

Sustainable Industries

The Business Source for Leaders of the New Economy

www.sustainableindustries.com

Sustainable Media Inc.
230 California St., Suite 410
San Francisco, CA 94111
415.762.3941

Brian Back, President (National/Regional)
brian@sustainableindustries.com

Business Team::

Amy Hillman, Business Team Director (Portland)
amyh@sustainableindustries.com

Christina Weber, Senior Account Executive (Bay Area)
christina@sustainableindustries.com

Brandon Madsen, Account Executive (Puget Sound)
brandon@sustainableindustries.com

advertising@sustainableindustries.com

MEDIA KIT 2010

ABOUT SUSTAINABLE INDUSTRIES

At the turn of the century, a few years before words such as “green” and “eco” were embraced by widespread opportunism, business journalist *Brian Back* took a keen interest in the growing communities of dedicated business leaders pioneering sustainable business practices. Unable to convince his former employer, a mainstream media conglomerate, to provide coverage of the burgeoning opportunity, Brian politely resigned and set up a series of meetings with several of those business leaders to brainstorm ideas. Soon after, *Sustainable Industries* was born.

Over the next several years, the team of stakeholders at *Sustainable Industries* worked exceptionally hard to create an innovative, award-winning media company that today serves as the only one of its kind: a fiercely independent, regionally focused, advertorial-free B2B magazine, event series, web site and suite of industry-specific newsletters that reach far beyond “green” to provide news, tools and analysis on the greatest social, environmental and economic development opportunities the world has ever seen: *Sustainable Industries*.

THE AUDIENCE: OVER 100,000 STRONG (AND GROWING)

- 25,000 readers of the monthly print / digital magazine and Quarterly Business Guides
- 35,000 opt-in subscribers to Industry Newsletters
- 50,000 monthly page views at www.sustainableindustries.com
- 1,500 annual registrants of the Sustainable Industries Economic Forums
- 1,500 annual registrants of *Sustainable Industries* Webinars

FEEDBACK

“In the rapidly growing world of green you need someone to cut through the fog of greenwashing to let you see what is really going on. *Sustainable Industries* is my lighthouse. I’ve gotten more good ideas out of *Sustainable Industries* that I incorporate into my work than from any other source of its kind.”

- Panama Bartholomy, California Energy Commission

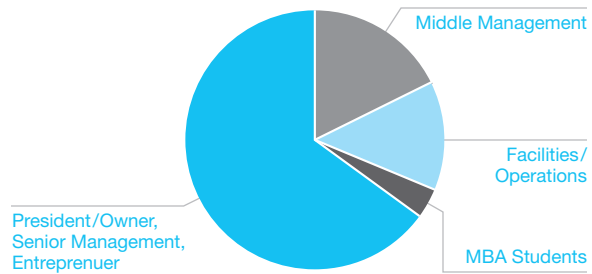
“Our organization’s exposure in *Sustainable Industries* has helped us reach our target audience in powerful new ways - and they’re great people to work with!”

- Dan Geiger, Executive Director, U.S. Green Building Council No. CA Chapter

THE SUSTAINABLE INDUSTRIES BUSINESS LEADER IS:

IN CHARGE

- More than 66% are President/Owner, Senior Management or Entrepreneur
- 19% Middle Management
- 11% Facilities/Operations
- 4% MBA Students



ACCOUNTABLE

The majority of the *Sustainable Industries* audience is directly responsible for buying:

- Financial Services
- Marketing/PR Services
- Green Building Products and Services
- Clean Energy
- Office Supplies
- Conferences/Retreats
- Books/Reference Materials

Another one-third is directly responsible for buying Legal Services, Insurance, Office Space/Real Estate Services and College Courses/Continuing Education.

ENGAGED

- A large number say they read each issue of *Sustainable Industries* “cover to cover” to “keep abreast of the latest sustainable business news and analysis.”
- Nearly half have taken direct action in response to an advertisement.

ADVANCED

- 41% have earned an MBA or advanced degree, and $\frac{3}{4}$ are early- to mid-career
- A majority say *Sustainable Industries* contains news, tools and analysis they “can’t find anywhere else.”

DIVERSE

- Top represented industries include: Engineering/Construction, Government/Policy, Design, Marketing, Manufacturing, Education, Energy, Technology, Finance and Real Estate.
- 25% work in companies with over 500 employees, while nearly half work in companies with fewer than 50 employees.

CONSCIENTIOUS

- More than 87% buy environmentally superior products and services.
- 8 out of 10 participate in charitable or volunteer activities.
- 91% actively pursue a healthy lifestyle.

A THOUGHT LEADER

- More than 85% report a significant level of influence in their company/organization.
- 7 out of 10 readers share their magazine with colleagues and peers.
- 94% vote in federal, state and local elections.

SOURCE: 2009 Annual Sustainable Industries Audience Survey (July-August)

ADVERTISING RATES

PREMIUM PRINT/DIGITAL

		8% off	12% off	18% off	26% off
	1x	3x	6x	9x	11x
2-page Spread	\$4,970	\$4,570	\$4,370	\$4,080	\$3,680
Back Cover	\$3,290	\$3,030	\$2,900	\$2,700	\$2,440
Full Page	\$2,940	\$2,710	\$2,590	\$2,410	\$2,180
1/2 Vertical	\$1,920	\$1,770	\$1,690	\$1,570	\$1,420

STANDARD PRINT/DIGITAL

		8% off	12% off	18% off	26% off
	1x	3x	6x	9x	11x
2-page Spread	\$3,990	\$3,670	\$3,510	\$3,270	\$2,950
Full Page	\$2,360	\$2,170	\$2,080	\$1,940	\$1,750
1/2 Horizontal	\$1,380	\$1,270	\$1,210	\$1,130	\$1,020
1/4 Page	\$780	\$720	\$690	\$640	\$580

QUARTERLY BUSINESS GUIDES

Green Office Guide 2010 (Print/Digital)

Top 10 Green Building Products 2010 (3-D Digital)

Clean Energy Handbook for Business 2010 (Digital)

Sponsorships		1x	3x
Gold	Cover Logo, Editorial Column Upfront + Premium Full Page Ad	\$4,500	\$4,200
Silver	Small Cover Logo + Premium Full Page Ad	\$3,250	\$3,000

Ads	
Full Page	\$2,760
1/2 Vertical Premium	\$2,150
1/2 Horizontal	\$1,610
1/4 Page	\$920

ECONOMIC STIMULUS: Our Audience has grown significantly from 2009 to 2010, but our industry-leading, high-value advertising and sponsorship rates have not! *All prices are Net.

FEEDBACK

“BetterWorld is focused 100% on serving organizations with social and environmental missions. As a rule we do very little if any advertising, but Sustainable Industries’ unique focus, excellent reputation and audience makes it the only choice for us when considering where to put our advertising dollars.”

- Matt Bauer, President, BetterWorld Telecom

ONLINE ADVERTISING

Amplify the success of your marketing campaign by reaching a highly targeted audience of 50,000 business leaders per month online at SustainableIndustries.com. All value-priced online campaigns enjoy run-of-site and start at 25% frequency rotation at the price below. Campaigns can be dialed to 25%, 50%, 75% or 100% frequency.

Leaderboard (728x90)	\$950
Skyscraper (120x600)	\$750
Top Banner (468 x 60)	\$825
Bottom Banner (468 x 60)	\$675
Right Tile Ad (166x100)	\$475
Left Tile Ad (166x100)	\$325
Text Ad	\$150

INDUSTRY NEWSLETTER SPONSORSHIP

Sustainable Industries' content-rich email newsletters deliver original industry-specific news, tools and analysis to over 32,000 of opt-in subscribers each month.

- Sustainable Energy
- Sustainable Building
- Sustainable Marketing
- Sustainable Technology
- Sustainable Transportation
- Sustainable Finance
- Sustainable Food
- PLUS *Sustainable Industries Digest*, a flagship cross-sector newsletter now in its 5th year of distribution!



Exclusive Sponsor

Masthead Logo Recognition + Intro Copy (50 word limit) + 2 Banner Ad Placements + Featured Event Ad + Featured Job Ad + Monthly Success Reports

3 months	\$3,500
6 months	\$6,500
1 year	\$12,000

FEEDBACK

“Sustainable Industries is both a resource and thought guide, connecting the key players and leading practitioners while providing the compass bearings for these expanding markets.”

- Dave Chen, Founder, Equilibrium Capital

SUSTAINABLE INDUSTRIES ECONOMIC FORUMS

Our annual, high-profile business events in San Francisco, Portland, Seattle, Denver and Santa Monica feature a panel of distinguished thought leaders and CEOs who answer pointed questions and address their inspirations and the economic realities of sustainability, followed by high-power networking. Recent speakers include *Van Jones, Paul Hawken, Ray Anderson, Amory Lovins, Dr. Karl Henrik-Robert* and more!

Presenting Sponsor	\$9,500 – 1 Per Market
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Marquee Promotion on All Marketing and Online Materials + Reserved Front-Row Table of 10 With Signage + Display Table + Company Intro by Moderator+ First Question for Panel + One-Time Use of Attendee Email List

Gold Sponsor	\$4,500 – 1 Per Industry Per Market
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Industry-Exclusive Logo Promotion on All Marketing and Online Materials + Reserved Upfront Table of 10 With Signage + Display Table + Moderator Recognition

Silver Sponsor	\$2,500
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Promotion on All Marketing and Online Materials + Reserved Table of 10 With Signage

FEEDBACK

“We’ve garnered tremendous value from supporting the *Sustainable Industries Economic Forums*. One of our strongest private sector client relationships to date sprang out of last year’s event sponsorship. By aligning ourselves with *Sustainable Industries*, we built greater credibility in the eyes of this and other valued clients.”

- Dave Weigel, VP of Marketing, Ecos

SUSTAINABLE INDUSTRIES WEBINARS

Led by industry thought leaders, *Sustainable Industries’* free and popular Web-based seminar series expands on the tools and expert analysis found in the magazine and Quarterly Business Guides.

Presenting Sponsor	\$3,500 – 1 Per Webinar
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Marquee Promotion on All Marketing and Online Materials + Company Intro by Moderator + First Question for Speakers + One-time Use of Attendee Email List

Gold Sponsor	\$1,000
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Logo Promotion on All Marketing/Online Materials + Brief Company Description by Moderator

DISCOUNTS

FREQUENCY DISCOUNTS

Aggressive frequency discounts are offered to clients who place multiple ads in campaigns this calendar year. See Page 4 for details!

TOTAL SPEND TIERS

Sustainable Industries is no one-trick pony. Time and time again we've witnessed clients getting the best results when marketing across a variety of *Sustainable Industries* mediums: the print/digital magazine, Quarterly Business Guides, online, Industry Newsletters, *Sustainable Industries* Economic Forums, and Webinars. As such, we reward client loyalty with additional steep discounts based on the "total spend" of their campaign – no matter where that money is invested across the spectrum. Because diversity is just as powerful in business as it is in the natural world, following are three **Total Spend Tiers** that offer unprecedented discounts to *Sustainable Industries*' most impactful clients.

Above \$20,000	5% discount
Above \$30,000	10% discount
Above \$45,000	15% discount

3x3x3

All clients with 3 or more advertising placements extending over 3 or more months enjoy a 3% discount when they pay in advance!

CUSTOM MEDIA

Sustainable Industries provides a suite of custom-tailored publishing solutions for companies and organizations seeking fresh and authentic ways to tell their sustainability story, including:

- Special publications delivered alongside *Sustainable Industries* magazine
- Custom Web sites, newsletters and online resources
- Journalistic, editorial, design and content production services
- Article reprints, brochures and marketing materials

Sustainable Industries also offers expert consulting referrals for businesses and organizations seeking comprehensive sustainability programs and metrics to support the authenticity of their claims.

Contact *Sustainable Industries* President *Brian Back* at brian@sustainableindustries.com or 415-762-3942 to inquire about your Custom Media project.

FEEDBACK

"It's my only business news source, period."

- *Claudia Newman, Partner, Bricklin, Newman, Dold LLP*

2010 MEDIA KIT DEADLINES

MONTHLY ISSUES

Month	Focus	Reservation Deadline	Materials Deadline
Jan '10	Trendwatch 2010	Nov 19	Nov 25
Feb	Energy Management	Dec 21	Dec 28
Mar	Green Building Innovations	Jan 19	Jan 25
Apr	Education	Feb 18	Feb 25
May	Corporate Social Responsibility	Mar 23	Mar 30
Jun	Cleantech	Apr 23	Apr 29
Jul	Clean Energy	May 24	Jun 1
Aug	Design & Construction	Jun 24	Jun 29
Sep	Money	Jul 21	Jul 27
Oct	Law & Policy	Aug 24	Aug 31
Nov	Green Building Special Issue	Sep 20	Sep 30
Dec	Entrepreneurship	Oct 22	Oct 30
Jan '11	Trendwatch 2011	Nov 19	Nov 30

BUSINESS GUIDES

Month	Supplement	Reservation Deadline	Materials Deadline
Apr	Green Office Guide	Feb 8	Feb 16
Jul	Top 10 Green Building Products	May 4	May 10
Oct	Clean Energy Handbook	Aug 13	Sep 20

WEBINARS

Month	Supplement	Sponsorship Deadline	Materials Deadline
Jan	TrendWatch 2010	Nov 19	Nov 25
Mar	Green Office Guide	Feb 8	Feb 16
May	Trends in Green Marketing	Mar 23	Mar 30
Jul	Top 10 Green Building Products	May 4	May 10
Oct	Clean Energy Handbook	Aug 24	Aug 31
Nov	Green Building Innovations	Sep 20	Sep 30