



Introduction

IMPACT magazine is committed to enhancing the understanding of all facets of science from a business perspective. The core of our coverage is aimed at advancing the business of biotechnology and life sciences. We look at the intersections of science to include industry sectors such as green technologies, energy, aerospace, engineering, advanced manufacturing and information technologies.

With features on emerging fields and technologies, trends and issues, workforce development, industry leaders, education and entrepreneurs, there is no other publication and companion website that reflect the diversity, opportunity, ingenuity and impact of the state's science-based businesses. IMPACT offers leading companies, institutions and organizations in biotechnology and life sciences the opportunity to participate in the publication of the magazine through partnerships, sponsorships and display and classified advertising.

BioNetwork, the North Carolina Community College System's statewide initiative for workforce training for the biotechnology, pharmaceutical and life sciences industries, is an IMPACT partner. IMPACT also enjoys the sponsorship support of **MARBIONC**, marine biotechnology in North Carolina at UNC Wilmington, and **Rowan-Cabarrus Community College**, which serves the citizens of Rowan and Cabarrus counties and is responsible for retraining and educating a workforce to support the development of the North Carolina Research Campus.

CC Publish of Charlotte, a leader in the production of corporate and trade industry magazines, newsletters and brochures, is the publisher of IMPACT. CCS has a staff of professional writers, editors and designers that produce 40 noted publications.

For more information, please contact:

Tim Williams
Publisher
704-374-0341
tim@ccpublish.com

Jennifer Woodford
Editor
704-200-5070
jennifer@communicate-eei.com



Demographics

Impact magazine is distributed to a select and targeted audience:

- 52 percent are to top managers in business, non-profit organizations, government, universities and community colleges.
- 48 percent are professionals and in skilled professions such as medicine, accounting, architecture, building or education.

Impact averages 25,000 readers per edition based on the Trade, Association and Business Publications International industry standard of five readers per trade publication. The average readership per edition for standard magazines is only 3.2 readers.

Editorial Partners

Partnerships, which are equivalent to a co-presenting sponsor, are valued at \$25,000 for 12 editions. This equates to a cost of \$2,083 per edition, less than a 12-month add buy. The benefits of partnership are:

- Space reserved in each edition for a 2 - 4 (+/-) page article with photographs that are written by IMPACT staff or contributed by the partner.
- Inclusion of branding elements in each edition.
- Editorial review of each edition prior to publication.
- Membership on the editorial advisory board
- Contribution to IMPACT's distribution list.
- Recognition on the masthead and in the editorial advisory board listing.
- Inclusion in all promotional efforts and materials.
- Prominent placement and link on the magazine's website.



Sponsorships

Editorial Sponsors are valued at \$19,995 for 12 editions or \$1,666.25 per edition, less than a 12-month add buy. Editorial sponsors receive:

- Editorial input.
- Space reserved in each edition for a two (+/-) page article with photographs that are written by IMPACT staff or contributed by sponsors.
- Contribution to IMPACT's distribution list.

Column Sponsors- \$12,800 for 12 editions or \$1,067 per edition, less than a 12-month ad buy.

- A one-page (+/-) column geared to their area.
- Exclusivity of topic guaranteed in the edition published.
- A headshot, by-line, contact information, and a brief professional description at the end of the article.

Title Partners

Only two title partnerships are available. Title partners will receive all the benefits of the magazine's partners. In addition, they will have their name and logo on the cover as part of the magazine's nameplate. The title partners will rotate months on the outside back cover of the magazine. For more information, please contact Tim Williams, publisher, at 704-374-0341.

Publisher

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