

LEGISLATIVE REPORT 2024



UNDERWRITING OPPORTUNITIES

ABOUT THE PUBLICATION

The Business & Industry Association is excited to begin work on our **2024 Legislative Report**, the second edition of our revamped annual report on the legislative session. The inaugural 2023 report received positive feedback for its depth of content and reader-friendly presentation. The 2024 report will again be designed and produced by **Yankee Publishing** and is expected to be a 28-page, full-color magazine.

DISTRIBUTION

The 2024 report will be inserted into the October **NH Business Review** print publication, reaching a targeted audience of more than 12,500 well-educated professionals, from sole proprietors to CEOs, top executives of large corporations and key government decision-makers.

- 78% are midlevel executives or higher
- 75% have buying authority
- The average reader spends 25 minutes with NH Business Review

The 2024 report will be mailed to:

- BIA's member organizations
- Chambers of commerce
- Trade associations
- State lawmakers
- Top journalists

The Legislative Report is also used in new-member recruitment efforts and at all BIA networking and educational events, **for a total distribution to more than 14,500 readers.**

UNDERWRITING OPTIONS

We are proud to offer the following options in this valuable resource document.

■ Full-Page Ad for \$3,500

(premier placements are available on a first come first serve basis for inside pages of front and back cover)

■ Half-Page Ad for \$1,850

■ Quarter-Page Ad for \$975

Advertising in the 2024 Legislative Report enhances your brand and supports BIA public policy and advocacy efforts.

