

The importance of health has never been more evident than it is today.



Your source for finding products, services,
and professionals dedicated
TO YOUR HEALTH.



In today's fast-paced world, taking care of one's health has become more important than ever. Our section To Your Health provides informative and engaging content that promotes healthy living and wellness. From the latest trends in fitness and nutrition to tips for managing stress, maintaining mental health, and products and services for self-care, To Your Health is a go-to resource for health-conscious readers.

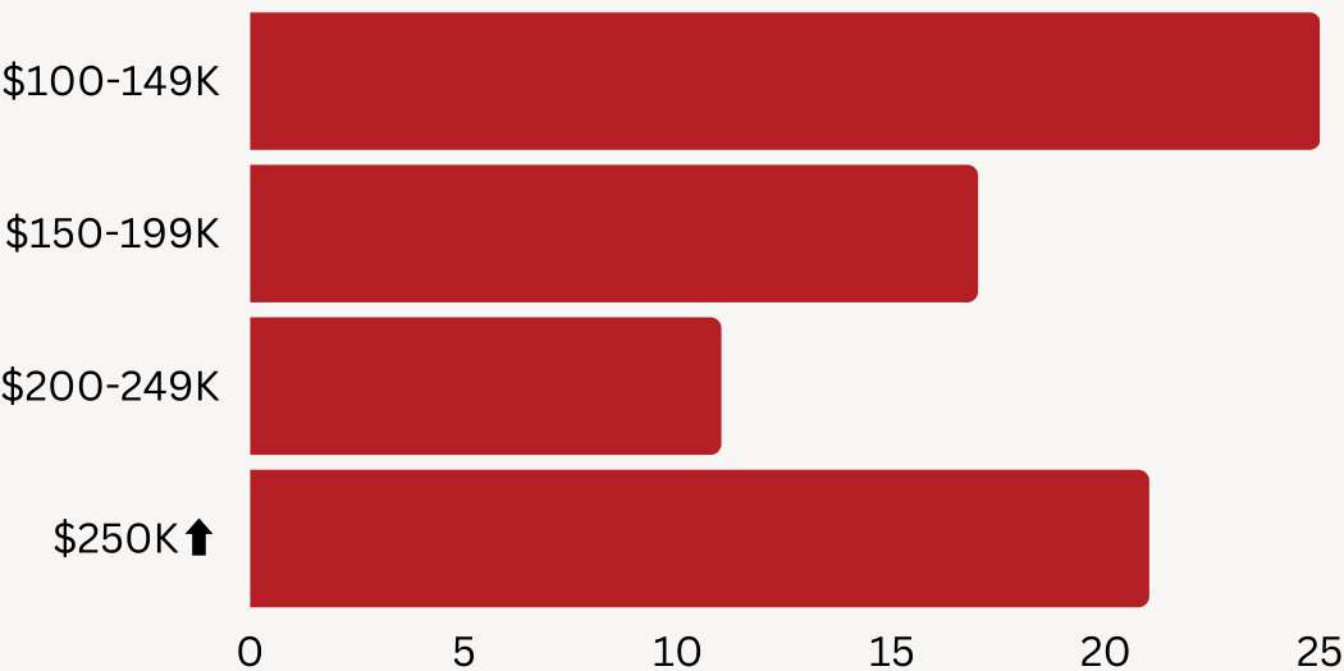
This section is the perfect platform for health-related brands to promote their products or services.

46,290 WEEKLY READERS

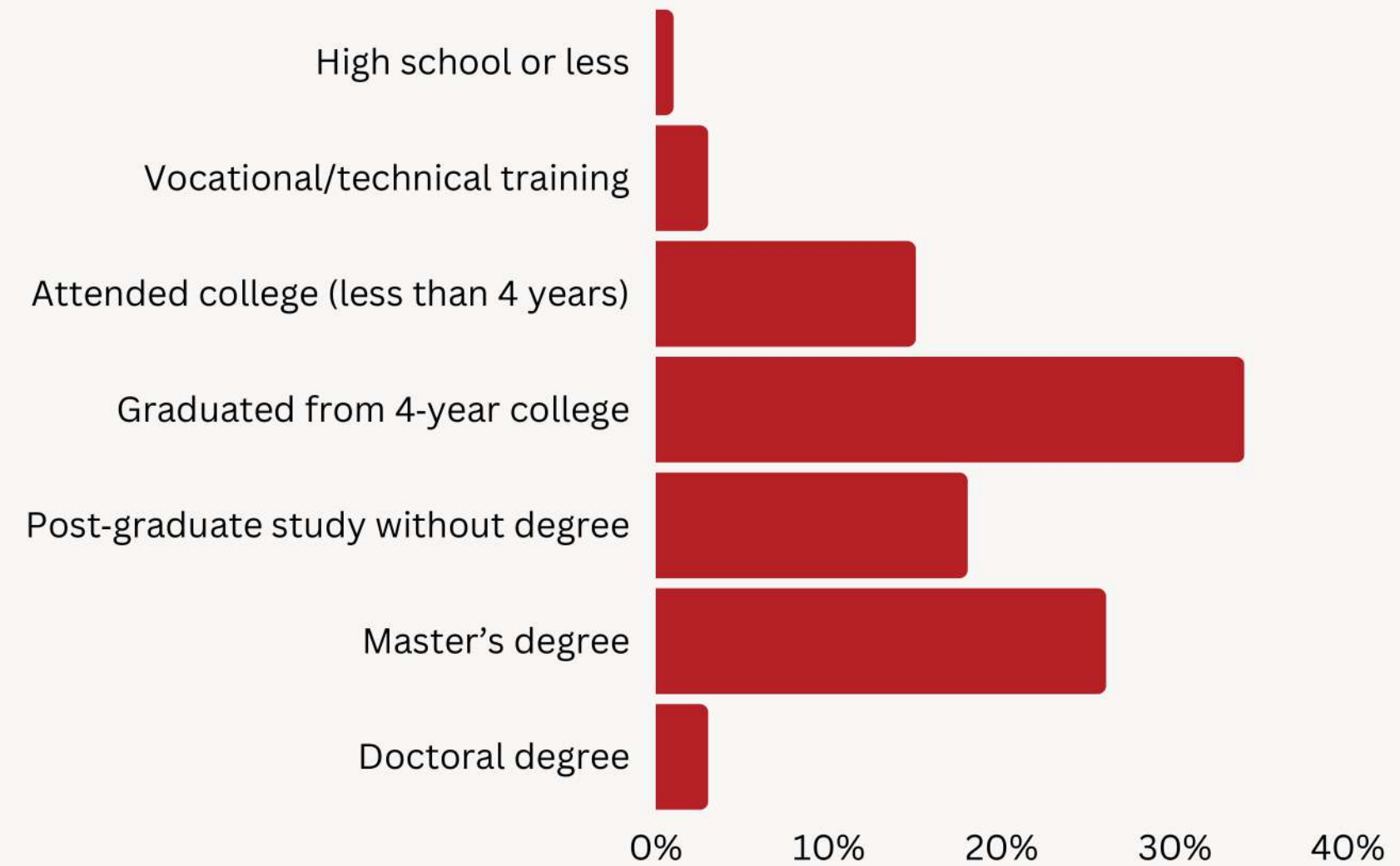


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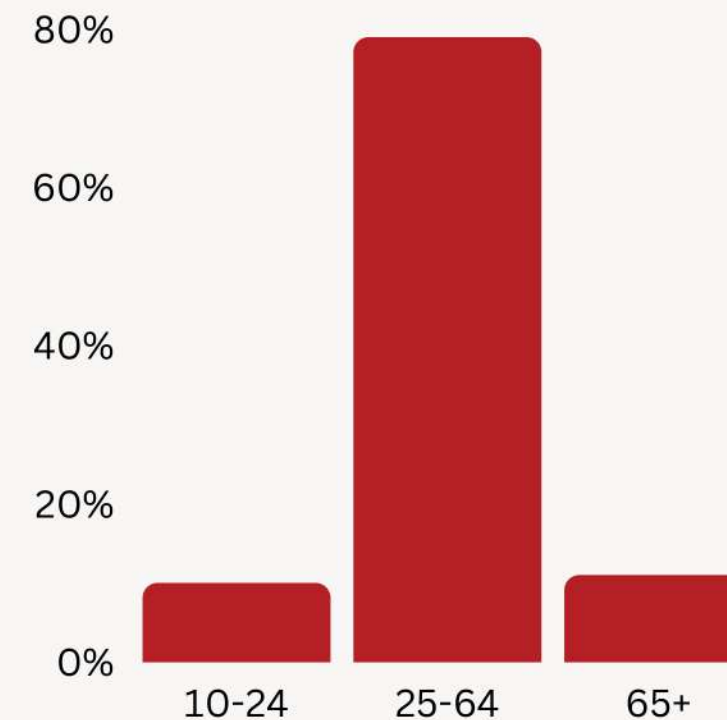
**Promote your health-related brand to our
46,000 health-conscious readers.**



**76% of our
readers earn
over \$100K+
household
income**



**81% Of our readers Have
Higher education**



**The vast majority are 25-
64 years old.**



Springfield Business Journal
2101 W Chesterfield Blvd., Suite B105
Springfield Mo 65807
Contact advertising@sbj.net

Source:
1/1/2020-12/31/21
Audit

46,290 WEEKLY READERS

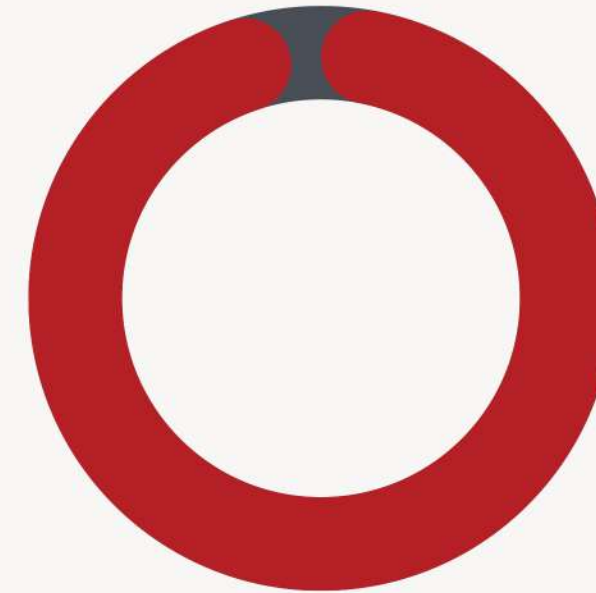
Advertising in To Your Health connects you with our engaged and health-conscious audience to showcase your brand as a trusted partner in promoting their healthiest life. Don't miss out on your opportunity to reach a targeted audience who seek to improve their overall well-being.



On Average Sports & Fitness enthusiasts spend 40% more time on sbj.net

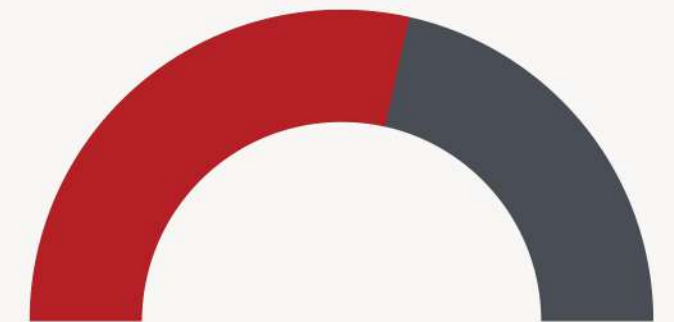


65% frequently purchase products and services from ads seen in SBJ



98% Of subscribers regularly read SBJ

57% Male
43% Female



WHAT IF YOUR ADVERTISING WAS MORE THAN JUST AN AD?

WHAT IF IT COULD:

- 1 Build your website SEO
- 2 Explain your product or service in depth
- 3 Provide a direct link to your email and phone number
- 4 Provide links to any digital assets you own
- 5 Build your authority



WOULD THAT HELP YOU GROW YOUR BUSINESS?



More Leads

- # Name Recognition

- **Spotlight your unique product or service.**
- **Build your name and your brand.**
- **Remember, familiarity breeds trust.**



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Buyers average 13 pieces of content before making a purchase.
How much of that content is yours?
Your enhanced landing page allows you to display your custom content.

DIGITAL ELEMENT

Expand Digital Footprint

We will create a custom landing page for your business, which will be housed on sbj.net, providing a 24/7 marketing platform for your content.

Improve Online Presence

Your landing page will help boost your website' s organic SEO by utilizing multiple links to your site and linking back to an authoritative media website like SBJ.net

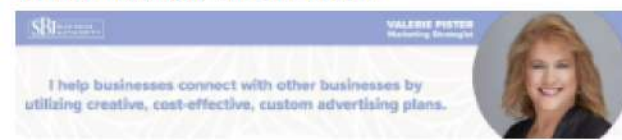
More Leads

The more content you place on your landing page answering questions and positioning you as a specialist, the higher your ranking and website authority will be with search engines, improving your chances of getting qualified leads.



PAID ADVERTISING

To Your Health, Valerie Pister



BUSINESS JOURNAL

Get To Know Valerie

I have spent the last 20 years in advertising sales. My resume includes radio and television, and since 2007 with Springfield Business Journal. I am intimately familiar with SBJ's audience and how to create a comprehensive plan to brand your business with our exclusive audience. Founded in 1990, Springfield Business Journal was the first business journal in the state of Missouri. Today we are an award winning, 24/7 Business News Media outlet. Our print publication publishes weekly on Mondays, and we have a robust website at <https://sbj.net/>. We are the business authority, and we are the best place to build your brand on B2B. Our readers engage with us through the weekly print edition, daily, weekly, and monthly E-Newsletters, as well as various business awards events throughout the year. Each of these platforms have avenues for advertisers to reach our exclusive audience. Build your brand authority in Springfield Business Journal, Your Business Authority since 1990.

Below you will find several advertising programs that will showcase your expert content, build your voice of authority with our audience, all while giving your website a nice organic SEO boost through the authority of our website, SBJ.net.

MONTHLY ADVERTISING FEATURES:

At Your Service - Your source for finding providers for the SERVICES you need for your HOME or BUSINESS. [See an example.](#)

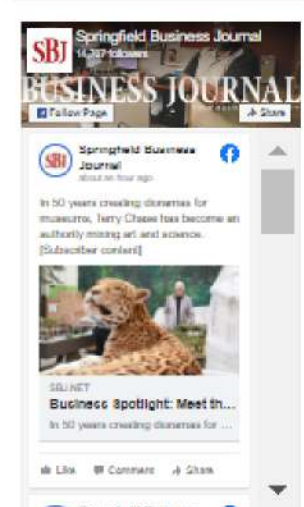
On Your Radar - Your source for innovative solutions, unique value propositions, and novel core products that can improve your business and may not be ON YOUR RADAR. [See an example.](#)

To Your Health - Your source for finding products, services, and professionals



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WHAT IS THE VALUE OF SEO?

“SEO at its core is about great content combined with earning great references. Sharing openly, honestly, and adding value with that content is far more likely to produce returns in the form of links, reputation, references, and customers than staying closed and secretive.” - Rand Fishkind

- 28% of local searches result in a purchase within 24 hours.
- 14.6% of leads are gathered through search engines.
- 66% of people perform some type of online research before making a purchase online.
- 53.3% of website traffic comes from organic searches.
- 91.5% of all traffic is generated by clicks on websites listed on Google’s first search results page.
- The first Google listing receives 33% of search traffic.
- 61% of B2B marketers stated that SEO and organic traffic generate more leads than any other marketing initiative.
- 75% of users never scroll past Google’s first page.

Sources

www.Hubspot.com
www.thinkwithgoogle.com
www.searchenginejournal.com
www.semrush.com
www.ahrefs.com



TO YOUR HEALTH COMPREHENSIVE ADVERTISING PACKAGE

Reach the business decision-makers reading Springfield Business Journal by advertising in the To Your Health package that includes:

- 1 Print ad in the monthly To Your Health special advertising section.
 - Single and double size ads available.

- 1 Custom Landing Page that lives on SBJ.net 24/7 which includes:
 - Your logo, photo, and contact information.
 - Descriptions of your products and/or services.
 - PDF's or links to your authoritative content about your industry.
 - Direct link to your calendar scheduling software.
 - A Google Map link.
 - Your social media feed from Facebook and/or Twitter.
 - Testimonials, videos, commercials, and photo gallery.
 - Direct link to your brochure or whitepapers for expert positioning and thought leadership.



TO YOUR HEALTH COMPREHENSIVE ADVERTISING PACKAGE

Single size ad:

\$550.00 per month for 12-months

\$650.00 per month for 6-months

Double size ad:

\$750.00 per month for 12-months

\$850.00 per month for 6-months

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*Your landing page will remain live as long as your advertising plan is active and in good standing.





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 <p>• 275 characters total • 30 characters per line</p> <p>CLIENT NAME 417-xxx-xxxx website or email</p> 	 <p>• 275 characters total • 30 characters per line</p> <p>CLIENT NAME 417-xxx-xxxx website or email</p> 	 <p>CLIENT NAME 417-xxx-xxxx website or email</p> <p>• 500 characters total • 40 characters per line</p> 	 <p>CLIENT NAME 417-xxx-xxxx website or email</p> <p>• 500 characters total • 40 characters per line</p> 
<p>• 500 characters total • 80 characters total</p> <p>CLIENT NAME 417-xxx-xxxx website or email</p> 			
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