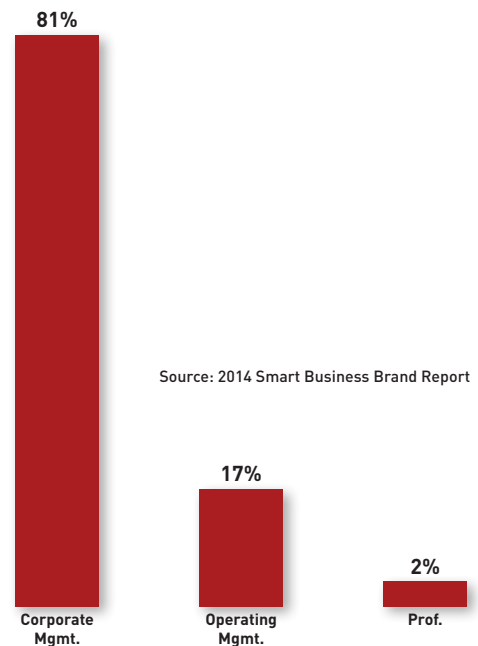


Market saturation: Reaching the RIGHT COMPANIES

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 81% of our audience. This gives *Smart Business Columbus* the highest penetration of qualified decision-makers in the market.



Past Columbus Cover Story Subjects

ALSO



Power 100

Every year, Smart Business ranks the 100 most powerful people in the Columbus business community



Delta Energy

How Sheri Tackett uses employee satisfaction to drive profits at Delta Energy

Limited Brands
Leslie Wexner, CEO

Commercial Vehicle Group
Mervin Dunn, CEO

Butler Animal Health Supply
Kevin Vasquez, CEO

Travel Solutions
Tammy Troilo-Krings, CEO

Too Inc.
Michael Rayden, CEO

Cranel Inc.
Jim Wallace, CEO



Pillar

The 2014 Pillar Awards represent great companies serving great communities



Safe Auto Insurance

How Ari Deshe and Jon Diamond built Safe Auto Insurance into a brand people could believe in

Progressive Medical
Dave Bianconi, CEO

Ruscilli Construction
L. Jack Ruscilli, CEO

Applied Innovation
Gerald Moersdorf Jr., CEO

OhioHealth
David Blom, CEO



Rocky Brands

How Mike Brooks has built, rebuilt and nurtured relationships to keep Rocky Brands going



Donatos

How Jane Grote Abell looked fear in the eye and took Donatos to new heights

Corna/Kokosing
Mark Corna, President

Grange Insurance
Phil Urban, CEO

Longaberger Co.
Tammy Longaberger, CEO

M/I Schottenstein Homes
Robert Schottenstein, Chairman

Max & Erma's
Todd Barnum, CEO



E.O.Y

Smart Business is the print media sponsor for the regional Ernst & Young Entrepreneur Of The Year awards program



Safelite Group

How Tom Feeny helped Safelite Group succeed by focusing on its people

Crane Performance Siding
Jim Ziminski, President

Sterling Commerce
Bob Irwin, CEO

Park National Corp.
Dan DeLawder, CEO

Byers Auto Group
Buddy Byers, Chairman

Bob Evans
Steve Davis, CEO