



# Corp!®

EVERYTHING BUSINESS

## 2023



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**Corp! Magazine** is the only statewide business publication dedicated to business owners and C-Suite leaders. The print and digital publications provide breaking business news, best practices and economic trends – everything a CEO needs to know. Part of a small business itself, Corp! Magazine is a certified WBENC, a woman-owned business.

Corp! Magazine began publishing in print form in 1988. Today, Corp! has pivoted to become a 100-percent digital operation, with a reader-friendly digital flipbook, delivered to its influential audience of seasoned executives and business leaders. This exclusive circulation ensures the highest-quality, targeted audience for advertisers, with equal distribution across Michigan.

**Increase brand awareness, connect with an influential business audience:**

**91%** of audience is C-Suite Level • **25%** Click-thru Rate for ePub ads • **98.9%** ePub Delivery Rate

## **CORP! DIGITAL EDITION FLIPBOOK EDITORIAL CONTENT TO INCLUDE:** (Subject to change.)

### **Regular features:**

- **10 Minutes With** - Conversations with business leaders from across various industries.
- **Executive Conversation** - CEOs and other business leaders share their views on issues of the day.
- **Knowledge Base** - Local news and developments from around the business community.
- **Sponsored Content - Experts and Education** - Position your leaders as experts, educating the audience through editorial, panel discussions and webinars.

### **Other featured editorial:**

- Legislative State and Federal Guidelines
- Digital & Technology
- Diversity, Equity & Inclusion
- Entrepreneurs & Executives
- Family Business & Small Business
- Finance
- Health & Wellness
- Human Resources & Best Practices
- Sales & Marketing
- Special Educational Series:
  - Racial Justice
  - CEO Thought Leadership
  - Health and Wellness
  - HR Series

## **CORP! DIGITAL EDITION FLIPBOOK EDITORIAL CALENDAR:**

### **January/February**

Ad art due: 01/27/23

### **May/June**

Ad art due: 05/12/23

### **September/October**

Ad art due: 09/15/23

### **March/April**

Ad art due: 03/03/23

### **July/August**

Ad art due: 07/14/23

### **November/December**

Ad art due: 11/03/23

## **CORP! ePUBLICATIONS:**

- **Corp! ePublications** - Featuring breaking news and featured news multiple times a week including **The Break Room** stories about what's happening at your company, as well as the accomplishments you want to brag about.
- **Corp! Business Briefs ePublication** - Published every Friday, the **Business Briefs ePub** is national business news.
- **Corp! In Case You Missed It ePublication** - Published every Saturday, the **In Case You Missed It ePub** is a recap of Michigan business stories of the week.
- **Corp! People and Places ePublication** - Published monthly, the **People and Places ePub** is about people and places on the move around Michigan.
- **Corp! CEO Thought Leadership ePublication** - Published monthly, the **CEO Thought Leadership ePub** is everything a CEO needs to know, business trends and economic outlook.
- **Corp! Digital Edition Flipbook ePublication** - Published bi-monthly.

## **PROGRAMMING AND EDUCATION:**

Connect with an influential audience of thought leaders and experience the best virtual and in-person programming. Awards shows celebrate Michigan leaders and companies excelling and contributing to their communities. Conferences offer extended programming, SHRM/HRCI credits and deeper, more meaningful conversations and networking.

- Events:**
- January – Best of MichBusiness Awards
  - May – Women Thrive Conference, West Michigan's Best & Brightest Companies To Work For
  - Sept. – National Illuminate Business Summit and Metropolitan Detroit's Best & Brightest Companies To Work For
  - Oct. – Salute to Diversity

**Corp!'s On Demand education** provides a library of resources and educational programming to businesses nationwide. The web-page houses previously recorded programming and education including, roundtables, webinars, town halls, white papers, and resources.